

# 5 keys for the happy ski- customer

From the experience of Pamporovo resort

Authors:

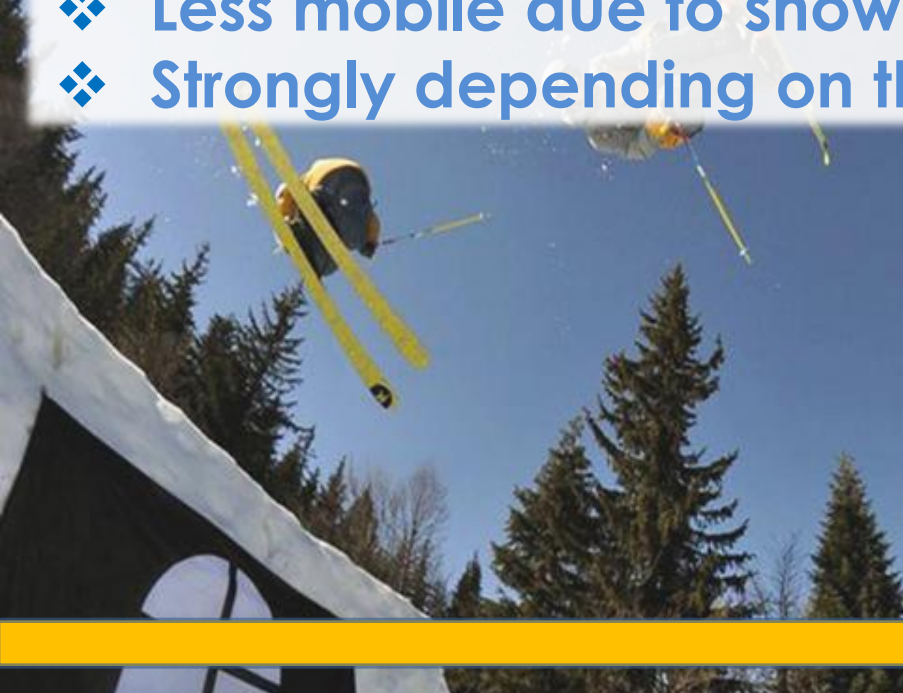
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# What is a ski holiday vacation?

## 5 Characteristics:

- ❖ Short season
- ❖ Short stay
- ❖ Intensive activity during the stay
- ❖ Less mobile due to snow conditions
- ❖ Strongly depending on the weather





# What is a holiday vacation?



## 5 Measures to proact:

- ❖ Timely transfers
- ❖ Accommodation
- ❖ Ski care & area
- ❖ Ski school
- ❖ Some fun



# What is a holiday vacation?



## 5 keys to make customers happy:

1. Foster “alpine” style
2. From “alpine” to “free” style
3. Crossfit through cross-country skiing
4. Sightseeing
5. Hospitality





# Ski school



## Key 1: Foster “alpine” skiing

- ❖ requires complex coordination skills
  
- ❖ **I. Topic:** How to solve the problem of mastering basic skills in order to direct the skis into the turn.
  - change the direction only by transferring the weight on the outside ski and leaning the upper part of the body
  - counter-rotation
  - unweighting (extending) and steering (flexing), as well as timing the movements

## Key 1: Foster “alpine” skiing

- ❖ **II Topic:** How to coordinate horizontal and vertical movements with clients who have difficulties in performing the turn.
  - Horizontal, Vertical, synchro – movements
- ❖ **III Topic:** How to use counter-rotation in teaching alpine skiing coordination in problem clients.
  - counter-rotation – angulation to change the edges and transfer the weight easier, and to control steering the skis in the turn



# Ski school



## Key 2: Controlled transition from “alpine” style to “free” style

- ❖ for fans of free style skiing to develop basic skills in skiing switch, contact and non-contact maneuvers and jumps
- ❖ built on the transfer of motor skills developed at level one - the beginner's level
- ❖ From easy to more difficult techniques
- ❖ **Level one** – basic skills: skiing switch, basic skills, stem turns, parallel ski turn;
- ❖ **Level two** - tricks on the slope: Side slipping, Rotations, Ollie, Straight jump, Jumps with rotation  $180^{\circ}$  and  $360^{\circ}$ , Jibbing – off-piste facilities.

# Ski school



## Key 3: Crossfit through cross-country skiing

- ❖ Cross-country skiing is a cyclic type of sport (with a simple motor structure)
- ❖ Suitable for all age groups
- ❖ In the open nature
  
- ❖ **Level 1: Beginners**
  - Aim of the training session - mastering the strides of the classical style in cross-country skiing.
  - Duration of training - 40-50 minutes.
  - Training intensity – low.
  - Terrain – mostly flat.



# Ski school



## Key 3: Crossfit teaching

- ❖ **Level 2:** already doing some sport, fit, but medical check-up recommended
  - Medium level of training and practice
- ❖ **Level 3:** Training is organized in the classical and free style. This group includes skiers who do physical training and practise a sport regularly, and who have excellent functional and physical abilities.
  - Highest level of training and practice
- ❖ **Also to master:** Half-skating stride, V2 skating stride, V1 skating stride (symmetrical and asymmetrical)

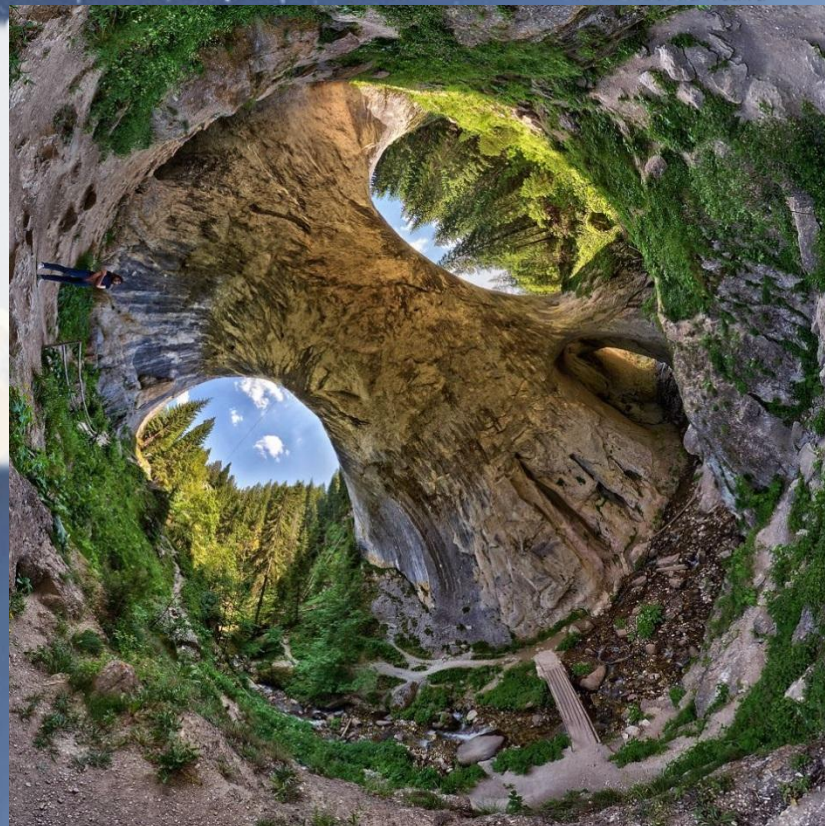


# Sightseeing



## Key 4: Sightseeing

- ❖ Nature wonders
- ❖ Cultural artifacts
- ❖ Flexible schedules
- ❖ Highly suitable for non-skiers



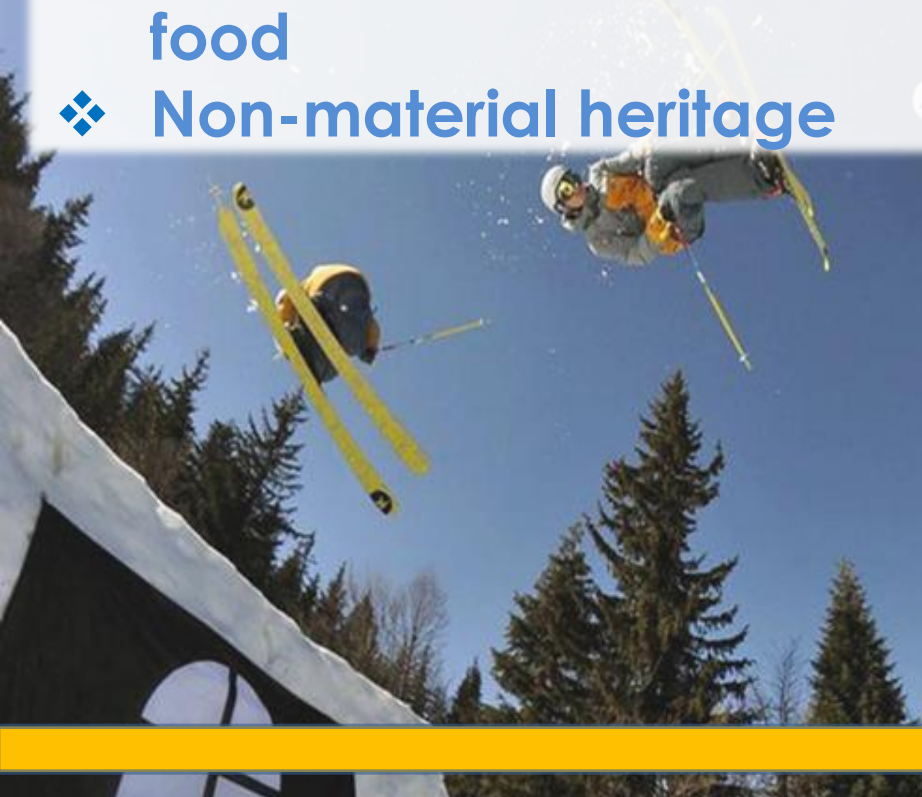


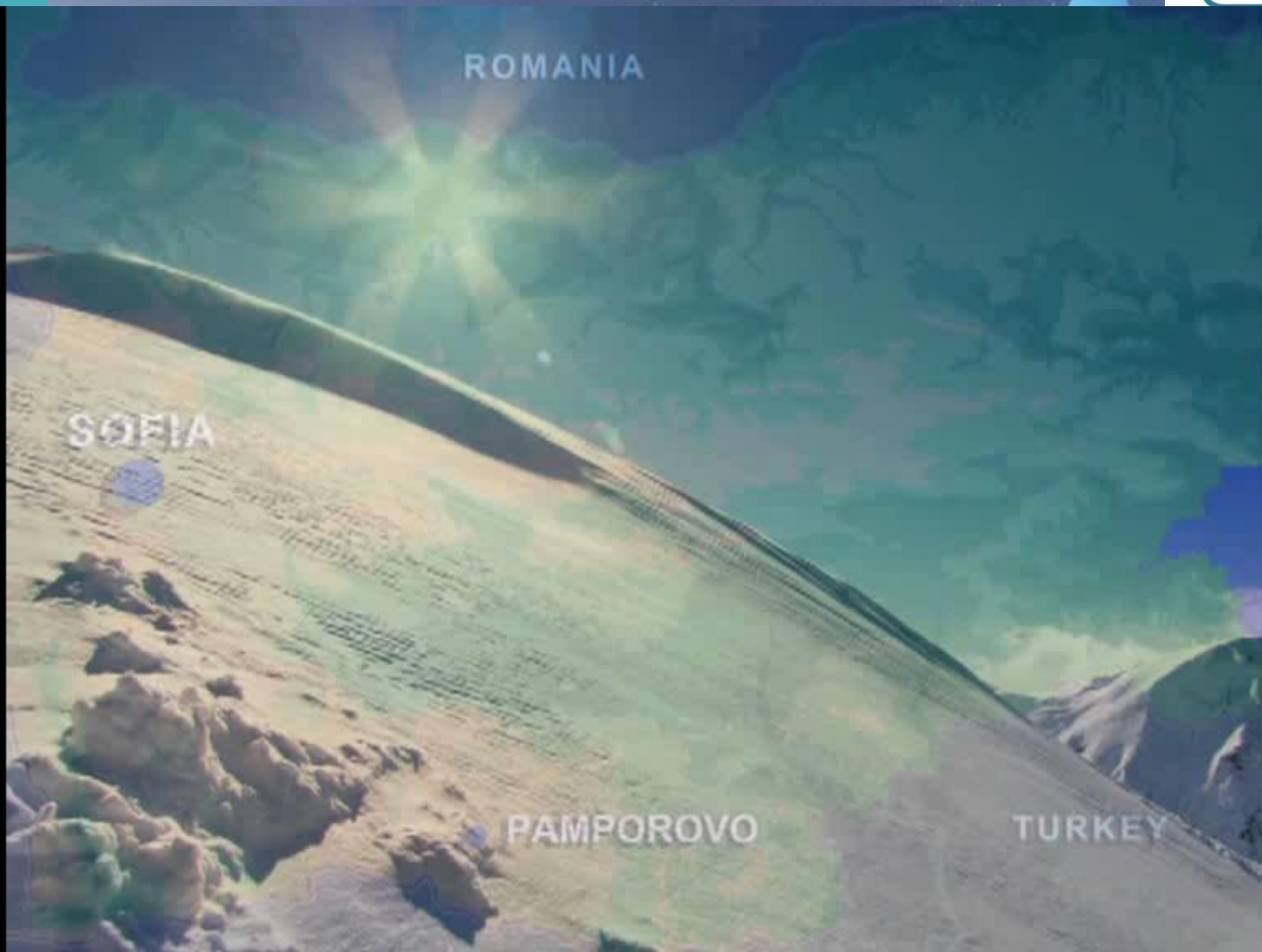


# Hospitality

## Key 5: Hospitality

- ❖ Theme Bulgarian nights
- ❖ Theme menus and genuine local food
- ❖ Non-material heritage







# Questions



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# THANK YOU!

