

SUSTAINABLE SENSITIVITY OF TOURISTS AND SUSTAINABLE INITIATIVES IN TOURISM DESTINATION

Nadia Pavia
Tamara Floričić
Marta Cerović

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Abstract

Purpose – Space and preserved environment are recognized as the most valuable tourist potential. The development of sustainable tourism uses natural and cultural heritage to increase the profit and the number of visitors in order to preserve it for the future generations. The aim of the paper is to explore ecological consciousness of the tourists.

Design – The survey involves evaluation of tourist awareness about the importance of sustainable initiatives in tourist destination, from the tour operators as well as the hoteliers. Sustainable tourism involves policies, practices and programmes which take into account the expectations of tourist in terms of sustainable management of natural resources.

Methodology – The survey that established new scientific comprehension was conducted by the questionnaires and interviews. Quantitative statistical methods were used for the data processing the same as qualitative methods such as synthesis, comparison, analysis and other scientific methods of research. The acknowledgements achieved confirm the purpose of the paper which is oriented to defining importance of sustainable initiatives in tourist destination.

Approach – The authors' intention was proving how ecological activities of tourist stakeholders affect the competitiveness of tourist offer. Stable and long term sustainable tourist product is possible to create only by the balanced relationship and filled needs ie. needs of tourist stakeholders.

Contribution – The paper represents valuable contribution in investigating impact of ecological activities of tourist stakeholders on the planned tourist arrivals in tourist destination and hotels. The paper also enriches the fund of scientific literature in the field of sustainable entrepreneurship, marketing and attraction development with the applicability on tourism.

Keywords hoteliers, tour operators, destination offer, stakeholders

Nadia Pavia, PhD, Full Professor
University of Rijeka
Faculty of Tourism and Hospitality Management, Opatija
Primorska 42, P.O.Box 97, 51410 Opatija, Croatia
Phone: ++385 51 294 190
Fax: ++51 291 965
E-mail: Nadia.Pavia@fthm.hr

Tamara Floričić, PhD, Senior Assistant
Juraj Dobrila University of Pula
Faculty of Economics and Tourism “Dr Mijo Mirković”
Preradovićeveva 1, 52100 Pula, Croatia
Phone: ++385 98 694772
E-mail: tfloricic@unpu.hr

Marta Cerović, MSc, Assistant
University of Rijeka
Faculty of Tourism and Hospitality Management, Opatija
Primorska 42, P.O.Box 97, 51410 Opatija, Croatia
Phone: ++385 51 294 190
Fax: ++51 291 965
E-mail: martau@fthm.hr