

**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Thursday, 19<sup>th</sup> July 2018**  
at **12:30 p.m.** in **Executive Conference Room (Klubska soba)**  
at the **Faculty of Economics, University of Ljubljana**

Author:  
**dr. Katarzyna Minor, Cardiff Metropolitan University, UK**

will present the article:

**“Daily Deals in Hospitality - Hospitable or Hostile?”**

“Daily deal websites have been embraced by the hospitality industry as a marketing and distribution channel. To date most of research concentrates on impacts of those promotions upon businesses and customers, with very little research focusing upon the employees and their role in the delivery of a successful daily deal promotion. Using qualitative, multi-stakeholder methodology this paper focuses on the experiences of front office staff, who this study identifies as key in reaching profitability and customer satisfaction during those promotions. The paper discusses the impacts of increased workloads, operational challenges and mental and emotional pressures upon the ability and willingness of front office staff to contribute to a positive customer experience and profitable daily deal promotion.”

**Keywords:** daily deal promotions, front office staff, working environment, service quality, staff workload, staff mental and emotional strain.

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:  
[research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si) by Wednesday, 18<sup>th</sup> July 2018.

You can find all information regarding future research seminars on following link:  
[http://www.ef.uni-lj.si/raziskovanje/seminarji\\_in\\_konference](http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference)

**We look forward to seeing you!**

