CUSTOMER'S TYPES IN HOTEL AND RESTAURANT BUSINESS
(ТИПИ СПОЖИВАЧІВ У ГОТЕЛЬНО-РЕСТОРАННОМУ БІЗНЕСІ)

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На сьогодні спеціалісти готельно-рестораного бізнесу знають майже все про обслуговування клієнтів. Але чи хтось із них колись осмілювався віднайти спільні риси у споживачів та деяких видів тварин? Пропоную придивитися уважніше до тих, кого ви обслуговуєте щодня та вас самих. Можливо, ви віднайдете серед них себе.

Nowadays the sector of restaurant and hotel management is almost complete with different types of enterprises. It exists a huge number of expensive fashionable hotels with with 'all inclusive' as well as low cost 'bed and breakfast' hostels, restaurant with unique and exotic dishes as well as fast food restaurants. Such a verity of fastilies and prices exist to satisfy any kind of consumers but there's one more condition that is decisive for potential customer. It's a service.

Without doubt the main aim of any enterprise is to get a profit. Without this condition your hotel or restaurant is going to be an excess weight for you and sooner or later will be collapsed. But to find your place in this sector of business means not only produce nice meal or give an apartments for sleeping but also prepare your stuff to any kind of situation and teach them to cope with it. Everybody in independence of his status and profit has a right to get the same high level of service.

Hotel and restaurant stuff have to communicate with huge number of people every day and not always it can be easy to find a common language with everybody. Knowing about that nowadays universities provide students with a lot of information that helps them while facing difficulties in future. One of the important subjects is customer's psychology.

As social sector of business, hotel and restaurant management implies knowing of fundamentals of psychology. It's necessary to know for stuff which types of customers exist to choose right models of behavior that suite this concrete type.