

4. Urbanization. Urban shoppers need more comfort goods such as ready-to-eat food, online shopping and so on. Villagers need other things.

5. Lifestyle. Healthy lifestyles lead to an increased demand for organic food, fitness products and so on. In turn, leisure lifestyles drive the tourism and hospitality industry.

6. Education. A person is self-improving throughout his life, which subsequently causes the need for any advanced training courses or developmental lessons in the field of activity.

7. Media. Businesses use the media to promote their products and to keep up with social-cultural development trends.

8. Economic development. New demands arise that enterprises must meet through innovation and new offerings.

In the end, the various characteristics of the social-cultural environment that affect the conduct of global business in one way or another have been considered.

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CONFLICTS IN THE RESTAURANT

Конфликты в ресторане

Conflict is an inevitable and healthy part of life.

Each person has a different set of values and beliefs that color his or her perception of the world. Each person also has a different set of goals, desires, and needs.

The study of conflicts helps to identify weaknesses in the work of the cafe, such as insufficient qualification of staff, inconvenient service system, inconsistency of the quality of food and drinks with the expectations of customers. This allows to implement improvements and increase customer satisfaction.

At work, each person may have a different opinion about what needs to be done to solve a problem. Too often people assume that there must be a winner in a conflict. They don't try to find a solution that is satisfactory to everyone. When you handle conflict in a healthy, open way, you often find a better solution.

Conflicts cannot be resolved in the heat of the moment, in between cooking. If you have a conflict that needs to be resolved, arrange to meet at a convenient time when you won't be interrupted or distracted. Never dismiss the conflict in front of customers or guests. Start discussing the problem in an open, positive way.

The most difficult conflicts to resolve are over values and beliefs. For example, two managers may argue about the right way to involve employees in decision making. One may believe that the boss is better at making decisions than asking others' opinions.

depending on how strongly both people hold these beliefs, the conflict can be very difficult to resolve.

Internal arguments lead to kitchen mistakes, table confusion, and poor coordination, all of which create avoidable food waste. Better communication reduces this waste, keeping profits higher and minimizing unnecessary resource waste.

Conflicts between staff and customers are a particular application of conflict resolution skills. Dissatisfied customers can have a very negative impact on your business. Most food service businesses depend on repeat business and word-of-mouth advertising. When a customer is unhappy with the food or service, you lose potential future business. You may also lose other customers who have heard about your customer's bad experience, as people are more likely to share bad experiences than good ones. Especially today, with sites like TripAdvisor, it has become very easy for the average person to post public reviews of their experiences.

When the person is calm and able to fully discuss the situation, you should move on to the problem-solving stage. The client should be asked what they would like to do to solve the problem. One should propose solutions that are within one's authority. Agree on a solution. If a satisfactory solution cannot be offered, the person should be helped to complain to the manager or owner. If this is not immediately possible, you should take full details of the problem from the person and promise to pass on the information. You should let the person know when the owner or manager has responded. You should always thank the person for bringing the complaint to their attention.

If there is responsibility for staff, you need to make sure they understand effective complaints procedures. You need to make sure they know how complaints should be handled in the restaurant. Many companies have a 'no questions asked' policy. If customers return a menu item, it is replaced free of charge or they are refunded.

In conclusion, it is worth noting that reducing the number of conflicts contributes to a more comfortable and pleasant atmosphere for both staff and visitors. This has a positive impact on customer loyalty and the image of the institution.

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GAME TECHNOLOGIES IN TRAINING AND EMPLOYEE ADAPTATION: A NEW ERA OF CORPORATE LEARNING

Игровые технологии в обучении и адаптации сотрудников: новая эра корпоративного обучения

As organizations navigate rapid technological advancements and digital transformation, effective employee training and adaptation are essential. Traditional