

# Povzetki *Abstracts*

## **Okoljska odgovornost podjetij v turistični industriji**

*Azilah Kasim in Cezar Scarlat*

Z obravnavanjem in analiziranjem navedene literature poskušata avtorja ugotoviti povezanost turizma s fizičnim okoljem. Pregled je pokazal nesporno povezavo med turistično dejavnostjo in okoljem. Ta povezanost in močno povečanje turizma v preteklosti kažeta, da ima turizem daljnosežne negativne vplive in da se morajo ti omiliti ne le v korist fizičnemu okolju, temveč tudi zaradi trajnosti same turistične industrije. Raziskava prav tako ugotavlja, da se podjetja, odgovorna za okolje, le počasi vključujejo v načrtovanje in razvoj turizma. Razlog za to so neenotno mnenje o pomembnosti trajnostnega turizma kot novi smeri v turistični industriji, odsotnost enotne in celovite definicije trajnostnega turizma, kar bi olajšalo njegovo izvajanje, ter slab sprejem alternativnega turizma kot odgovora na vse težave turizma. Članek potrjuje potrebo po novem obravnavanju problema, ki bo upoštevalo razdrobljenost turistične industrije in skupno ter zavestno prizadevanje vseh turističnih podjetij, snovalcev in načrtovalcev na državni ravni kot tudi ključnih vpletenih (družbe, nevladnih organizacij, lokalnih organizacij in turistov), da bi v svojih vsakodnevnih dejavnostih dali prednost okoljskim problemom. Članek izpostavlja tudi okoljske vplive delovanja hotelov in poudarja potrebo, da hoteli kot eni od ključnih turističnih podjetij prevzamejo svoje okoljske odgovornosti.

*Ključne besede:* okoljska odgovornost podjetij, turistična industrija, trajnostni turizem, okoljski vplivi

## **Primerjalno presojanje kakovosti majhnih hotelov na Hrvaškem**

*Ines Milohnić in Zdenko Cerović*

Avtorja raziskujeta primerjalno presojanje kakovosti storitev. Raziskava temelji na številnih intervjujih, opravljenih s 60 managerji majhnih hotelov na Hrvaškem. Opisana je različna uporaba primerjalnega presojanja kakovosti kot ena od modernih in učinkovitih metod, ki omogoča prilagoditev spremembam in zahtevam sodobnega trga. V prvem delu članka je prikazana primerjava poslovnih standardov majhnih hotelov na Hrvaškem s standardi majhnih in srednje velikih hotelov v Evropski uniji. V drugem delu članka je vloga kakovosti pri poslovanju majhnih hotelov umeščena v izvedbo »strategije kakovosti« in lastništvo certifikatov kakovosti. Prikazan je tudi obseg njenega vpliva na povečanje konkurenčne prednosti pri majhnih hotelih na Hrvaškem. Raziskava je pokazala, da vodstvo majhnih hotelov redko primerja lastno poslovno uspešnost s konkurenco doma in na tujem ter ne razume, da je to eden od načinov za izboljšanje poslovanja. Razlogi za

to so v dejstvu, da Hrvaška še vedno ni sprejela standardne metodologije za spremljanje in analiziranje poslovnih rezultatov, to je enotnega sistema računovodskega poročanja v turizmu (USALI), čeprav je ta sistem sprejela večina razvitih držav po svetu. Kakovost je osnovni strateški cilj managementa majhnih hotelov, vendar se je pokazalo, da bi se njena trenutna raven morala zvišati na najvišjo mogočo. Teza o velikem vplivu kakovosti na povečanje konkurenčne prednosti v majhnih hotelih na Hrvaškem je bila dokazana s preprosto in multivariantno regresijsko analizo. Članek navaja dejstva in predloge za izvedbo ukrepov primerjalnega presojanja kakovosti, prikazana pa je tudi vloga kakovosti hotelskega managementa.

*Ključne besede:* kakovost, primerjalno presojanje, majhni hoteli, konkurenčna prednost

### **Higher Education Demand Factors in Slovenia**

*Žiga Čepar and Štefan Bojnec*

This article deals with the higher education demand factors in Slovenia. We present an empirical application of the demand models, and based on the estimates of the models' parameters, we develop the most appropriate empirical higher education demand model for Slovenia. The model includes socio-economic, demographic and institutional factors. We discovered an important role of scholarship management, material conditions and demographic processes. The results of the analysis confirm that private and public goals in the field of higher education interweave, which is a special challenge for the management of education.

*Key words:* management of education, demand factors, higher education, labour market, Slovenia

### **Experience of Using the E-Classroom in Tertiary Education**

*Viktorija Sulčič and Dušan Lesjak*

In the paper, some interesting findings related to the introduction and use of the e-classroom at the Faculty of Management Koper are presented. The e-classroom and a blended learning approach was used for the third year – for full-time and part-time students. The teacher assessments were based on students' weekly activities and achievements. Differences between groups of students and the differences caused by using a different blended learning approach will be presented as well. Beside the differences which were observed, some common findings were also revealed, namely the introduction of innovative learning methods was appreciated by students, as well as the support of the well prepared tutors. Therefore further activities regarding the introduction and use of e-learning should be carried out.

*Key words:* e-learning, blended learning, tertiary education, Slovenia

**Women Mangers Through the Paradigm of Power and Gender Awareness**

*Alenka Žuraj Balog*

Women leadership and women leading in educational management can be monitored and interpreted through the lenses of a feminist epistemological framework within the whole reality of the world, peopled by human beings of two sexes, females and males, and considering two aspects, two paradigms. The first one is the aspect of power, since the concept of power is one of the basic concepts of leadership. The second aspect measures the recognition of gender consciousness in women leaders, how they feel in the double role of power and gender, and how they combine and settle the apparently conflicting roles of a woman and a professional.

*Key words:* women, leadership, feminist epistemological framework, power, gender

**Management and Economy: Are They the Same Or Not?**

*Tonči Kuzmanić*

Author starts from important but suppressed equalisation of economy and management in post socialist and post capitalist circumstances which represents the very essence of post-modern global dominance (globalisation). An attempt to distinguish economy from management is connected with the appearance of neo-liberalism as the central argumentative machinery of management being connected with post-modern type of subjectivity. In comparison with the so-called »objective law« around which economy used to revolve (ideally, of course), management explicitly leaves this terrain and opens itself up to the subjective, even subversive activity at the level of global society. In that sense economy and management are operating on two radically different levels and we could even speak of two different entities which should be analytically distinguished. The very supposition for modern defence with regard to post-modern forms of dominance is exactly a possibility of differentiating between economy and management.

*Key words:* economics, management, post-socialism