

Different types of customers

Customers are the most important part of any travel and tourism business. Quite simply, without customers there would be no business. So, it is vitally important that customers are looked after carefully and given the highest standards of service, so that they can come back again and tell their friends about the good time they had.

To do this it is fundamental to be able to identify and classify the tourists in front of us, so as to select the best techniques to approach them.

Tourists can be classified according to their "age" in the following groups:

- **Young children** (0-12);
 - **Teenagers;**
 - **Young adults;**
 - **Young couples;**
 - **Families with young children;**
 - **Middle-aged people;**
 - **Retired people.**
- They can also be defined on the basis of their approach to the staff working in the tourism industry:
- the **questioner** asks a lot of questions, even if he doesn't need the answers;
 - the **straight to the point** one wants a clear simple answer to his query with no extras;
 - the **shy** one wants help but won't ask for it;
 - the **know-it-all** wants to show the staff how much he already knows;
 - the **sponge** is fascinated by everything the staff have to say and absorbs all information;
 - the **empty-head** is not sure about what he wants to know but feels that he needs to ask.

 **1** Identify which kind of customers represent the people in the pictures. Discuss with your classmates.

