

ORGANIZACIJSKA KLIMA IN POSLOVNA USPEŠNOST: PRIMER TURISTIČNIH AGENCIJ

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Povzetek

Raziskovalno vprašanje (RV): Prispevek analizira vpliv organizacijske klime na poslovno uspešnost slovenskih turističnih agencij (TA).

Namen: Proučiti vpliv organizacijske klime na poslovno uspešnost TA in s pomočjo vprašalnika opraviti kvantitativno raziskavo v slovenskih TA.

Metoda: Zbrani anketni podatki so analizirani z naslednjimi statističnimi metodami: deskriptivno analizo, faktorsko analizo in metodo glavnih komponent, multiplo regresijsko analizo in metodami strukturnih enačb.

Rezultati: Organizacijska klima statistično značilno vpliva na donosnost kot sestavino poslovne uspešnosti, ne pa na rast in dobičkonosnost.

Organizacija: Menedžerji morajo večji vpliv nameniti organizacijski klimi (notranji odnosi, vodenje z delegiranjem dela, pripadnost organizaciji, razvoj kariere, zadovoljstvo zaposlenih in nagrajevanje ter strokovno usposabljanje in učenje) kot dejavniku poslovne uspešnosti.

Družba: Seznaniti tako lastnike, menedžerje in vodje TA, kakor tudi ostale, da je organizacijska klima pomembna za vse deležnike in ji je potrebno pripisovati čedalje večji pomen.

Originalnost: Gre za prvo takšno raziskavo v Sloveniji in eno prvih v svetovni literaturi.

Omejitve/nadaljnje raziskovanje: Anketni vprašalnik je bil namenjen lastnikom/menedžerjem/vodjem in drugim zaposlenim v TA in njihovih poslovalnicah, ne pa tudi njihovim poslovnim partnerjem, ki močno prispevajo h kakovosti storitev TA. Predlogi za nadaljnje raziskovanje je v longitudinalnosti raziskave ali pa tudi v tem, da bi v raziskavo vključili tudi katero drugo državo in potem podatke primerjali.

Ključne besede: organizacijska klima, poslovna uspešnost, turizem, agencije

ORGANIZATIONAL CLIMATE AND BUSINESS PERFORMANCE: THE CASE OF TRAVEL AGENCIES

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Abstract

Research Question (RQ): The article analyzes the impact of organizational climate on business performance of the Slovenian Tourist Agencies (TA).

Purpose: Examine the impact of organizational climate on business performance of TA and through a questionnaire carried out a quantitative survey in Slovenian TA.

Method: The collected survey data were analyzed by the following statistical methods: descriptive analysis, factor analysis and principal component analysis, multiple regression analysis and structural equation methods.

Organization: Managers have to give a greater influence to the organizational climate (internal relations, leadership by delegating work, loyalty to the organization, career development, employee satisfaction and reward and professional training and learning) as a factor in business success.

Society: To inform the owners, managers and heads of TA, as well as others that the organizational climate is important for all stakeholders and it is necessary to promote its increasing importance.

Originality: It is the first such study in Slovenia and one of the first in the world literature.

Limitations / further research: The questionnaire was aimed at owners / managers / managers and other employees in the TA and their branches, but not to their business partners, which contribute greatly to quality of services in TA. Suggestions for further research are in longitudinal research, and also in the fact that in the research are also included any other country and then compare the data.

Keywords: organizational climate, business performance, tourism, agency