



AKTIVACIJA HUMORJA V TURIZMU

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Zakaj je humor pomemben?

- „*Najkrajša pot do sočloveka*“ - V. Borge
- Pojasnjuje kar 1/3 socialnega vpliva ljudi
- Velik vpliv na izbiro življenjskih partnerjev
- Izjemno pomembni vplivi na zdravje
- Povezuje in ločuje posameznike in skupine
- Odlično orodje prepričevanja



Zakaj humor v turizmu?

- Turizem je doživljajska dejavnost, humor in zabava pa sta med ključnimi elementi izjemnega doživetja (Pine&Gilmore: The experience economy, 1999).
- Nevroznanost je empirično dokazala, da smeh in dobra volja pri prodajalcih povzročata boljše razpoloženje in večjo potrošnjo pri obiskovalcih.



Priložnosti v marketingu

»In the pursuit of better advertisement, there is probably more to be learned from a study of the anatomy of humour than from any other subject.«

Jeremy Bullmore, WPP*

- *„Quite possibly the most admired man in advertising“
(Campaign magazine's A List)*
- *"Adland's greatest philosopher" (Campaign)*
- *„The best writer I have come across" (Martin Sorrell)*
- *"When Mr Bullmore speaks, the world listens.,,
(Marketing magazine)*



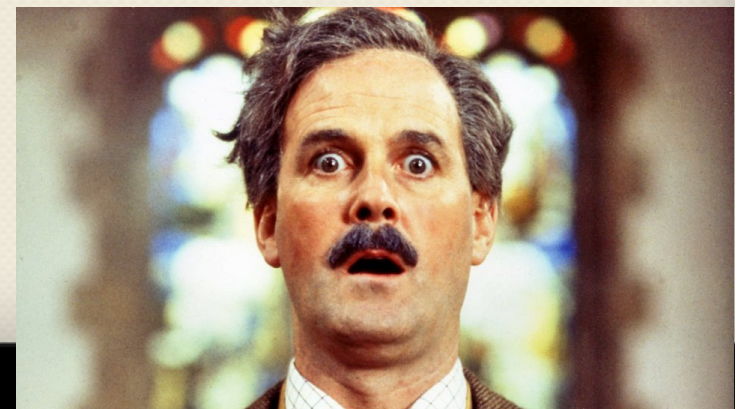
*WPP je največja globalna komunikacijska skupina



Priložnosti v prodaji

“If I can get you to laugh with me, you like me better, which makes you more open to my ideas. And if I can persuade you to laugh at the particular point I make, by laughing at it you acknowledge its truth. It's no coincidence that the man I know who always has the best stock of new jokes is not the comedian, but a salesman.”

John Cleese, Monty Python



Southwest Airlines primer dobre prakse

- Načrtno kultiviranje kulture humorja
- Uspehi
 - Največji svetovni low-cost prevoznik
 - Največ sindikatov, nikoli ni bilo stavke ali odpuščanj
 - Redno med top 5 podjetij v ZDA po izboru zaposlenih
 - Najmanj pritožb potnikov med vsemi ameriškimi letalskimi družbami



Southwest Airlines marketing

- Vloga humorja
 - Nagovori hostes, razne potegavščine
 - Zabavna tekmovanja med letom
 - Humorno trženje (vključno z norčevanjem iz svojih največjih slabosti)



Southwest Airlines - organizacijska kultura

“We at Southwest Airlines foster and embrace fun, creativity, individuality, and empowerment. We love our employees. We trust our employees. We hire people who can laugh at themselves....”

Colleen Barrett , President Southwest Airlines (West, 2005)

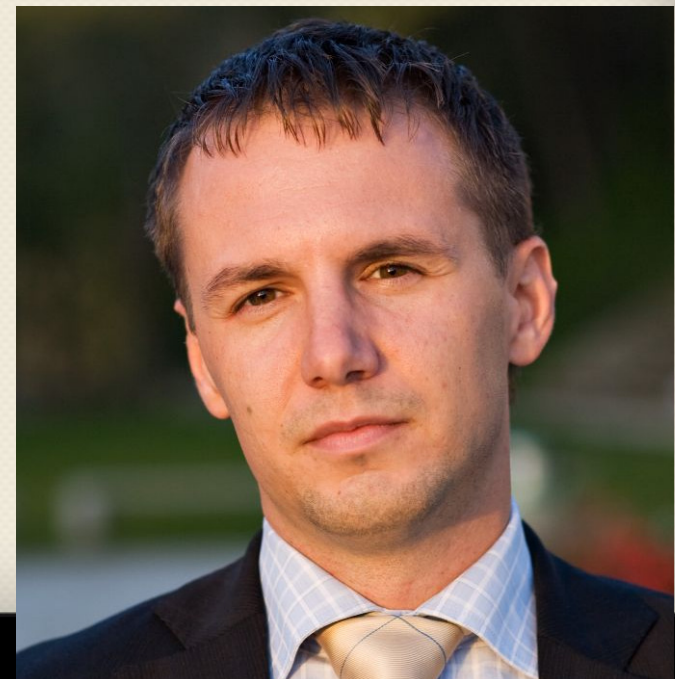
The Southwest Airlines logo is centered, featuring a red heart with a white outline, flanked by silver wings. The text 'WELCOME ONBOARD' is at the top, 'THE FLIGHT OF YOUR LIFE' is on a blue banner across the heart, and 'SOUTHWEST' is on a smaller blue banner below. At the bottom of the heart, it says 'NOT JUST A CAREER, A CAUSE'. The background is a light blue sky with white clouds.

Not Just A Career, A Cause.

At Southwest Airlines you have the freedom to be creative, dress casually, and have fun on the job. Employees also enjoy free travel privileges, and great benefits like ProfitSharing, matching 401(K), medical, and dental.

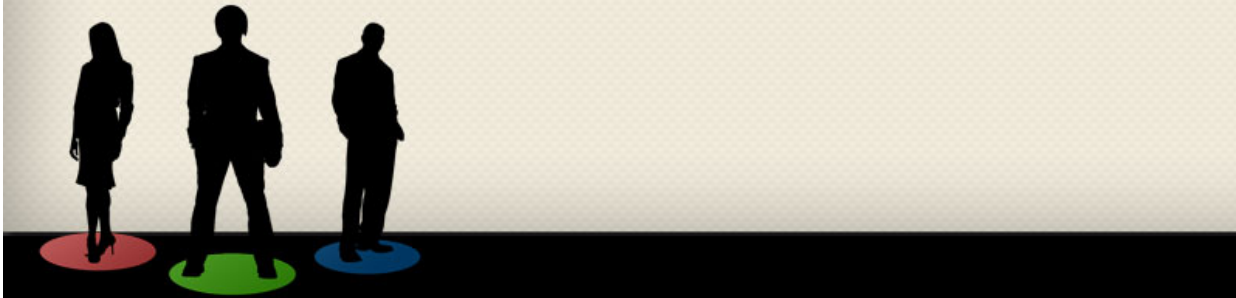
Izvajalec: Žiga Novak

- Svetovalec za aktivacijo humorja v
 - Notranjem komuniciranju (vodenje, odnosi)
 - Zunanjem komuniciranju (marketing, prodaja...)
- Voditelj delavnic
- Moderator, predavatelj...
- *Storyteller*



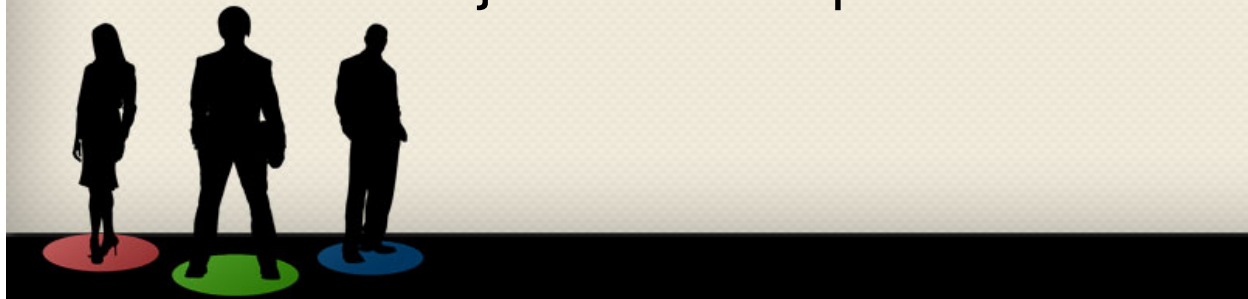
Delavnice Aktivacije humorja

- Po principu „edutainment“ – kombinacija komičnih vložkov, teorije, analize smešnega, vaj in primerov dobrih praks
- Partner - Tin Vodopivec
 - Stand-up komik
 - Povezovalec
 - Scenarist



Primeri aktivacije humorja v turizmu

- Delavnice za:
 - Prodajno osebje
 - Upravljalce družabnih omrežij (Facebook...)
 - Gostinsko osebje
 - Receptorje in pomožno osebje
 - Vodstvene delavce
 - Celotne ekipe (team building)
- Vzpostavitev celostne organizacijske kulture humorja
- Oblikovanje humornih proizvodov in storitev



Več informacij

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