

Abstract:**Creating responsible partnerships in tourism**

RQ: Organisations do not provide sufficient time and effort to seek out companies for partners that would, with the assistance of responsible cooperation, contribute to better quality offers and consequently to increased income and the good reputation of both companies. Responsibilities and ethics is where organizations on both sides would take on and accept their own norms, tasks, obligations and be aware that in a relationship there is a need to give explanations and justify one's actions, such partnerships will be long and prosperous. This requires a great deal of knowledge and maturity together with a very important personal characteristic that is care. This study examines whether the creation of long term partnerships through responsible and more personal (friendly) relations brings the organization to greater success.

Purpose: The purpose of this research is to determine how important it is for organizations in the tourism industry to build long term relationships, what it should be based on and whether companies are willing to change the current methods of operations.

Method: The method of research was an interview with individuals that had a certain position within a tourism company and had contacts with partners and were obligated to see out new ones. A paradigm model was built and the responses analysed.

Results: The survey results are encouraging. The interviews showed that respondents were aware that it is necessary to have long term and responsible partnerships. They recognized that in today's world there is a lack of collaboration that is based on understanding and that there should be more relations on a personal level. It is required that this changes in the future. The participants specifically highlight financial irresponsibility in many companies that destroys collaboration.

Organization: With the help of this study, the author attempts to contribute ideas to organizations on how to create solid collaboration with partners, as current capitalist and impersonal methods that helped create the crisis we have today will not bring success.

Originality: Originality is reflected in the fact that with the presented ideas on how one needs to be creative, when connecting to partners that in the future these will have to be based on personal, if not at a friendly relationship.

Limitations: Time constraint. The research includes a small sample of participants, thereby limiting the possibility of generalization.

Keywords: creation, responsibility, partnership, crisis, tourism, change, communication, friendly relations