

MAIN PROFESSIONS OF HOTEL INDUSTRY

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Market hotel services is a set of economic relations that are formed during the production, distribution and organization of the consumption of these services. They have their own specifics. Despite the variety of accommodation facilities, each designed to perform the function of hospitality. There are following main sub-sections: administration, management service rooms and apartments, food, engineering and technical service, auxiliary and secondary service. Some of them are engaged in the production of services (laundry, kitchen), others - giving them (maids, restaurant), and all together support and information service (booking pore-tye). Each structure defines the powers and duties of employees, each unit uses a specific technology, and together seek one - satisfaction. Provision of the service, its design and the process of service have the ultimate goal - to take guests. The client is the most important figure for tourist facilities. The clients do not depend on us, but we depend on them. In the eyes of hoteliers client is a "king" and meet their needs is the most important task of the hospitality industry workers. In other words, the customer is always right.

Hotel general manager directs everything involved in the operation and financial result of the property; creates standards for personnel administration and performance, service to patrons, room rates, advertising, publicity and food selection. *Hotel clerk* performs an assortment of services for hotel guests, such as guest check-in and check-out, assigning rooms and answering inquiries to hotel services. *Bellhop* escorts incoming hotel guests to rooms; assists with luggage; offers information about available services and facilities of hotel and entertainment attractions; inspects guest's

room to make sure things are satisfactory. *Meeting and convention planner* plans meetings and special events of various sizes. Coordinates such logistics as budgets, speakers, entertainment, transportation, facilities, technology, equipment, logistical requirements, printing, food and beverage, and other related issues. *Concierge* assists guests with everything from making restaurant reservations to acquiring tickets for special events, helps with travel arrangements and tours to interesting places. *Maitre d'* is also known as the head waiter, the maitre d' assigns customers to tables; makes advance reservations; oversees all aspects of the dining room experience for patrons; makes sure all waiters are doing their jobs effectively. *Executive chef* oversees all kitchen activity, such as menu creation and staff management; utilizes food surpluses and leftovers; tracks popularity of various dishes; estimates customer food consumption; tests cooked foods by tasting and smelling them; creates special dishes and recipes. *Reservation ticket agent* answers phone or e-mail inquiries; offers suggestions and information about travel arrangements, such as schedules, rates and types of accommodation; quotes fares and room rates; makes and confirms transportation and hotel reservations. *Maids and housekeeping cleaner* perform such light cleaning duties as making beds, replenishing linens, cleaning rooms and halls, vacuuming, emptying wastebaskets and restocking bathroom supplies. *Gaming dealer* operates table games such as craps, blackjack and roulette; provides dice and dispenses cards to players; determines winners, calculates and pays winning bets, and collects losing bets.

It is very important how to handle customer complaints. A recent survey shows that customer complaints are increasing. The commonest complaint is about staff who are rude or unhelpful, usually because they know little about the product they are selling. The second thing that makes customers angry is having to wait too long to be served. Recently, many business enterprises have cut running costs by employing fewer staff, so there simply are not enough people to provide efficient service. It is not clear why complaints are on the increase. Maybe standards of service are going down, but the more likely explanation is that people are readier to complain nowadays. Citizens' Charters, telling people what they can expect and what to do if

they are dissatisfied, have produced a generation of customers who know their rights and are not afraid to demand them. It is all about customer loyalty. If a restaurant refuses to listen to a customer's complaint whether justified or unjustified, the restaurant then has an unhappy customer, but has done nothing to make that customer happy again. That customer will not come back. But if the restaurant staff listen politely, check the problem and then offer a refund with an apology if needed, the customer will remain loyal. Some problems are more complicated, such as a complaint about staff rudeness, a supervisor or manager is usually called in. Sometimes the matter cannot be solved, because the customer refuses to listen or to accept the offered solution, it is referred to someone higher up.

Although the hotel industry workers perform unproductive functions, their work has socially necessary character and benefits. This work contributes to the recovery of the labor force, thereby ensuring continuity of social reproduction. Thus, the work of staff hospitality industry although not directly involved in material production, but contributes to its implementation and the formation of national income.

References:

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