

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 22th November 2016**
at **1 p.m.** in room **P-201**
at the **Faculty of Economics, University of Ljubljana**

Author: **assist. prof. Daniela Garbin Praničević, Faculty of Economics**
University of Split

will present the article:

**"Information and Communication Technology (ICT) Support of
Sustainable Tourism Management"**

“The purpose of the research seminar is to analyze the supporting role of information and communication technology in the process of sustainable tourism management. Accordingly, the seminar will present the potential of the latest technologies to support sustainable tourism management, as well as various tourism stakeholders’ use of technology for sustainable tourism. The influencing factors for technology uptake in sustainable tourism will be also explored.

In the empirical part, the results of two sustainable tourism oriented case studies will be discussed. One study was implemented using qualitative methods of interview, desktop research and secondary data, while the other one is quantitative study based on primary data collected from the hotel sector. The findings reveal the level of recognizing ICT as supporting factor in sustainable tourism management and additionally indicate the particular ICT available potentials as mostly used communication tools in observed research field.

The studies’ contribution, such as justification of communication channels as values in sustainable tourism sector and developing methodologies for investigating communication with stakeholders in tourism management will be additionally validated as a base for further research.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:
research.seminars@ef.uni-lj.si by Monday, 21th November 2016.

You can find all information regarding future research seminars on following link:
http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference

We look forward to seeing you!

