



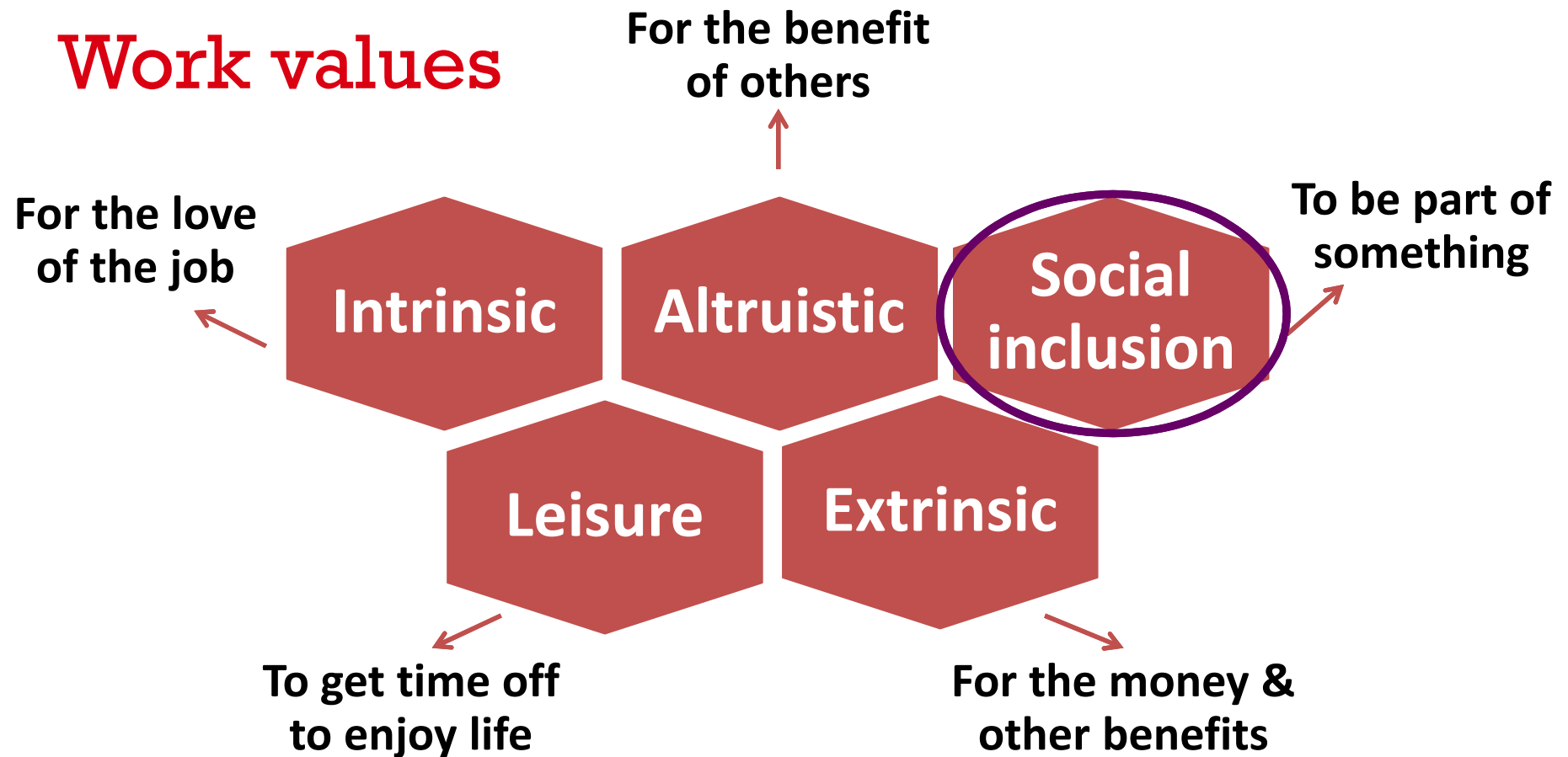
One-on-one Panel with Dr Anna Kralj

Lecturer & Program Advisor in the
Department of Tourism, Sport & Hotel
Management



**Poor experiences in the first job
often lead to poor attitudes to
work in general.**

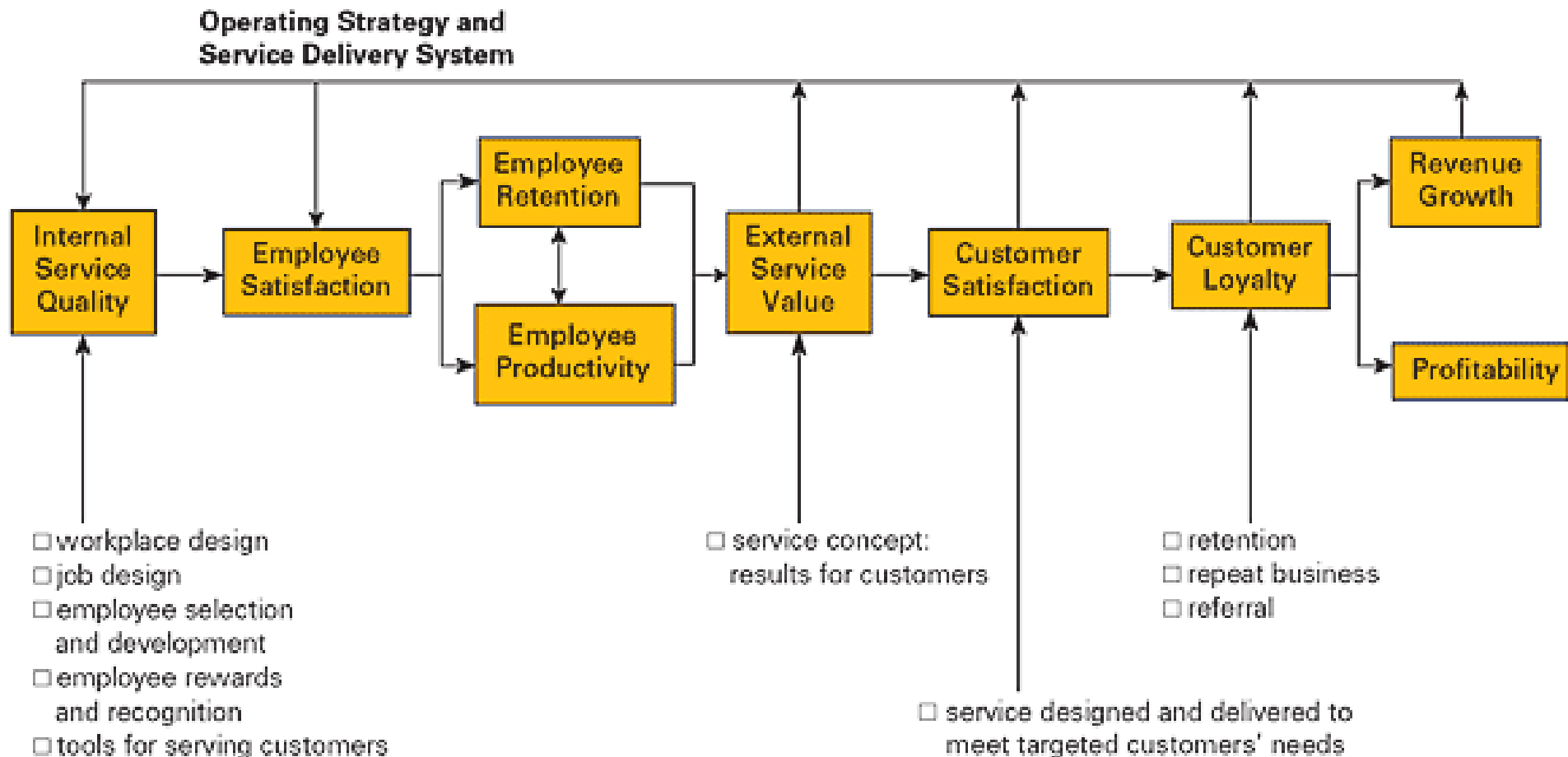
Work values



**It costs 7 times more to keep an
existing customer than to find a
new one...**

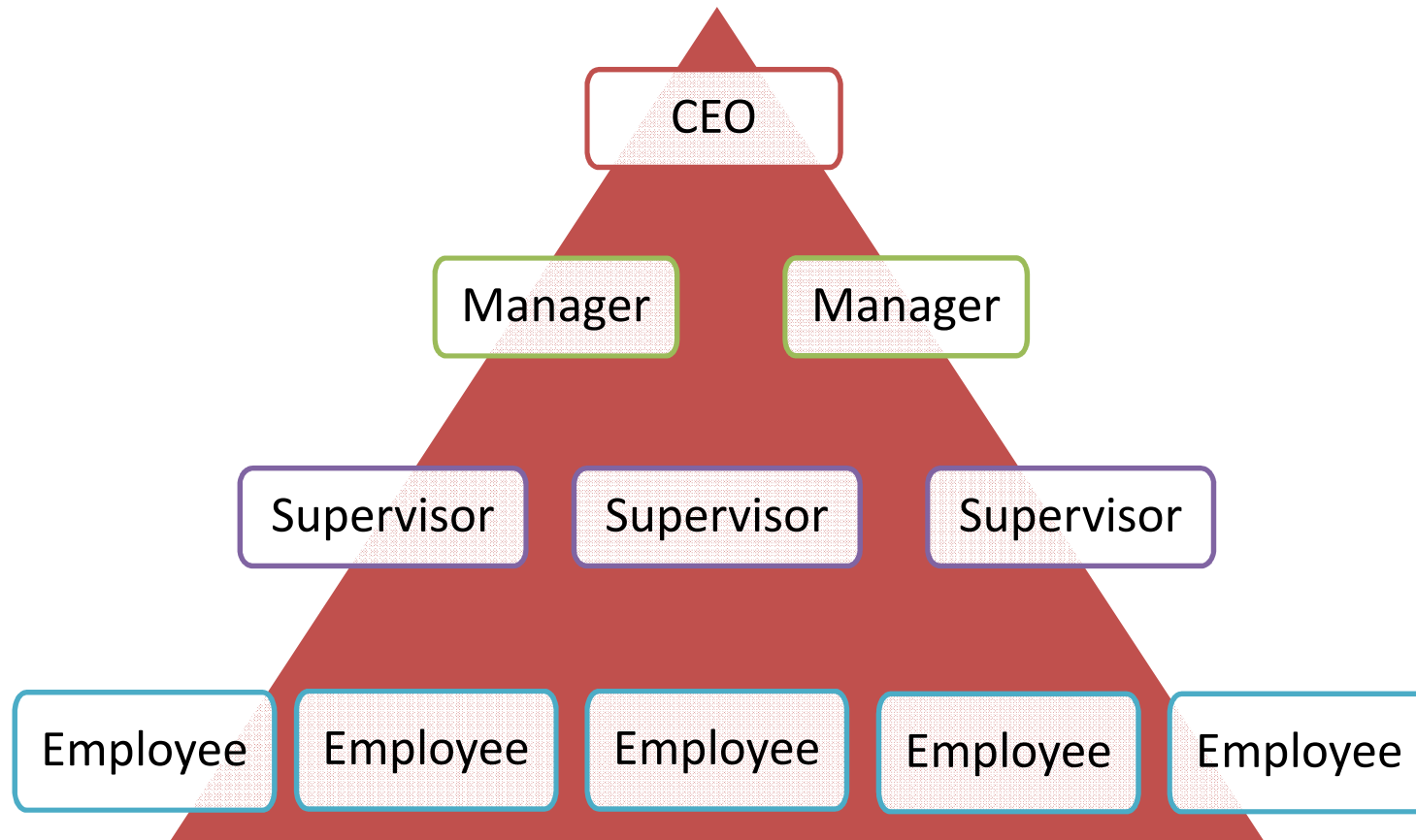
**...even more expensive to find
and train new employees**

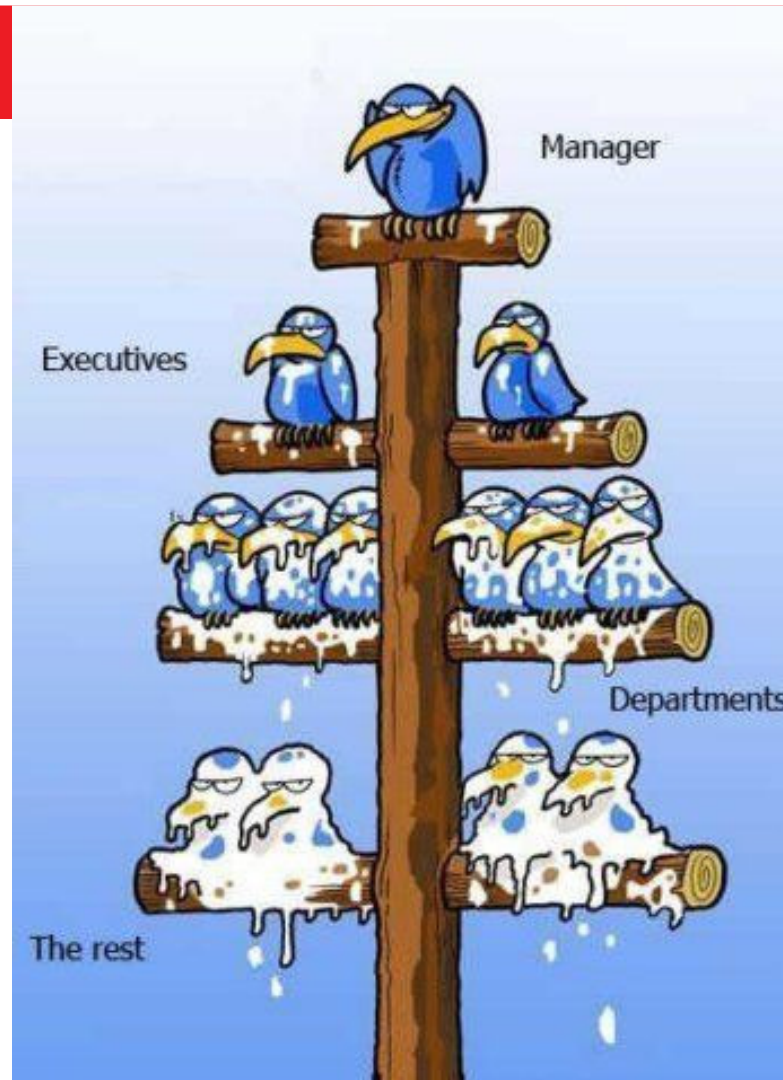
The Service-Profit Chain

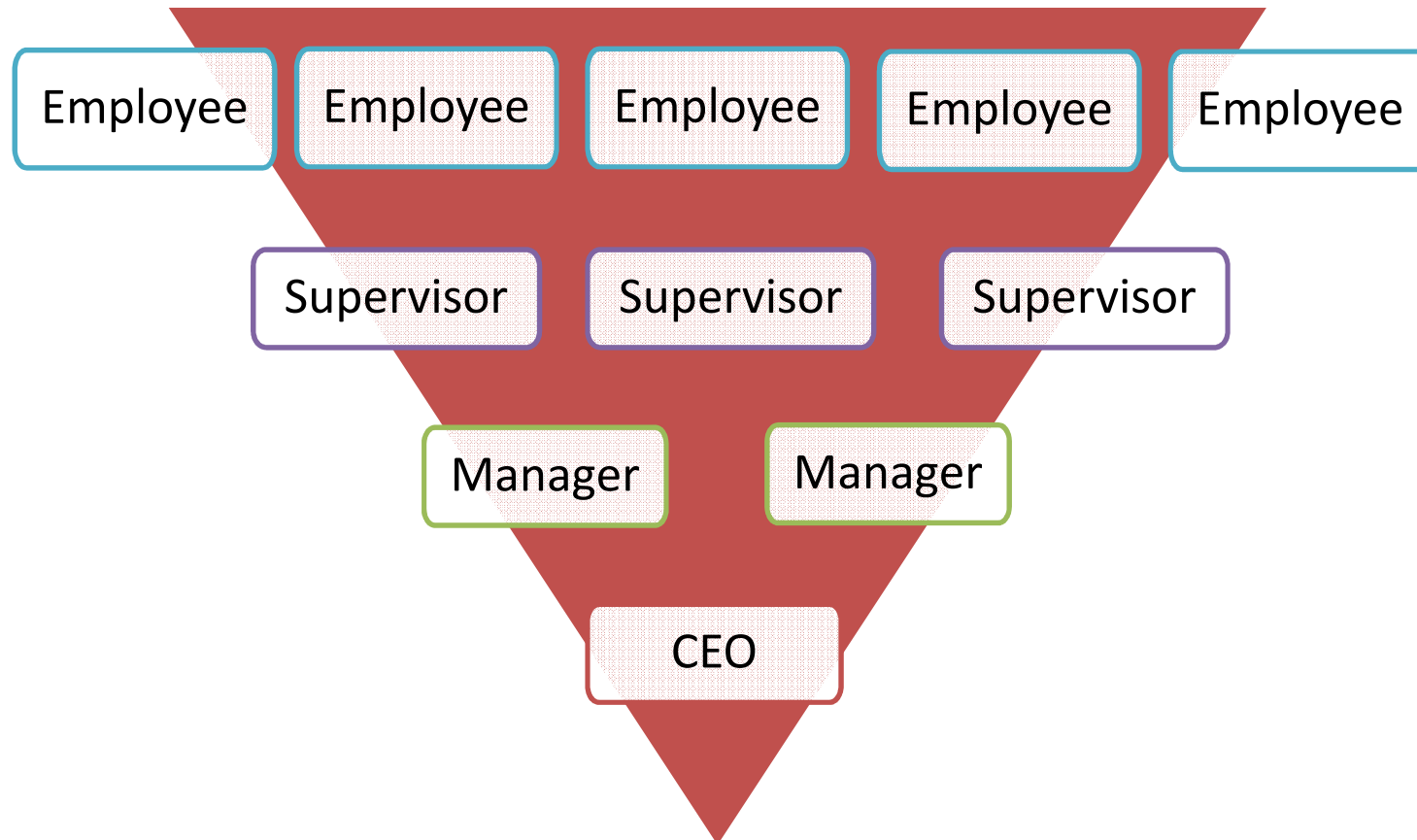


Marriott's "Spirit to Serve"

- Spirit to serve **the associates**
- Spirit to serve **the guests**
- Spirit to serve **the community**



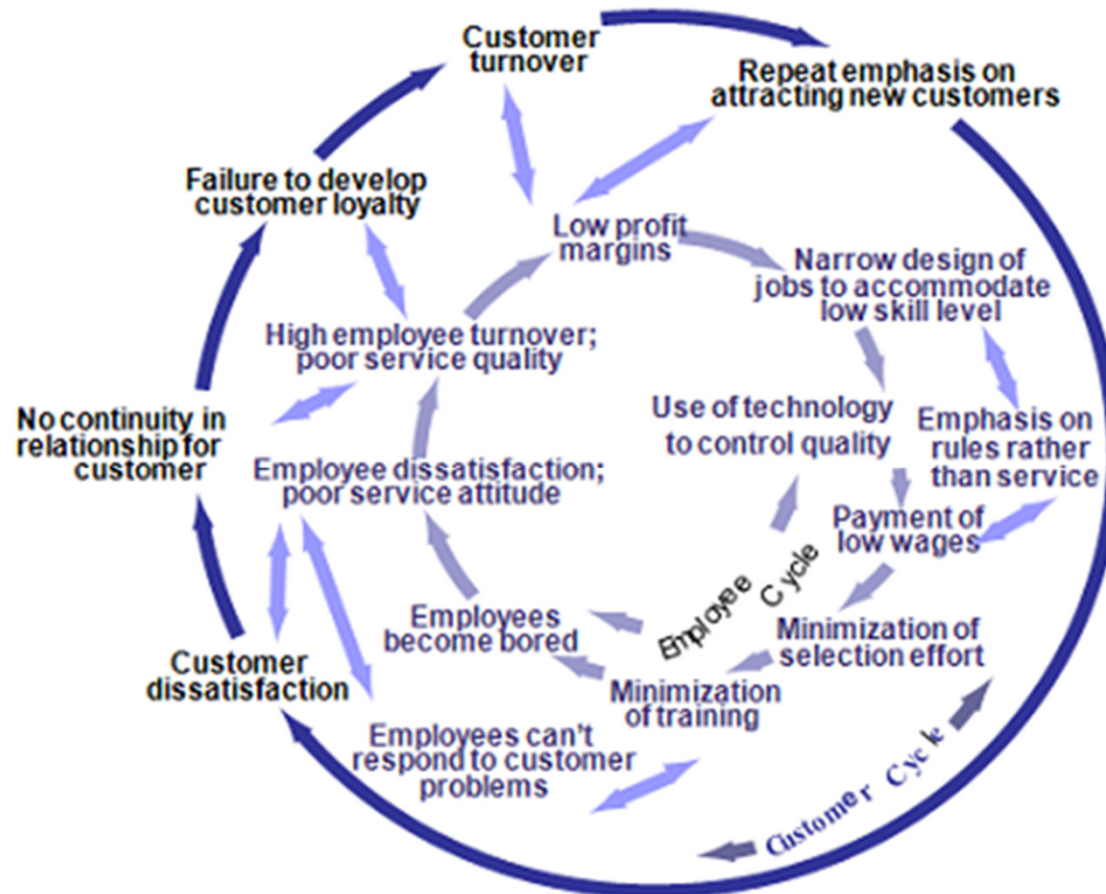




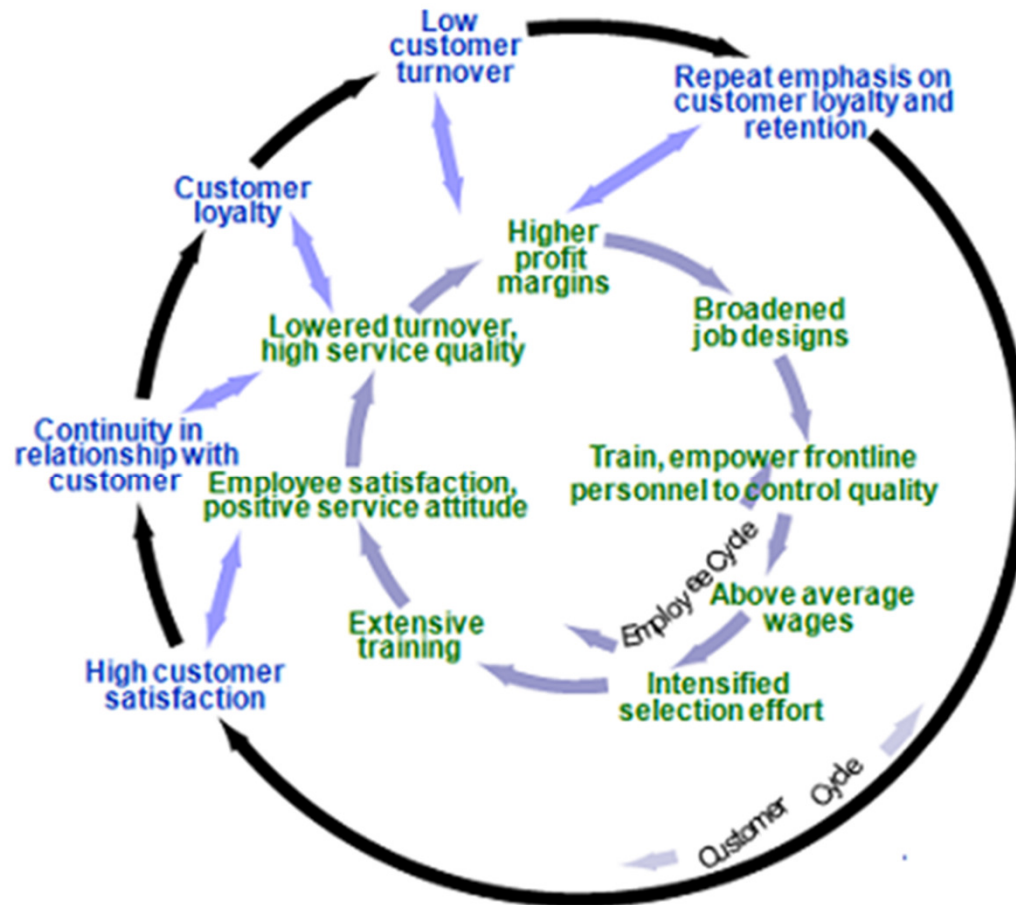
Hire the right managers and supervisors. Develop their skills.

Research demonstrates employee attitudes are most affected by the actions of their direct supervisors.

The Cycle of Failure



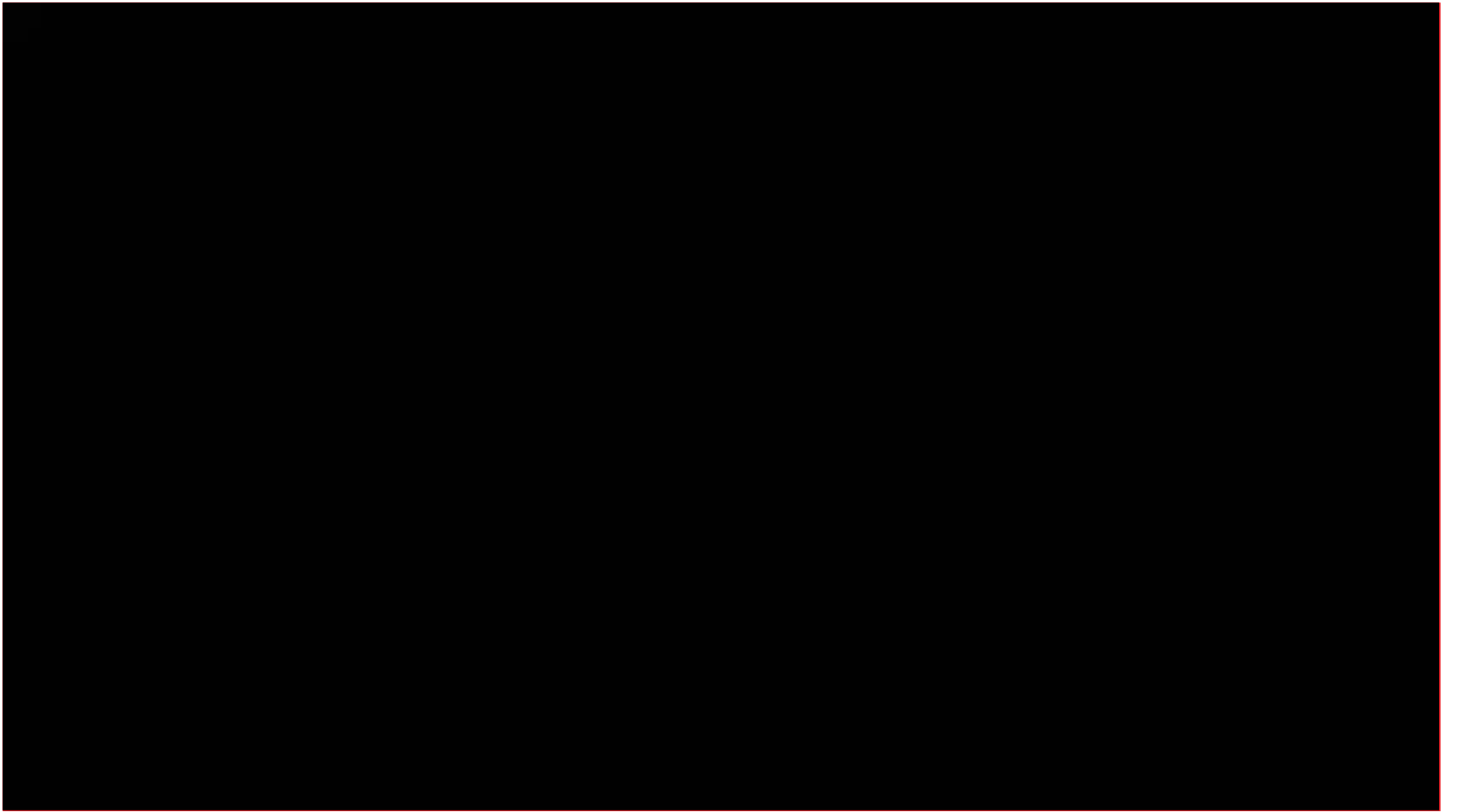
The Cycle of Success



Loyalty cannot be bought.

It must be earned.





The Fish Philosophy:

www.fishphilosophy.com



Be there.



Play.



Make their day.



Choose your attitude.

Puno hvala