

COMMUNICATION WITH THE STAKEHOLDERS IN SUSTAINABLE TOURISM

Daniela Garbin Praničević
Judita Peterlin

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Abstract

Purpose – This paper is aimed on analyzing the supporting role of information and communication technology in the process of sustainable leadership. The holistic component of sustainable leadership represents the overall focus on seeing human being and society as parts of a much bigger whole – an ecosystem that is interconnected and needs to be synchronized.

Methodology – Qualitative methods of interviews, desktop research and secondary data were used in the study.

Findings – Case study's results indicate the means, such as e-mail services, webpage interactive capabilities, Facebook as social networking site and printed media that are mostly used communication tools. "Personal touch" is an emphasized code that was stated as the reason why web communication is most often directed to email or phone call communication. Blogs as social media equivalent of personal web pages are used as a trend tracking tool. YouTube channel as content community media is scarcely used, with intention to be used more for presenting in-situ accommodation and surroundings. There is a lack of resources (financial and human) to systematically use them as well as the lack of comprehensive communication strategy in the field of sustainable tourism.

Contribution – Firstly, justification of communication channels as values in sustainable tourism sector. Secondly, developing a questionnaire appropriate for investigating communication with stakeholders in sustainable tourism should contribute within empirical part. And finally, an overview of different communication tools as valuable tools for improving sustainable leadership as well as rising the level of its recognition within society present a practical implication of this research.

Keywords sustainable leadership, communication tools, tourism, qualitative research

Daniela Garbin Praničević, PhD, Assistant Professor
University of Split, Faculty of Economics
Department of Business Informatics
Cvite Fiskovića 5, 21000 Split, Croatia
Phone: +385 21 430 612
E-mail: daniela@efst.hr

Judita Peterlin, PhD, Teaching Assistant
University of Ljubljana, Faculty of Economics
Department of Management and Organization
Kardeljeva ploščad 17, 1000 Ljubljana, Slovenia
Phone: +38615892621
E-mail: judita.peterlin@ef.uni-lj.si