

Recreation and work in an emerging country: a combination of regulatory and motivational influences

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Abstract. The work can not be considered in isolation from the recreation as a process of an individual's vital forces restoration. In emerging economies, recreational management needs an actualization at both the macro and micro levels. The purpose of the study is an analysis of the possibilities of combining the functions of regulation and motivation in the direction of increasing productivity and employment due to improved recreation. The research methodology is the Breton-Brennan-Buchanan model, within which homo economicus feels the influence from the government and adjusts the ratio of "work – leisure". A modified view on this model is that the state is seen not only in terms of income maximization. If the collected taxes are returned to the individual, in particular in the form of qualitative recreation, then in this case the demotivation in the form of non-effective work is reduced. The paper substantiates the directions of recreational sphere activation in Ukraine, namely in relation to: increasing the motivational role of the state, along with its exclusively regulatory function; participation of enterprises in the processes of discussion and implementation of measures relevant to improving the quality of the recreational environment and infrastructure within the framework of public space renovation.

1 Introduction

The work can not be considered in isolation from the recreation as a process of an individual's vital forces restoration. In emerging economies, in particular in Ukraine, recreational management needs an actualization at both the macro and micro levels. At the current stage, the leading role belongs to state regulation, which should be supplemented by other functions.

The literature review in this study covers work on the recreation management in its relationship with the categories of health, safety, and the environment, in particular environmental conflicts management [1]. Thus, the paper [2] reveals the role and place of occupational health and safety within the concept of sustainable development. The source

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[3] demonstrates the relationship of the European Union Strategic Framework on Health and Safety at Work and relevant national strategies, on the example of Romania. The authors of the paper [4] address inclusive recreation issues. The paper [5] emphasizes the impact of information technology on leisure, which is changing traditional views on leisure. The research [6] proves that leisure at work increases resilience and organizational identification. The paper [7] examines the impact of the COVID-19 pandemic on recreation by comparing the demand for these services before and after the pandemic crisis. At the same time, strengthening the role of motivation in the context of studying recreation, in its relationship with the category of “work”, requires further development.

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2 Methodology

The research methodology is the Breton-Brennan-Buchanan model [8, 9], within which homo economicus feels the influence from the government and adjusts the ratio of “work – leisure”. A modified view on this model is that the state is seen not only in terms of income maximization, but also from the point of view of the “guardian” of workers' health. Especially since these two roles are interrelated. It is important to understand that the individual perceives the government not only as a tax collector, hostile to himself. If the collected taxes are returned to the individual, in particular in the form of qualitative recreation, then in this case the demotivation in the form of non-effective work is reduced.

The paper uses microeconomic graphical analysis (Fig. 1), operating with the following categories / indicators:

- normal goods: work and leisure (coordinate system);
- time work and leisure time (x -axis);
- income (y -axis);
- budget (budget lines $EB \dots AB$);
- regulation / tax policy (reflected in adjusted budget lines LL);
- a combination of goods both leisure and work, that are equally useful for the individual (indifference curve U);
- optimum (point of contact indifference curve to budget line E).

3 Results

Recreation and work are the main components of the cyclical process of labor activity. In accordance with modern humanistic tendencies, which develop more and more, including in emerging countries, the individual is not just a worker, but the most important resource, endowed with emotions and health, which must be constantly maintained and restored. In this context, the study develops the issue of improving process management on the continuum “work – environment (recreation)”, in particular in the modernized form of public-private partnership in the process of participatory budgeting of recreationally relevant projects.

3.1 Regulation in combination with motivation as a necessary condition in the field of recreation

In order to increase labor productivity and prevent demotivation of workers due to inadequate working conditions and excessively high taxes, an integrated approach to

understanding the relationship between work and leisure is needed (Fig. 1). The paper [10] demonstrates the main problems of an emerging country, in the context of studying the motivation of workers to work within the norm. Recreation is considered not only as a hygienic factor, but also a motivating factor. Workers' health and productivity (ultimately the occupational health and safety) depend not only on working conditions but also on leisure / recreation conditions.

The government should not only regulate economic activity through tax policy, but also motivate workers by guaranteeing the return of distributed income through the development of conditions for their recreation.

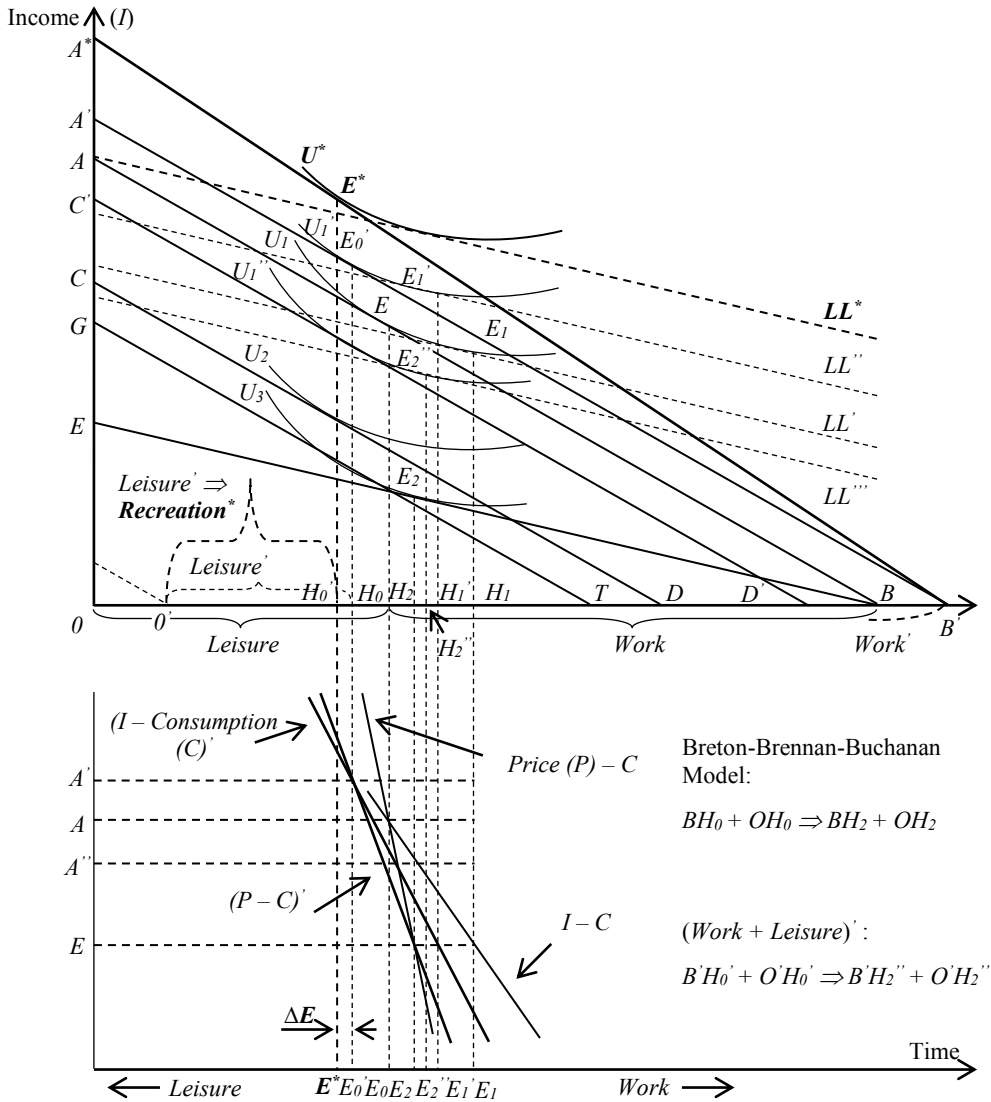


Fig. 1. Regulation and motivation on the continuum “work – environment (recreation)” on the basis on the Breton-Brennan-Buchanan model

Source: Developed by the authors on the basis on [8-11]

The modified model (Fig. 1) explains the «leisure / recreation → occupational health and safety → productive work» link, and enhancing the role of the government in strengthening this link, as follows:

- work and leisure are seen as alternatives; however, recreation is a kind of additional factor that can explain why an individual works better or worse in the same external and internal production conditions, and in emerging countries (with different variations of budget constraints $EB \rightarrow A'B$ and tax policy LL), is transformed from a hygienic factor, including into a motivational factor;

- in emerging countries with budget deficits, the government can improve its functions: it is not even about strengthening the regulatory function by a motivational function, but about the implementation of this regulatory function. This means a direct link between taxation and the “return of money” to the people, namely, through improved living and recreation conditions – through the improvement of public facilities (green recreational areas) for workers and their families;

- the analysis of the problem is carried out at the macro level, but is a reflection of the needs and interests of the individual (*homo economicus*): A^*B' is the optimal budget constraint of the individual (takes into account the reflection in the actions of the individual his attitude to the real state social and environmental policy), which is at the point E^* : he works more and more productively, earns more, at the same time has less free time, but a full and healthy rest – $O'H_0$. The initial effect will be negligible (ΔE), however, its very presence will gradually change the situation in the country in the field of occupational health and safety.

Whether leisure will be recreation in the sense of recuperation within a quality natural environment depends on whether the government really cares about the health of workers by setting and monitoring occupational safety standards, which must include recreational factors.

3.2 Public-private partnership as a tool to improve recreation

In Ukraine, public-private partnerships are regulated by the relevant law [12], but in practice there are difficulties in its implementation, especially when it comes to socially and environmentally oriented projects.

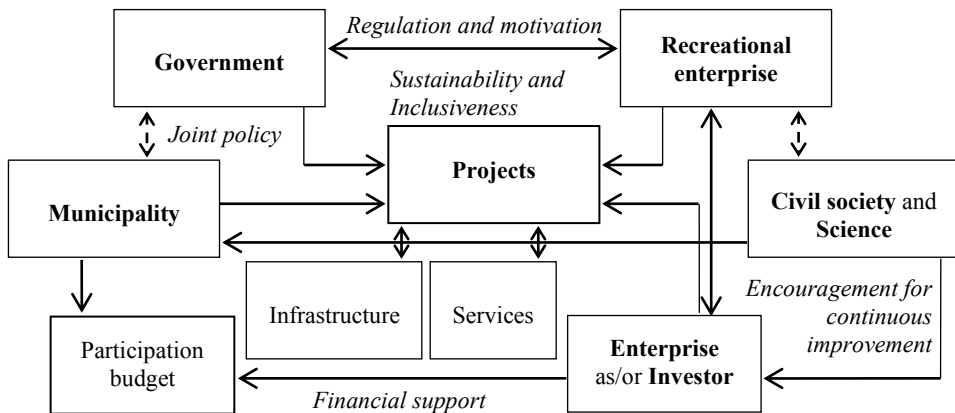


Fig. 2. Organizational scheme of the public-private partnerships to ensure the implementation of recreationally relevant projects

The scheme 2 proposes to expand the range of participants in projects relevant to outdoor recreation; at the same time, the main initiator and investor (in addition to the participatory budget) should be the enterprise. It is not just about creating additional conditions for workers (within the concept of social responsibility), but about the continuous improvement of the processes associated with creating healthy conditions outside of work. Awareness of the importance of this in business circles should be promoted by active public activity, as well as increasing the role of trade unions in protecting workers' rights to safe working conditions, which are not harmful to health and are constantly reviewed for improvement, especially from the point of view of the worker. Therefore, projects (Fig. 2) not only are not inferior in importance to environmental and social projects, but also play a special environmental-social role.

Understanding that such a policy is economically viable in the long run should encourage enterprises to implement the best international standards, based on the principles of initiative and effectiveness. At the macro level, this approach involves accelerating Ukraine's participation in international cooperation, in particular towards the implementation of standards ISO 45001 [13], in particular under section 6 "the planning": 6.1.2.1a) social factors (taking into account the amount of work, repression, persecution, etc., but somehow not the conditions of recreation), 6.1.2.1e3) personnel (taking into account the behavior of workers in places that are not directly controlled by the company – must also take into account places of rest).

In the conditions of constant financial crisis in Ukraine it is necessary to create an attractive investment environment and constant state support for the implementation of socially oriented projects on the principles of sustainability [14, 15].

4 Discussion

An important component of recreation management during the COVID-19 pandemic is the regulation and motivation of activities to create and continuously improve a safe and efficient public space (in compliance with international standards, especially ISO / PAS 45005 [16]). Ensuring the participation of enterprises and other actors in the discussion and implementation of organizational and economic measures aimed at updating and greening the public space is possible within the management of the participatory budget of the city. In the capital of Ukraine, Kyiv [17], during 2019, the participatory budget developed 55 public space management projects (for comparison: health projects – 26, social protection projects – 32, etc.). The main of these projects include the following: children's space "Goloseevsky" (1955 votes, UAH 818,994), recreation area of Lake Verkhne Vyhurivske (2846 votes, UAH 1,100,000), vitalization of the Dnieper embankment between the parks Priberezhny and Verbovyi grove (490 votes, UAH 221,400), etc. In 2020, 138 such projects have already been submitted for public consideration, which indicates a strong motivational impact of participatory budgeting and compliance with pressing socio-economic issues, especially those relevant to the pandemic. The strengthening of the role of enterprises in the context of supplementing their participation in the discussion and organization of projects with real investment support within the framework of public-private partnership remains relevant.

5 Conclusions

The paper substantiates the directions of recreational sphere activation in Ukraine, namely in relation to: increasing the motivational role of the state, along with its exclusively regulatory function; participation of enterprises in the processes of discussion and

implementation of measures relevant to improving the quality of the recreational environment and infrastructure within the framework of public space renovation, on the example of Kyiv in Ukraine.

The proposals set out in the article have been aimed, on the one hand, at providing additional conditions for the implementation of the ISO 45001 standard in Ukraine, and on the other hand, are outside it: in the short run, recreation is not directly related to the link between occupational health and safety and productive work, however, for a long period of time, insufficient rest is one of the most important reasons, which ultimately leads to a decrease in labor productivity and violation of occupational safety in enterprises.

Therefore, further research will be devoted to the rationale for increasing the role of recreation, taking into account its internal and external factors, within national and international standards for occupational health and safety, and for safe working during the COVID-19.

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