Global Trends in Everyday Life: Challenges of Individualization

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Nova Gorica, Heide, 27.april 2014
"The question of who is competing for your job has changed. In 1900, these were the people from my town, before 1950 people from my region, before 1970 people from my country, before 1990 people of countries with which we trade agreement. Nowadays globalization compete with people from around the world."

Gary P. Pisano Harvard Business School (23.11.2012)

Source: Finance.si, 22. november 2012
Content of presentation

- My story
- How to stand up to the challenges of global trends in everyday life?
- How to start an independent career

Case study
- West Balkan countries tourism in figures
- Tourism schools in the West Balkans
- Specific conditions in the West Balkans area
- Possible Jobs for German tourism B.A. holders
My story

Individualization and success
My story

- **2010**: PhD. in Social Sciences
- **2005**: MSc. in HRM
- **2003**: Bachelor of Organizational Sciences
- **2001**: BA in organization
- **1997**: Mechanical technician
- **1989**: Croupier
- **1986**: Driver
- **1983**: Mechanic
- **2012**: Self-employed
- **2011**: Unemployed
- **2007**: Strategic project director
- **2004**: HRM director
- **2003**: Head of general affairs
- **2002**: Project director
- **1999**: Secretar in trade union
- **1999**: Analytical expert
- **1999**: Mechanical technician
When I wrote a PhD will be about tipping

Well, we have written
What I'm doing now

business

university

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In life there are always opportunities

- When they offer me a new function I have two questions:
  - Do you feel capable enough?
  - Will I be greatly offended if I will be deposed?
How is the way towards the objective?

Your itinerary

The actual way towards goal
Also unexpected events such as loss of job or business

- Shock is normal
  - Maximize - lower costs
  - Rationalization of work - the focus
- Optimisms is the next step?
  - Rethinking a personal mission
    - what you /your company like to do in life
  - Search and market niches
    - what is possible to do
    - what the market allows
How to stand up to the challenges of global trends in everyday life?

Individualization in small private company
Challenges of individualization

- Consumption is food for system - saving is death
- One needs little to survive - the system tends to the entropy
- One can adjust the back - the system does not
What we lack in order to be more entrepreneurial?

- Long-term view
- Time management
- Financial knowledge – money management
- Confidence
- Computer skills
- Knowledge of several languages
Never bet on only one horse
My basic principles of success

- Rethinking a personal mission
- Be aware of the business model
- Permanent search a new occasion
- Focus on time management
- Reduce Expenses
- Improve your skills continuously

Or alone or with a team!
Rethinking a personal mission

- First, find out what you really want in your life.
- Define your major definite purpose!
- Write a mission statement.
Mission Questions

- What will the company do, and what will it not do?
- What does “value” mean for this company, and how is it measured?
- What is this company's unique innovation or adaptation?
- What constitutes “success” for this company?
Business models

- Business model components
  - The mission
  - Strategic resources
  - Partnership network
  - Service interface
Basic Forms of Legal Organization for Small Businesses in USA

- Sole Proprietorship
- General Partnership
- Limited Partnership
- C Corporation
- S Corporation
- Professional Corporation
- Nonprofit Corporation

Common Forms of Legal Organization

Partnership
### Types of Business Organizations in UK

<table>
<thead>
<tr>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>These businesses are controlled and run by the government</td>
<td>Public Sector Organisations</td>
</tr>
<tr>
<td>This type of business has limited liability but cannot sell its share on the Stock Market</td>
<td>Private Limited Company</td>
</tr>
<tr>
<td>A Private Sector business that can have between 2 and 20 owners</td>
<td>Partnership</td>
</tr>
<tr>
<td>A business which has sold the right for other businesses to trade using their name</td>
<td>Franchise</td>
</tr>
<tr>
<td>A Private Sector company that can sell shares on the Stock Market</td>
<td>Public Limited Company</td>
</tr>
<tr>
<td>A business that is unincorporated, and has one owner</td>
<td>Sole Trader</td>
</tr>
</tbody>
</table>

[http://www.businessstudiesonline.co.uk/GcseBusiness/Activities/Module1/Module1Menu.htm#GCSEBusMod1Factors](http://www.businessstudiesonline.co.uk/GcseBusiness/Activities/Module1/Module1Menu.htm#GCSEBusMod1Factors)
Why do we need New Ideas?

- Some things are not working anymore
- A changing world
- New challenges need new solutions
- New opportunities
- We can always do better
The idea machine

- Education
- Life experience
- Work experience
- Networks

Stocks of knowledge → Intelligence and alertness

Access to information

Utilization of information

Creative process of ideas and opportunities

Source: Syracuse University
How to Find New Solutions and Ideas

- Accident
- Observing others
- Brainstorming
- Doing or participating
- Reading or listening
- Hypothesizing and experimenting

Can we do this alone?
Opportunity sources

- Technological change
- Public policy shifts
- Changes in public opinion
- Changes in taste
- Social and demographic change
Write down a list of ideas that you think might be profitable:

- The name.
- Brief description.
- Current market practice.
- Future activities.
- Possibilities of realization.
- Quality of the idea.

Can we do this alone?
What to do with a new solution or idea?

- Think it over.
- Share it with your circle of advisors.
- Share it with your leadership team.
- Get your members to buy in to the idea.
- Make plans to implement the idea.
- Try it out.
Focus on time management

- Realize that time management is a myth.
- Find out where you're wasting time.
- Create time management goals.
- Implement a time management plan.
- Use time management tools.
- Determine the priorities.
- Learn to delegate and/or outsource.
- Establish routines and stick to them as much as possible.
- Get in the habit of setting time limits for tasks.
- Be sure your systems are organized.
- Don't waste time waiting.
Reduce Expenses

- Determine where you spend your money.
- Immediately eliminate unnecessary routine purchases.
- Address your utilities.
Improve your skills continuously -1

- Find time to learn.
- Carefully observe how you're doing things.
- Can I do better?
- Find a good reason to motivate.
- Learn from the masters.
- Look at the problem from the outside and be critical
- Are you thinking about school?
- Work with those who are good.
- If things get boring, look to improve.
Improve your skills continuously - 2

Your skills

Ideal skills
The Advantages and Disadvantages of Partnerships

Advantages
- Sharing Workload
- Sharing Emotional Burden
- Procuring Executive Talent Not Otherwise Affordable
- Sharing Financial Burden
- Companionship

Disadvantages
- Interpersonal Conflicts
- Dissatisfaction with Partner
- Absence of One Clear Leader
- Dilution of Equity
- Frustration of Not Being Able to Call One’s Own Shots
Individualization vs. teamwork

- If you are alone you are more independent
- Together we are stronger
Case study

From idea to realization
Where we are
Goriška region
Slovenia
Distance from Slovenia (Nova Gorica)
The international airport and port, radius 130 km
International tourism, number of arrivals

International inbound tourists (overnight visitors) are the number of tourists who travel to a country other than that in which they have their usual residence, but outside their usual environment, for a period not exceeding 12 months and whose main purpose in visiting is other than an activity remunerated from within the country visited. When data on number of tourists are not available, the number of visitors, which includes tourists, same-day visitors, cruise passengers, and crew members, is shown instead. Sources and collection methods for arrivals differ across countries. In some cases data are from border statistics (police, immigration, and the like) and supplemented by border surveys. In other cases data are from tourism accommodation establishments. For some countries number of arrivals is limited to arrivals by air and for others to arrivals staying in hotels. Some countries include arrivals of nationals residing abroad while others do not. Caution should thus be used in comparing arrivals across countries. The data on inbound tourists refer to the number of arrivals, not to the number of people traveling. Thus a person who makes several trips to a country during a given period is counted each time as a new arrival. More info →

Data source: World Bank, World Development Indicators - Last updated April 23, 2013
| Year | Slovenia Arrivals | Slovenia Nights | Croatia Arrivals | Croatia Nights | BiH Arrivals | BiH Nights | Republika Srpska Arrivals | Republika Srpska Nights | Brčko Arrivals | Brčko Nights | Serbia Arrivals | Serbia Nights | Kosovo Arrivals | Kosovo Nights | Montenegro Arrivals | Montenegro Nights | Macedonia Arrivals | Macedonia Nights | Albania Arrivals | Albania Nights |
|------|------------------|----------------|-----------------|----------------|-------------|-----------|--------------------------|------------------------|---------------|-------------|----------------|-------------|----------------|-------------|------------------|------------------|------------------|------------------|----------------|
| 2001 | 90.086           | 221.640        | 51.717          | 109.249        | 104.085     | 275.226   | 116.479                   | 50.240                | 3.141         | 121.107     | 10.508        | 354.000      | 470.000       | 557.000     | 645.000      |                  |                 |                 |                 |                |
| 2004 | 1.555.000        | 417.426        | 9.306.000       | 209.007        | 417.426     | 9.306.000 | 209.007                   | 90.672                | 6.773         | 177.306     | 72.937        | 797.071      | 937.000       | 937.000     | 937.000      |                  |                 |                 |                 |                |
| 2005 | 1.617.000        | 4.539.000      | 477.599         | 205.438        | 4.539.000   | 477.599   | 205.438                   | 11.470                | 1.475.675    | 72.937      | 10.058        | 645.000      | 748.000       | 748.000     | 748.000      |                  |                 |                 |                 |                |
| 2006 | 1.751.332        | 9.306.000      | 49.574.000      | 205.438        | 9.306.000   | 477.599   | 205.438                   | 11.470                | 1.475.675    | 72.937      | 10.058        | 645.000      | 748.000       | 748.000     | 748.000      |                  |                 |                 |                 |                |
| 2007 | 1.957.691        | 54.979         | 116.479         | 3.141          | 1.957.691   | 54.979    | 116.479                   | 3.141                | 5.521         | 797.071     | 937.000       | 645.000      | 748.000       | 748.000     | 748.000      |                  |                 |                 |                 |                |
| 2008 | 2.036.652        | 101.184        | 199.250         | 3.141          | 2.036.652   | 101.184   | 199.250                   | 3.141                | 5.521         | 797.071     | 937.000       | 645.000      | 748.000       | 748.000     | 748.000      |                  |                 |                 |                 |                |
| 2009 | 2.120.763        | 209.007        | 101.184         | 3.141          | 2.120.763   | 209.007   | 101.184                   | 3.141                | 5.521         | 797.071     | 937.000       | 645.000      | 748.000       | 748.000     | 748.000      |                  |                 |                 |                 |                |
| 2010 | 2.258.570        | 265.044        | 95.085          | 5.325          | 2.258.570   | 265.044   | 95.085                    | 5.325                 | 34.382        | 797.071     | 937.000       | 645.000      | 748.000       | 748.000     | 748.000      |                  |                 |                 |                 |                |
| 2011 | 2.563.931        | 600.402        | 226.768         | 8.385          | 2.563.931   | 600.402   | 226.768                   | 8.385                 | 30.349        | 797.071     | 937.000       | 645.000      | 748.000       | 748.000     | 748.000      |                  |                 |                 |                 |                |
| 2012 | 2.676.273        | 777.857        | 444.786         | 8.438          | 2.676.273   | 777.857   | 444.786                   | 8.438                 | 24.616        | 797.071     | 937.000       | 645.000      | 748.000       | 748.000     | 748.000      |                  |                 |                 |                 |                |
| 2013 | 2.962.251        | 826.374        | 670.231         | 6.943          | 2.962.251   | 826.374   | 670.231                   | 6.943                 | 19.883        | 797.071     | 937.000       | 645.000      | 748.000       | 748.000     | 748.000      |                  |                 |                 |                 |                |
International tourism, receipts (current US$)

International tourism receipts are expenditures by international inbound visitors, including payments to national carriers for international transport. These receipts include any other prepayment made for goods or services received in the destination country. They also may include receipts from same-day visitors, except when these are important enough to justify separate classification. For some countries they do not include receipts for passenger transport items. Data are in current U.S. dollars. More info »

Data source: World Bank, World Development Indicators - Last updated April 23, 2013
The financing of consortium

- Own resources
- Annual fee
- Individual projects
- Tenders
(Tourism) schools in the West Balkans
Structure of the education system in Slovenia

Age

Third cycle (Doctor of Science) (180 CP)
Second cycle (Master) (60-120 CP)
First cycle academic education (180-240 CP)
First cycle professional education (180-240 CP)
Higher vocational education (120 CP)

Tertiary education

Upper secondary education

General upper secondary (4 years)
Technical upper secondary (4-5 years)
Vocational upper secondary (3-4 years)
Short vocal. upper second. (2-3 years)

Basic education

Third cycle (lower secondary education) ~ 3 years
Second cycle (primary education) ~ 3 years
First cycle (primary education) ~ 3 years

Special needs education

Certification system

Music and dance education

Compulsory education (CE)
Matura course (general upper secondary second chance education) (MC)
Vocational courses (technical upper secondary retraining) (VC)
Vocational-technical education (2 years of technical upper secondary education built on previously completed programmes) (VTE)
Regulated professions (5-6 years long higher education programmes leading directly to a Master degree) (RP)
Credit points (CP)
Certification system
Recognition of non-formal learning scheme
Specific conditions in the West Balkans area
The situation in the Western Balkans

- Low wages
- No local investment
- Replacement of ownership
- High unemployment rate

German tourists (Austria and Germany) represent between 10 and 25% of all foreign tourists, but their share falls
Possible Jobs for German tourism B.A. holders
Where are the opportunities for work?

- hotels and other tourist accommodation
- Restaurants, cafes and snack bars
- Public houses, bars, night clubs/licensed clubs
- Travel agencies and tour operators
- Libraries, museums and other cultural activities
- Sports and other recreational activities
- Self employed
Tours and Agencies Sector

- General manager (tour operation)
- Technical manager (tour operation)
- Marketing product manager (tour operation)
- Reservations supervisor (tour operation)
- Resort representative

- Agency manager (retail)
- Agency counter clerk (retail)
Hotel Sector

- General manager large hotel (190 rooms+)
- General manager medium hotel (45-190 rooms)
- General manager small hotel (less than 45 rooms)
- Front office manager
- Receptionist

- Head housekeeper
- Room attendant
Catering Sector

- Food and beverage manager
- Head chef
- Restaurant manager
- Head bar person
- Chef

- Bar person
- Waiter/waitress
My personal mission

- Be a good husband, father and friend.
- Work to 85.
- Annual pay 1. million Euros tax.
- Continually improve the knowledge and skills.
- Keep a green innovative projects and transfer knowledge.
Think global act local.

Think individually but links to interest groups.

I wish you great success in your career

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Thanks for your attention!