

# The Right Answers to the Crisis

HOTREC-EFFAT Plenary Meeting

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# First period of the crisis – panic reactions



Very first reaction reducing  
the personnel

(but this leads far, companies  
enter a vicious circle, the sector  
loses it's best experts)



We have to stop  
and if possible  
convert this progress



Common thinking with our  
social dialogue partners:  
what are the alternatives of  
automatic reduction



**Think before!**

**Before acting  
double check options!**



# Actions are possible in two directions

We have started seminars in two directions

- ◆ I. Reduction of costs
- ◆ II. Increase sales or slow down the loss of sales



# I. Reduction of costs

- Energy conference combined with training
- Efficient way of applying outsourcing
- New work organisation
- Application of state grants
- Application of trainees
- Vocational training





# Energy

- How to proceed in contract renewal?  
(What are the basic points to consider?)
- Regular consultation occasions with a specialist consulting company
- Studying the possibilities of uniting energy purchasing volumes



## II. Increase sales or slow down the loss of sales

- Improvement possibilities of  
traditional sales solutions
- Internet applications



# Hotels/1

- ◆ Sales situation and possible traditional solutions to problems
- ◆ New ways of cooperation with the national marketing agency
- ◆ Efficient best practices for the use of the social media
- ◆ Internet marketing application in a clever way

# Hotels/2

- ◆ Online marketing strategically – What a hotel owner/manager has to know?
- ◆ Search engine optimisation nowadays
- ◆ Price of online marketing
- ◆ How do you calculate costs and ROI?
- ◆ What do we miss not knowing the trends?
- ◆ Internet and a more efficient communication



# Restaurants

- ◆ How can we acquire new clients in a programmed way?
- ◆ Best practice of how to run your own website in an efficient way
- ◆ User-friendly website – best practice and typical mistakes
- ◆ How can I verify the performance of my own website? - Google Analytics in practice



# Vocational training

- ◆ Best practices of the vocational training in schools, in companies
- ◆ New vocational training structure – to-does and not-to-does
- ◆ Opportunity of co-operation of the social dialogue partners in the new structure with the Chamber of Commerce



Thank you for your attention!

