

Razvoj konceptualnega modela korporativne varnosti slovenskih naravnih zdravilišč

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Povzetek

Raziskovalno vprašanje (RV): Vsebinski izziv in raziskovalni problem raziskave (eksploratorne narave) je raziskati koncepte korporativne varnosti in varnostne kulture z vidika dejavnikov, ki na korporativno varnost vplivajo in kot jih zaznavajo zdraviliški gosti, zaposleni v zdraviliških ter pridobiti vpogled v interpretacije in prakse tistih, ki o problemu varnosti največ vedo (t. i. udeleženci raziskave). Kakšna je varnostna kultura, kateri dejavniki jo gradijo in kako je zaznana pri ključnih deležnikih je raziskovalno vprašanje. Raziskava povezuje različna znanstvena področja tako poslovne vede, management kot tudi kriminologijo.

Namen: Namen raziskave je s pregledom sodobne domače in tuje znanstvene literature in virov ter empirične raziskave razviti nov konceptualni model korporativne varnosti v zdraviliškem turizmu, katerega bo možno preverjati z vidika zmanjševanja tveganj v slovenskem turizmu. Cilji raziskovanja so proučiti, analizirati, primerjati, pregledati ter kritično ovrednotiti sodobno domačo in tujo literaturo in vire s področja korporativne varnosti v zdraviliškem turizmu; pridobiti poglobljen vpogled v koncept korporativne varnosti v SNZ, kot ga imajo udeleženci raziskave; ugotoviti dejavnike korporativne varnosti; narediti analizo posnetka stanja med gosti o njihovih zaznavah in praksah ter poznavanja korporativne varnosti; analizirati stališča, prakse in poznavanje varnostne kulture zaposlenih v SNZ; razviti nov konceptualni model korporativne varnosti v zdraviliščih.

Metoda: Raziskava je zasnovana kot študija primera in razdeljena v dva dela, kvalitativni in kvantitativni, ter usmerjena v proučitev korporativne varnosti v slovenskih zdraviliščih. V kvalitativnem delu so podatki zbrani s pomočjo intervjuja in analize dokumentov ter nato analizirani s pomočjo metode analize vsebine. V kvantitativnem delu so podatki zbrani s tremi različnimi anketnimi vprašalniki ter analizirani s pomočjo opisne statistike, faktorске analize, cluster analize in regresijske analize.

Rezultati: Proučevana SNZ skušajo z zagotavljanjem objektivne dimenzije varnosti zagotoviti subjektivno dimenzijo varnosti in ohraniti raznolikost je rezultat kvalitativnega dela raziskave. Kvantitativni del raziskave je razdeljen na tri dele: a) razvoj anketnega vprašalnika; rezultat faktorске analize so faktorji, ki so bili podlaga za oblikovanje anketnega vprašalnika za goste v SNZ; b) anketa o varnosti v SNZ za goste; rezultat raziskave je stanje varnosti v SNZ na izbranem vzorcu; c) razvoj ankete o stališčih in praksah zaposlenih o varnostni kulturi v SNZ; rezultat stanje varnostne kulture v SNZ na izbranem vzorcu.

Organizacija: SNZ bodo lahko spremenila ali dopolnila ali na novo opredelila konceptualni model korporativne varnosti.

Družba: Večja varnost na turistični destinaciji, ki vpliva na večjo varnost okolja npr. lokalne skupnosti, kjer se nahaja zdravilišče.

Originalnost: Teoretični konceptualni mod korporativne varnosti za slovenski zdraviliški turizem, ki sloni na empiričnih ugotovitvah raziskave.

Omejitve/nadaljnje raziskovanje: Stopnja odzivnosti udeležencev v raziskavi in anketirancev; namenski vzorec pomeni, vključitev najboljših poznavalcev področja in teme, brez vključitve vseh tistih, ki se posredno srečujejo z vprašanjem varnosti; izziv za nadaljnje raziskovanje je razviti konceptualni model implementirati kot vzorec v enega od SNZ in preizkusiti njegovo delovanje.

Ključne besede: korporativna varnost/zdravilišča/turizem/gost/zaposleni/organizacijska kultura/varnostna kultura

Sebastjan Repnik predavatelj na Gmu Novo mesto - center biotehnike in turizma. Izkušeni predavatelj s praktičnimi znanji iz gospodarstva v višje šolskem izobraževanju. Področja raziskovanja: gostinstvo, turizem, varnost v turizmu, poslovanje hotelov, turističnih agencij in wellness turizma.

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Developing a conceptual model of corporate security in Slovenian natural spas

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Abstract

Research Question (RQ): The contextual challenge and research problem of the study (exploratory in nature) is to examine the concepts of corporate security and safety culture in terms of the factors that influence corporate security and how they are perceived by spa guests and spa employees, and to gain insight into the interpretations and practises of those who know the most about the issue at hand (survey respondents). What is safety culture, what factors are part of it and how is it perceived by key stakeholders is a research question. The research combines different scientific fields of economics, management and criminology.

Purpose: The aim of the research is to develop a new conceptual model of corporate security in spa tourism by reviewing contemporary domestic and foreign scientific literature and sources, as well as empirical research, which can be verified in terms of risk reduction in Slovenian tourism. The objectives of the research are to study, analyse, compare, review and critically evaluate contemporary domestic and foreign literature and sources in the field of corporate security in spa tourism; to have a deep insight into the concept of corporate security in Slovenian natural spas as the participants of the research have; the identification of factors of corporate security; a snapshot analysis among guests of their perceptions and practises and knowledge of corporate security; an analysis of the attitudes, practises and knowledge of the safety culture of employees in the Slovenian natural spas; the development of a new conceptual model of corporate security in spas.

Method: The research is designed as a case study and is divided into two parts, one qualitative and one quantitative, and focuses on the study of corporate security in Slovenian spas. In the qualitative part, data is collected through interviews and document analysis and then analysed using the content analysis method. In the quantitative part, the data is collected with three different questionnaires and analysed using descriptive statistics, factor analysis, cluster analysis and regression analysis.

Results: The Slovenian natural spas studied try to ensure the subjective dimension of safety/security and maintain diversity by providing an objective dimension of safety/security, which is the result of the qualitative part of the research. The quantitative part of the research is divided into three parts: (a) development of a questionnaire; the result of the factor analysis are the factors that served as a basis for the design of the questionnaire for guests in Slovenian natural spas; (b) a survey on safety in Slovenian natural spas for guests; the result of the research is the state of safety in Slovenian natural spas on a selected sample; (c) development of a survey on employees' attitudes and practises towards safety culture in Slovenian natural spas; the result is the state of safety culture in Slovenian natural spas on a selected sample.

Organization: Slovenian natural spas will be able to change, complement or redefine the conceptual model of corporate security.

Society: Greater security in a tourist destination, which has implications for the greater security of the surrounding area, e.g. the local community in which the spa is located.

Originality: Theoretical concept of corporate security for Slovenian spa tourism, based on the empirical results of research.

Limitations / further research: Response rate of survey participants and respondents; Purpose sample means including the best experts in the field and on the topic, without including all those who are indirectly confronted with the issue of safety/security; The challenge for further research

is to implement the developed conceptual model as a sample in one of the Slovenian natural spas and test its functioning.

Keywords: corporate security / health resorts / tourism / guest / employees / organizational culture / safety culture

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Borut Kodrič got his PhD in the field of statistics at the Faculty of Economic Ljubljana, Slovenia (interdisciplinary programme Statistics at the University of Ljubljana). In his PhD he analysed the methodology of the total factor productivity index estimation. He is an assistant professor at the Faculty of Management University of Primorska, lecturing on business mathematics and statistics, research methodology in management and statistics in economics and finance. He has authored or co-authored various scientific papers and is currently involved in different research projects
