# COMMUNICATION AND TOURISM

**Pirija, Lovre**

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# VELEUČILIŠTE U ŠIBENIKU
# ODJEL MENADŽMENT
# PREDDIPLOMSKI STRUČNI STUDIJ MENADŽMENT

**Lovre Pirija**

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# COMMUNICATION AND TOURISM
## Završni rad

**Kolegij:** Poslovni engleski jezik 1

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**Student:** Lovre Pirija

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**Šibenik, kolovoz 2020.**

# TEMELJNA DOKUMENTACIJSKA KARTICA

## COMMUNICATION AND TOURISM

LOVRE PIRIJA

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Sažetak:

Rad se sastoji od tri temljna dijela kojima je cilj predstaviti teoriju turizma, ugostiteljstva i komunikacije te isprepletanje ovih tema u svakodnevnoj praksi. Rad se osvrće na pojavu multikulturalizma te definira utjecaj multikulturalizma na radno okruženje i komunikaciju unutar radnog okruženja. Rad je potkrijepljen statističkim činjenicama i slikama te opširno predstavlja razmišljanje ispitanika kroz dvije ankete o komunikaciji u marketingu te komunikaciji u turizmu. Cilj rada je istražiti na koji je način moguće unaprijediti polje komunikacije u turizmu i marketingu te potencijalno ponuditi ugostiteljima prijedloge pomoću kojih bi mogli unaprijediti poslovanje te zadovoljstvo gostiju.

BASIC DOCUMENTATION CARD

# COMMUNICATION AND TOURISM

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Abstract:

The paper consists of three basic parts that aim to present the theory of tourism, catering, and communication, and the intertwining of these topics in everyday practice. The paper elaborates on the phenomena of multiculturalism and defines the impact of multiculturalism on the work environment and communication within the work environment. The paper is supported by statistical facts and pictures and extensively presents the opinions of respondents through two surveys on communication in marketing and communication in tourism. The aim of this paper is to explore how it is possible to improve the field of communication in tourism and marketing and potentially offer caterers suggestions that could improve business and guest satisfaction.

# Table of Contents

# 1. INTRODUCTION

This paper is based on the implementation of communication in tourism.

Students at the Polytechnic of Šibenik have to attend as a part of their education in the field of management in tourism in practical training. Many of those students have their training in hotels, hostels, and resorts. It is a common experience among these students that different guests are approached differently.

Accordingly, these problems will be presented through the attitudes of survey respondents and the paper aims to see how can communication and approach in tourism improve.

A lot of caterers and employees in the field of tourism could benefit from this paper since it shows strengths, weaknesses, and opportunities when it comes to communications in tourism.

The paper is motivated by the wish to present the topics in everyday use and present the importance of these fields.

Sources of this paper are an internet base as a great contributor since it is the most updated source of news, which is important for the theme that constantly changes as the time progresses as well as books and dictionaries.

By structure, the paper is thematically divided into three sections.

The first part of the is based on the linguistic level of the English language and presents the very essence and theory of communication. Definitions of communication, various formulas, and methods of communication, forms of communication are presented, as well as the theory and definitions of tourism and catering/hospitality.

The second part of the paper elaborates communication within tourism as well as it touches on the topic of multiculturalism as well as on the impact of communication on people's diversifications and tolerance.

The third part of the paper is based on the use of the English language in tourism. Accordingly, the paper presents two surveys. The surveys explore the attitudes of young adults whether they are customers or employees in tourism, about the behavior and approach

of caterers in the research area and their communication habits in tourism, as well as the impact of communication through marketing on respondents.

At the very end of the paper, conclusions on this topic based on current work will be presented!

## 1.1. Writing methods

Writing methods used in this paper are:

1. The Inductive method is the method where the writer comes to conclusions based on analyzing the texts and facts he came across. This is the most used method in this paper.
2. The Deductive method is the method used to state common opinions and present the general opinion of society.
3. The Description method is the method used for describing theories, definitions, and opinions.
4. Sampling and statistics method is used to come to conclusions based on created surveys that a certain groups of respondents answered to.
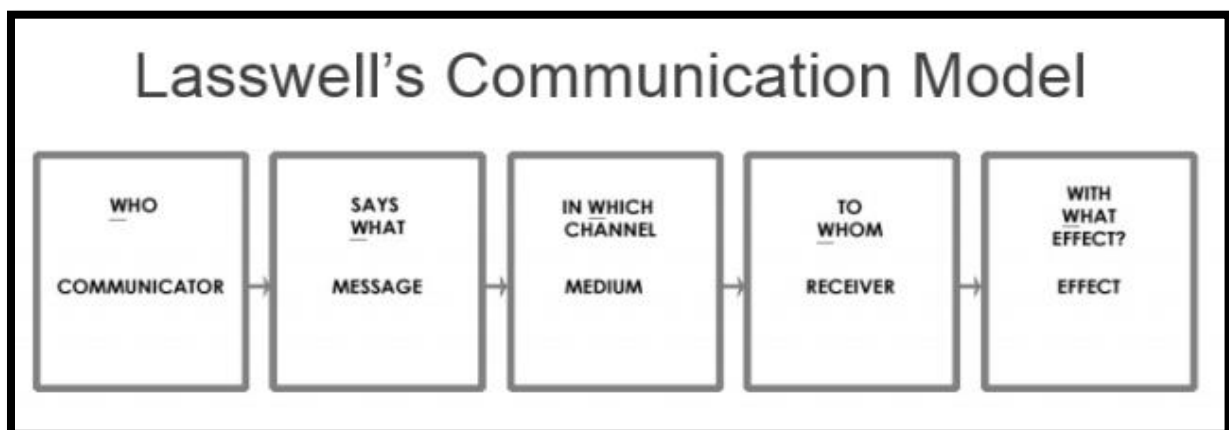
## 2. COMMUNICATION

According to Čerepinko (2014): „Communication is the process of exchanging information through an agreed sign system. It is the process of sending information to another entity, most often through language. The word „communication" translated from its roots literally means: to share and to make something general or common. Communication is usually described according to three main dimensions: content, form, and goal."

The scientific discipline called *communication science* is studied by students worldwide.

Čerepinko (2014) explains that as in many related sciences there is more than one definition. Furthermore, he explains two models of communication that are commonly accepted, Lasswell's Communication Model and Shanon-Weawer's Communication Model:

- Lasswell's model - *„Who, says what, by what channel, to whom and whit what effect?"* - This model is the most simplified version of communication-based on the relation between communicator and receiver. This model puts the communicator at the beginning that is sending a message via a certain channel (Čerepinko, 2014). The mentioned communication channel is considered to be either a voice or vocal message or any other channel such as a written message. The receiver gets the message and shows a certain reaction that is considered to have the expected effect on the reciever.
- Shannon-Weawer model.– Is in its core almost the same as Lasswell's model but their theory includes *noise* which can occur between communicator and receiver and can affect the content of the message while the receiver can have a different reaction from expected (Čerepinko, 2014).

Picture 1



source:https://rahmanjmc.wordpress.com/2015/02/09/lasswells-model-of-communcation/

## 2.1. Language and communication components

It is common knowledge that language is a basic communication tool of human communication.

Various authors like the Slovenian linguist France Vreg (2014), point out that language is the basic tool by which we know ourselves, but also the world around us. He states that we reflect and re-establish our common reality. For him, without language as an instrument of communication, there would be no man or human society as we know it.

Vreg (2014) distinguishes three basic terms of language:

1. Language is used by particular people or groups of speakers.
2. Language is a set of names or instruments created for naming objects in the world around us.
3. Language is a tool for expressing thoughts in our heads.

Two main communication components according to Vreg (2014) are:

- *Verbal communication* is a communication that an individual achieves through speech.
- *Nonverbal communication* is the way people communicate without words Nonverbal behavior is used to express emotions, show attitudes, reflect the personality, and encourage verbal communication. Nonverbal communication include: facial expressions, tone of voice, gestures, body language (body position or movement), contact and look.

Picture 2



Source: https://leverageedu.com/blog/career-in-foreign-language/

## 2.2. Communication forms

There can be many communication forms depending on who you ask, but according to communicologist Erin McKean (2005), there are 11 most important communication forms: [1]

- *Verbal communication* is a process of exchanging messages through speech or words. Spoken communication consists of speaking and listening. The success of verbal communication depends on the person who transmits the information as well as on the person who receives the information.
- *Nonverbal communication* is defined by speech volume, tone and color of voice, intonation, pauses during speech, and silence, fluency, body distance, body posture, physical contact, facial expressions, gestures, visual communication (eye contact).
- *Intrapersonal communication* is a type of communication that a person makes with himself/herself when he thinks about something, solves (in his head) a problem, makes a plan of activities and similar.
- *Interpersonal communication* is a process of communication between two (or more) people. Depending on distance, they can be relatively short distances (face to face) or increased distances (shouting from hill to hill).
- *Group communication* is a situation when members of the group are connected with each other, exchange ideas, and opinions and try to solve problems that are common to all members of that group.
- *Public communication* is a larger group with more people where both the speaker and the audience have the same status and task, and that is to convey as much new information as possible.
- *Mass communication* is involving a large number of people participating in the conversation using modern tools of communication.
- *Active listening* is focusing attention on what the person is saying and feeling.
- *Telecommunications* occurs when there is an exchange of data by using technology.
- *Computer-mediated communication* is a formal or casual communication using communication gadgets like smartphones, tablets, or laptops.
- *Healthy communication* is the ability to take care of oneself and one's rights without endangering and humiliating other people.

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[1] All 11 communication forms are according to Erin McKean.

# 3. TOURISM AND CATERING

*Tourism* is defined by Čorak (2009) as a set of relationships and phenomena that arise from the travel and stay of visitors in a certain destination if this stay is not based on permanent residence and if no economic activity is associated with a stay. According to Čorak tourism includes recreation, travel, and leisure.

Marić (2004) explains *catering* as an economic and service activity. He states the goal of catering is to provide services to customers for whom they pay a certain price. The activity of catering is performed in facilities that we call catering facilities according to Marić. He states that the clients in catering are tourists, travelers, and residents who meet their needs in catering facilities. According to Marić forms of catering are hotel business, restaurant business, catering in transport, and gastronomy.

Čorak distinguishes three phases of tourism (Čorak, 2009):

- Initial phase: 1850 – 1914
- Developmental phase: 1914 – 1945
- Advanced phase: 1945 – Present

Picture 3 – phases of tourism, first railroads, first bus lines and mass tourism



Source: https://www.american-rails.com/1850s.html

During the initial phase, the travels outside of regular residence are being considered as „tourism visits". Tourism is for the first time starting to get recognized as a possible new source of income. The development of cities, the appearance of railways, steamships, and roads, as products of the industrial revolution, enabled a multiple increases in tourist potential. Unfortunately despite the development of industries and tourism, it is the time between the First and Second World War so a lot of countries suffered in terms of economy, prosperity

and self- development. The consequences followed by the wars are perceived as a shock for tourism.

Post wartime is the time when the development of tourism is on its peak. From 1945 a lot of top destinations appeared in the world. Thanks to the increase of media and nowadays marketing communications, they are still a giant. Destinations like: Paris, Moscow, Istanbul, London, Rome, New York, Barcelona, Tokyo, Sydney, Toronto, etc., are perceived as top destinations today. According to Čorak (2009), this phase is also referred to as „the phase of mass tourism".

Today, the general definition of tourism, defined by „United Nations World Tourism Organization" (2020) is: „Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes." Today, this definition is accepted by most countries worldwide.

## 3.1. Tourism in numbers

In the last six decades, tourism has recorded strong and continuous development. It has become one of the largest and fastest-growing economic systems in the world, and despite occasional shocks like natural disasters, for example, the oil spill in Mexico bay or terrorism like the 9/11 attacks in the USA or as the best example, the current „Coronavirus disease", it has grown almost continuously.
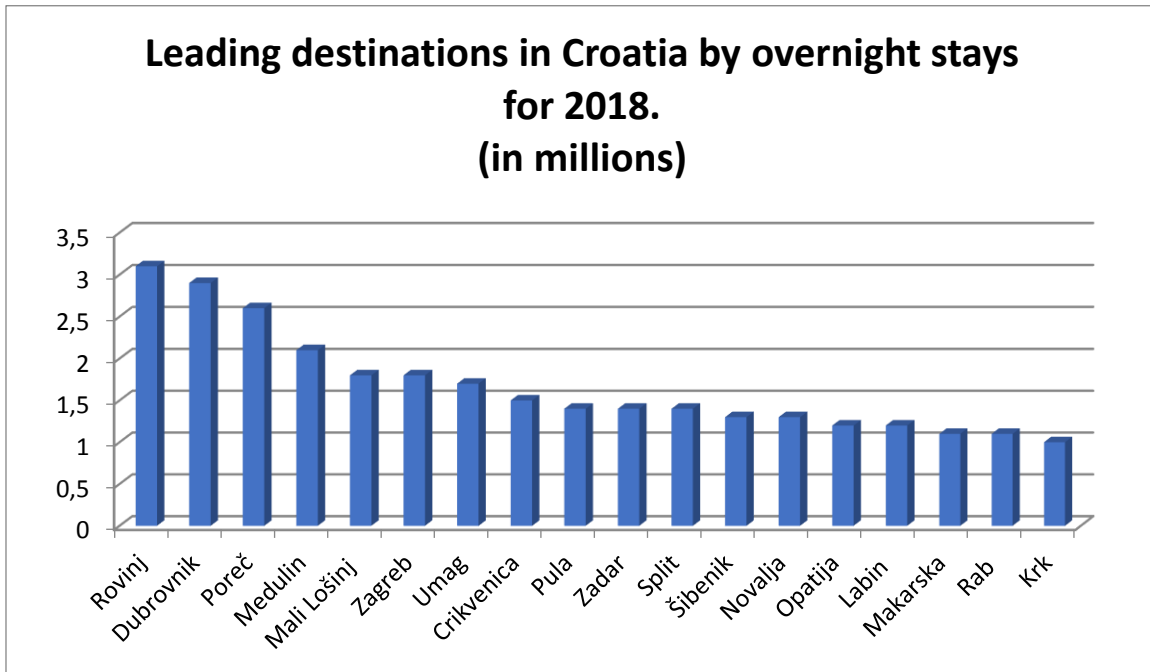
Table 1 – top 15 destinations by arrivals in 2018.

| | Country | Region | Arrivals |
|---|---|---|---|
| 1 | France | Europe | 90,2 million |
| 2 | Spain | Europe | 83,8 million |
| 3 | United States | North America | 78,7 million |
| 4 | China | Asia | 67,5 million |
| 5 | Italy | Europe | 64,6 million |
| 6 | Turkey | Asia, Europe | 52,5 million |
| 7 | Mexico | North America | 44,9 million |
| 8 | Thailand | Asia | 39,7 million |
| 9 | Germany | Europe | 39,4 million |
| 10 | United Kingdom | Europe | 36,9 million |
| 11 | Japan | Asia | 32,1 million |
| 12 | Austria | Europe | 31,7 million |
| 13 | Greece | Europe | 31,2 million |
| 14 | Malaysia | Asia | 26,8 million |
| 15 | Russia | Europe, Asia | 24,4 million |

source:https://hr.wikipedia.org/wiki/Turizam

According to the „Croatian Bureau of statistics" and „Croatian National Tourist Board" (2018), the leading tourist destinations in the Republic of Croatia in 2018 by number of overnight stays are: Rovinj (3.1 million), Dubrovnik (2.9 million), Poreč (2.6 million), Medulin (2.1 million), Mali Lošinj (1.8 million), Zagreb (1.8 million), Umag (1.7 million), Crikvenica (1.5 million), Pula (1.4 million), Zadar (1.4 million), Split (1.4 million), Šibenik (1.3 million), Novalja (1.3 million), Opatija (1.2 million), Labin (1.2 million), Makarska (1.1 million), Rab (1.1 million) , Krk (1.0 million).

Chart 1

**Leading destinations in Croatia by overnight stays
for 2018.
(in millions)**



Source: https://www.htz.hr/hr-HR/informacije-o-trzistima/analize-s-podrucja-turizma/turizam-u-brojkama

## 3.2 Communication in tourism

Working on good communication among guests and employees in the tourism industry is important. In tourism just as in other businesses, without good communication, there is no long term business success. In tourism, this is perhaps most obvious, as almost every employee comes into contact with the guest and can be key in guest satisfaction with the service.

It is of big importance to constantly keep analyzing the communication situation by setting a series of questions that are intentioned both for employees and customers.

The management can ask the questions in relation to communication with guests:

- Do we have an open and hospitable relationship with guests?
- Is communication based on friendly values?
- Are guests regularly satisfied with the service?
- What are the most frequent remarks of guests?
- What guests most often praise and why?
- How often do the same guests return to the hotel, restaurant, and similar objects?

The management can ask the questions in relation to communication with employees:

- How often do employees understand and accept suggestions?
- Are employees capable communicators?
- Are employees ready for education?
- Who are the weak links of the team?
- Do all team members contribute equally?
- How successful is the team?
- Is there room for improvement?

These questions will give a clear image of the situation in the business and it will allow owners to improve and properly educate employees. After education, employees should have an approach that is formal, concise, understandable, and hospitable. Employees should recognize the type of personality and communication style of the guest and harmonize it with the personal communication style, recognize nonverbal communication, ask smart questions

to better understand the specific needs of the guest and avoid conflicts at all cost.

At the very end the guest must always be satisfied!

# 4. MULTICULTURALISM

**Multiculturalism** is a public policy that, through education and the media, promotes interest and knowledge about different cultures and their equality and mutual respect. (Cotter, 2013)

In planning new jobs and employment, attention should be paid to a wide range of individuals, regardless of gender, age, and cultural background.

There are many benefits that companies get from employing individuals from different cultures such as:

- Increased productivity
- Improved creativity
- Higher income
- A better reputation of the organization
- A wider range of skills
- Acceptance of another culture.

Picture 4



Source: https://www.freevector.com/time-and-productivity-vector-28389

While there are certain benefits that come with multiculturalism, there are also some problems:

There are some countries that by default are not multicultural, for example; southern-eastern European countries like Croatia, Montenegro, Greece, and Bulgaria. These are countries that are in majority ethnically clear, for example in Croatia over 90% of citizens are made up from the domestic population according to the Croatian Bureau of Statistics (2011). These are the countries that are powerful in the field of tourism but economically belong in the weaker end of Europe. The mentioned countries attract diverse workers from different countries to work in fields that require higher education skills for general economic development. These countries typically use the situation to get a workforce with lower income for few months from neighboring european countries like Bosnia & Herzegovina, Serbia, Albania, Romania etc. and even workforce with really low income from other parts of the world such as the Philippines, India, Thailand etc.

## 4.1. Acceptance in big organizations and corporations

Communicating and entertaining conversations about different cultures, races, sexes and sexual orientations has been a huge topic within large corporations and organizations in modern history. Acorrdingly, acceptance has become a topic of the customers as well, so it is safe to say that such organizations have been tremendous contributors in the fight against discrimination and the fight for a tolerant and liberal society. Today some of the examples of acceptance in organizations are:

UEFA (European football association) is fighting against racism in their advertisements and championships, for example in the „Anti-discrimination" campaign (2017).

EBU (European broadcasting union) – supporting the LGBT+ community through huge worldwide broadcasted events like „Eurovision song contest" by including the LGBT community in contest organization.

Huge fashion brands according to *Forbes* (2009) like; „Louis Vuitton", „Givenchy", „Gucci", „Balenciaga", „Hermes", „Fendi", „Burberry", „YSL", „Prada", „Versace", „Chanel", „Valentino" and others are heavily using their influence to promote tolerance through their fashion shows, advertisements, and campaigns.

Picture 5



Source: https://louisvuitton.com/

## 4.2. Multiculturalism and acceptance in tourism and catering

As much as brands and organizations are working on acceptance, the effort is also seen in tourism and catering organizations and ministries worldwide. Caterers often approach differently to different guests depending on their origin and background and consistently try to improve their approach and communication. This practice is usually in liberal democratic cities like Vienna and Paris so it is common to see the restaurant having stickers with words like: „We support you" or „We accept you".

This is common in destinations that have a diverse population but is also increasing in other places too.

# 5. MARKETING

*"Marketing is a social and management process that, by creating, offering and sharing valuable products with others, individuals and groups get what they need or want"* - (Kotler, 1967)

According to the widely accepted definition of the American Marketing Association (AMA), Marketing is the process of planning and implementing the creation of ideas, products, and services, pricing, promotion, and distribution to conduct exchanges that meet the goals of individuals and organizations. Marketing concept and business philosophy is a specific way of thinking and acting on which the business policy of the company is based. It is a specific way of approaching the design, operationalization and realization of the company's business. (AMA, 2020)

Furthermore, according to AMA (2020), marketing consists of the following stages:

- analyzing market opportunities
- researching
- selecting target markets
- shaping marketing strategy
- planning a marketing program (shaping the marketing mix)
- organizing, implementing and controlling marketing efforts.

According to the previous section, a company that has accepted marketing as a concept and business philosophy, that company is focused on consumers, constantly researching their needs and desires, and formulating programs and plans that will satisfy them.

## 5.1. Communication in marketing

Marketing communication uses various methods and tools to persuade potential or existing consumers to buy a particular product and / or service.

The main goals of communication in marketing are to create and maintain demand for products, and to shorten the sales cycle.

Business success depends on effective communication of product value to potential customers.

And not just the value of the product, but the value of the brand as such.

Marketing communication includes the following elements:

- Advertising is a tool that usualy uses mass media like social media, radio, TV and similar to represent a product
- Promotion is an element used to inform customers about product and to bring attention to as many people as possible
- Sponsorships and exhibitions are combination of advertising, promotion and public relations, and aim to increase brand awareness and encourage consumer loyalty.
- Recommendations or *word of mouth* ultimately affects the brend since it reflects customers satisfaction with cetrain product or service
- Public relations (PR) are communication between customers and marketing management of company
- Personal sale is direct link between seller and buyer
- Interactive marketing follows customers needs and creates message according to the needs
- Direct marketing is a marketing to a certain customer through mail, telefax, telephone and similar.

# 6. SURVEY

This is the part of the paper that will present two surveys about communication in tourism and communication in marketing where questions are created according to this paper. These surveys will give a logical conclusion based on the answers respondents gave and some of the possible solutions to the issues shown trough these surveys will pe presented.

## 6.1. Survey – Communication in tourism

The aim of this survey was to collect data that could be related to this paper and to examine the thinking of the respondents.

This survey was conducted on a sample of 55 respondents in the area of Šibenik-Knin County. While most of the respondents were citizens of Šibenik-Knin County some of them were tourists visiting this area. Most respondents are members of the age group from 18 to 30 years old (young adults). While some of them are workers in tourism, others are customers that often use tourism and catering services.

The survey is short and concise, consisting of only five questions and short pre-offered answers needed to obtain the general opinion of the respondents.

The first question focuses on attitude among respondents about communication in tourism and aims to collect data about the respondent's willingness to reuse a certain service based on their satisfaction with service.

The second question focuses on the guest's differences and aims to check the differences in approach from caterers.

The third question focuses on caterer's attitude towards customers that belong to different minorities and aims to see general opinion customers have when it comes to acceptance in the field of tourism and catering in Croatia.

The fourth question simply asks respondents to rate Croatian catering and tourism in order to see different opinions based on their own experiences.

The fifth question aims to get a conclusion from respondents on previously asked questions in form of stating their opinion, whether there is room for improvement. A survey was created via Google forms.

**RESULTS**:

Chart 2
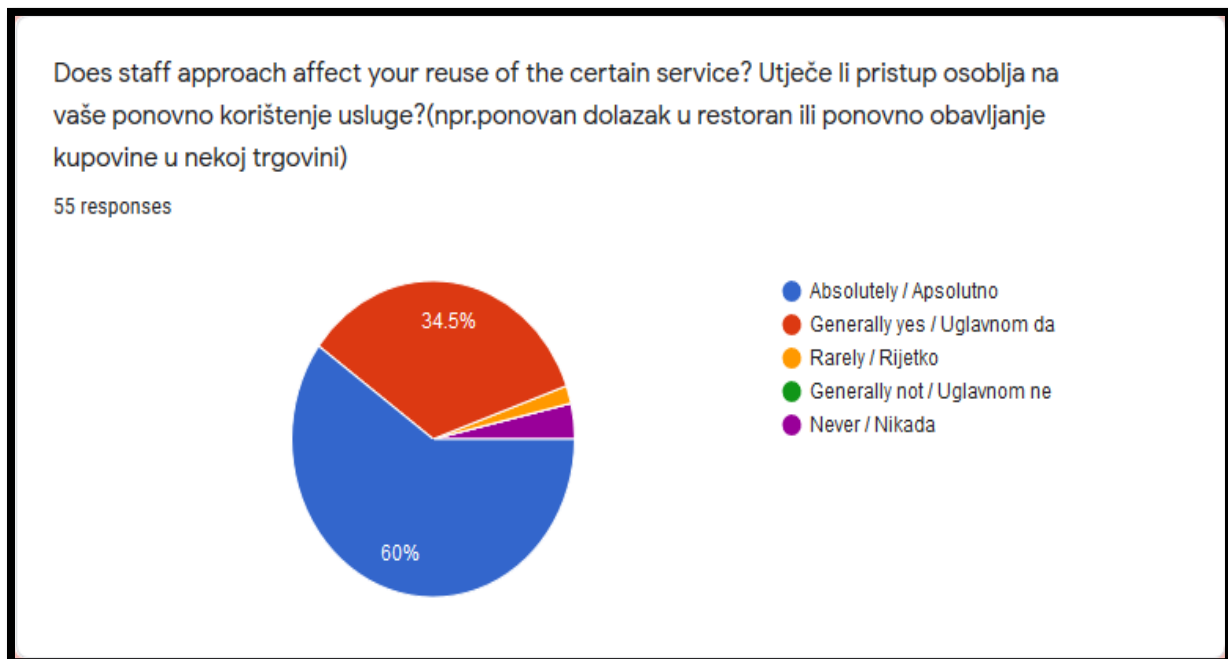


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As a first question, the goal was to get a frame of how many people even care about approach of caterer and his/hers communication, and how would that affect them, for example, would they go again to the same restaurant or hotel based on communication and approach they have recieved the first time they visited that restaurant or hotel. General aim of the question is to see wether customers are wiling to revisit object (restaurant, hotel or any type of business that includes service) if they are not 100% satisfied with service and wether they would 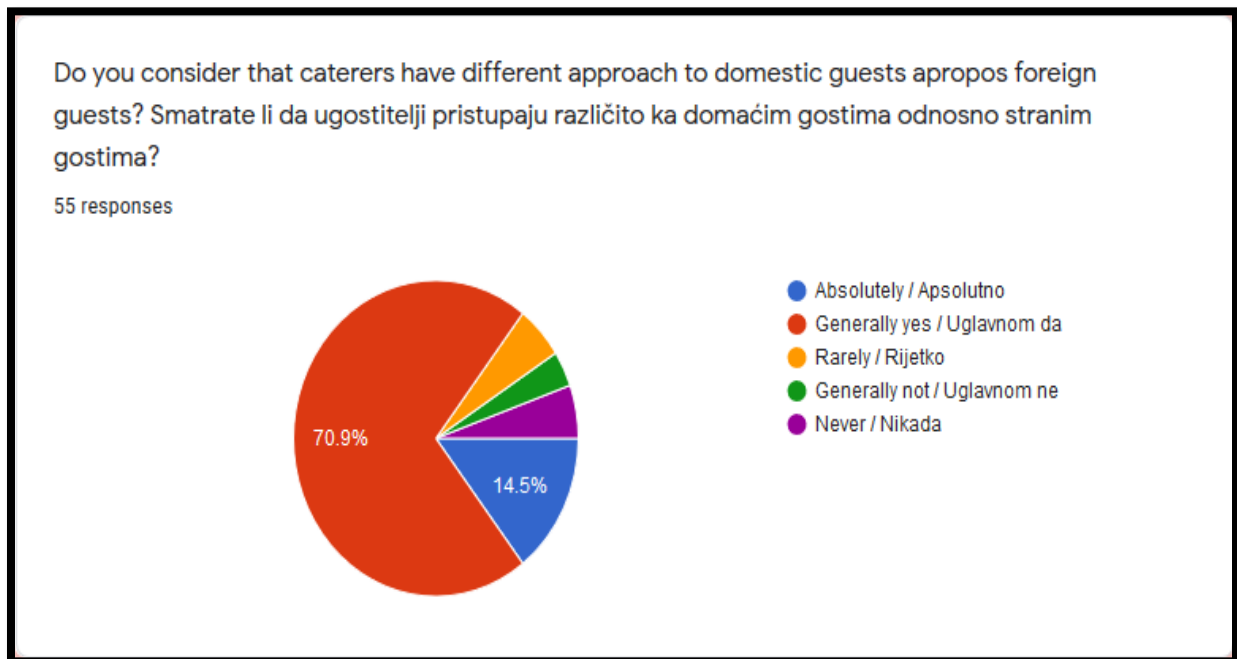give it a second chance. Results show that big majority care about approach since combined 94,5% of respondents are absolutely (60%) or generally (34,5%) affected by approach. This opinion shows that warm and considarate approach actually keeps the guests, which furthermore reflects on profit and success of business and not only the success but it also provides free marketing for the business since satisfied customer will always express their opinion and send a message to other potential customers. Only few respondants stated that they are usually not affected by communication and approach of service and that it does not affect wether they are going to come back to this object. These answers are actually expected since there are customers that do not have greater choice of competition to choose from so they satisfy themselves with average or under average service and keep using in and it would take drastic drop in communication from already bad communication for them to stop using that service.
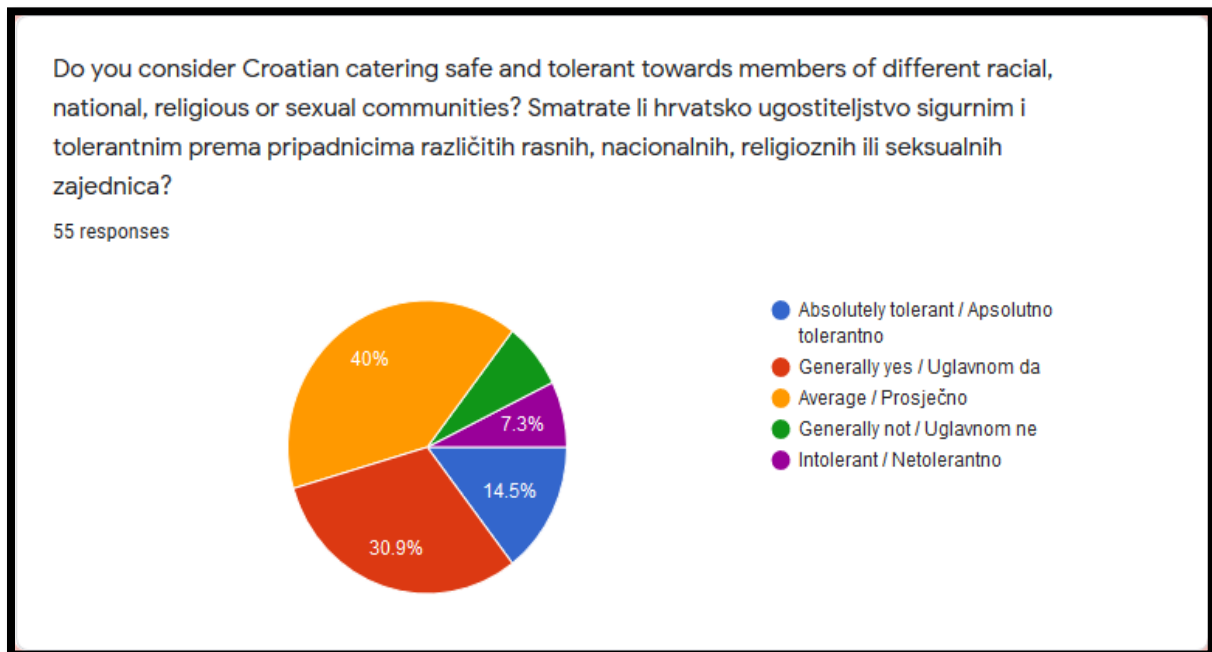
Chart 3



Do you consider that caterers have different approach to domestic guests apropos foreign guests? Smatrate li da ugostitelji pristupaju različito ka domaćim gostima odnosno stranim gostima?

55 responses

- Absolutely / Apsolutno
- Generally yes / Uglavnom da
- Rarely / Rijetko
- Generally not / Uglavnom ne
- Never / Nikada

70.9%

14.5%

Author: Lovre Pirija

Second question was directed to respondents to state their opinion if they notice different behavior to foreign guests. Background of this question is that a lot of people have noticed that if for example someone from richer countries visits a local restaurant, waiter will pay more attention to them since they often leave greater tips. Opposite scenario is when waiters pay more attention to domestic guests from the national reasons: for example usually when we look at the countries of southern Europe like Croatia, Montenegro, Greece and Turkey it is common in tourism that waiters are workers of high school education and it is common fact that most of the average restaurants have work force that is not necessarily educated for the work they are getting done. Because of these reasons a lot of these workers don't have knowledge in foreign languages and feel more comfortable speaking to domestic guests even though they are surrounded by guests that come from different language families(for example in Croatia most common guests are speakers of German, Italian, French or English language and they are present in much bigger number then guests from other parts of Croatia or other Balkan countries that share the same language.) This proves the theory since 70,9% stated that generally caterers have different aproach. Only 14,6% combined (rarely and never) would not agree. The part of audience that does not agree is probably the customers that visit restaurants or bars common for locals and not packed with foreign customers. According to this, these respondants may not have the most objective point of view for such question.
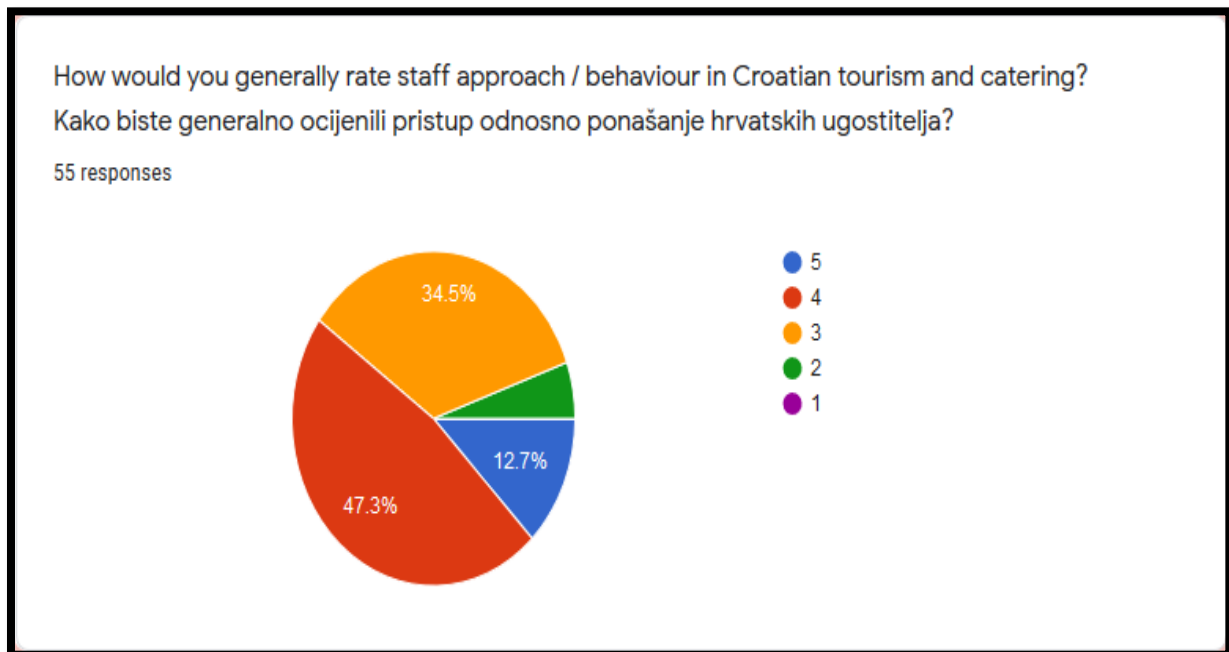
Chart 4



Do you consider Croatian catering safe and tolerant towards members of different racial, national, religious or sexual communities? Smatrate li hrvatsko ugostiteljstvo sigurnim i tolerantnim prema pripadnicima različitih rasnih, nacionalnih, religioznih ili seksualnih zajednica?

55 responses

- ● Absolutely tolerant / Apsolutno tolerantno
- ● Generally yes / Uglavnom da
- ● Average / Prosječno
- ● Generally not / Uglavnom ne
- ● Intolerant / Netolerantno

40%
7.3%
14.5%
30.9%

Author: Lovre Pirija

This question indeed gave the most diverse answers and there is no general opinion on this topic which was in a way expected since it reflects the picture of opinions that are present in croatian society. Being ethnically clean country as Croatia is; more then 90% of citizens declare themselves as Croatians;Christians;Caucasians(White), there is negligible amount of minorities that are part of a different racial group or part of a different religion since only bigger minorities are from neighbouring ex-Yugoslav countries that are also for the most part white christians. Countries that are very religious and that were part of a communism regime back in the 20th century such as Croatia, tend to be quite conservative and traditional, so typically they are less accepting towards minorities in compare to the western european countries like France, Germany, United Kingdom, Netherlands..., and that is the attitude of big part of society especially within older part of society. That certain attitude is also represented in catering and tourism.  As it was stated in paragraph about multiculturalism and how organizations and tourism should be contributors to liberasation of society , the goal of this question was to see the situation in Croatia and to see the opinion of respondents. Even though 30,9% said it is generally tolerant and 14,5% said it is absolutely tolerant, most respondents said it is just average, but the biggest issue occurs when you take a look and see that 14,6% says that it is intolerant or generally not tolerant.

Chart 5



How would you generally rate staff approach / behaviour in Croatian tourism and catering?
Kako biste generalno ocijenili pristup odnosno ponašanje hrvatskih ugostitelja?

55 responses

- 5
- 4
- 3
- 2
- 1

34.5%

12.7%

47.3%

Author: Lovre Pirija

The goal of this question was to see the general grade of the average respondent for behavior and communication of caterers. It was expected from respondents to give their opinion and rate on average workers and service providers in the field of tourism and catering based on their own experiences.

The respondents which gave extensive answers commonly stated that their opinion was based on the politeness of the worker, how much were they appreciating customers, were they giving their best to provide the best possible service, were they accepting to different national, racial, religious or sexual groups, their both verbal communication and nonverbal communication and attitude, hospitality and will to keep the customers and have them returning to their objects.

Combining all answers together, the average grade is; 3,67. The most common grades were; very good (4) and good (3).

A positive thing is, that not a single respondent rated it with 1, and only 3 respondents rated it with the grade 2.

Chart 6
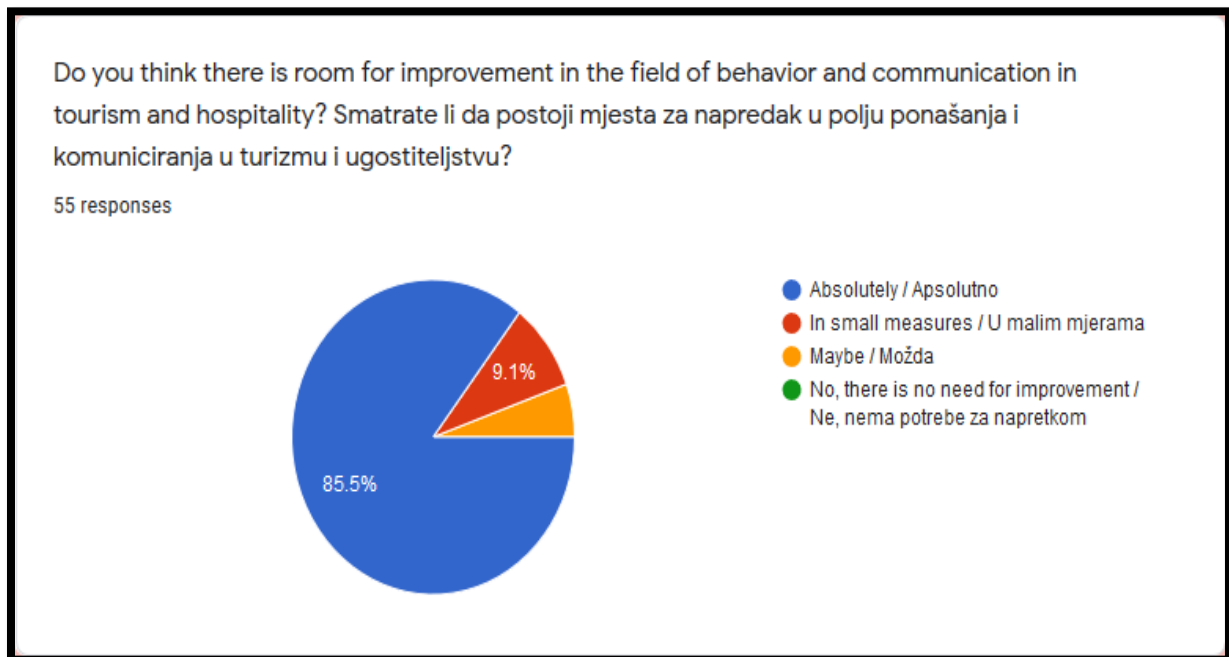


Author: Lovre Pirija

This question was created to make a general conclusion according to average responses from respondents. It is aiming to generalize opinion whether there is room for improvement in tourism and catering in form of interactions between customers/guests and service providers, hospitality and friendliness of tourism workers, acceptance of differences, the behavior of service providers, communication skills on both sides; from employees but also from the visitors in the destination.

The results that the survey provided show that the absolute majority made of 85.5% agrees that there is absolutely room for improvement, whether it is in terms of small scale regarding communication, behavior, and similar or in big measures such as accepting and going out of the way to show them respect and support for any different communities.

Even though a lot of respondents do not share the same opinion on many of the questions, this is the case where most of them are united and share the opinion that there is room for improvement and that improvement is necessary at least in small measures, which is also supported by the fact that not even a single respondent choose; „No, there is no need for improvement".

## 6.2. Survey – Communication in marketing

The aim of this survey was to collect data that could be related to this paper and to examine the thinking of the respondents.

This survey was conducted on a sample of 60 respondents in the area of Šibenik-Knin County. While most of the respondents were citizens of Šibenik-Knin County some of them were tourists visiting this area.

Most respondents are members of the age group between 18 – 30 years old (young adults). While some of them are workers in tourism, others are customers that often use tourism and catering services.

The survey is short and concise, consisting of only five questions and short pre-offered answers needed to obtain the general opinion of the respondents.

The first question is created to see what advertising tools are able to grab consumer's attention in order to see how can companies communicate with their customers in the best possible way.

The second question aims to see how customers generally respond to marketing and if marketing will trigger them to choose a certain restaurant or market.

The third question aims to see whether a certain advertisement tool like highlighting domestic production affects customer's choice.

The fourth question is created to check whether marketing is a crucial factor for business success according to respondents since many companies see marketing as communication with their audience.

The fifth question is created to see based on the answers respondents gave whether they think there is a place for improvement and if they think some of the caterers are not aware of marketing opportunities.

The survey was created via Google forms.

**RESULTS**:

Chart 7



What advertising tools most often affect you? Koja oglašavacka sredstva najčešće utječu na vas?

60 responses

- TV / Televizija
- Radio / Radio
- Flyers and brochures / Letci i brošure
- Billboards / Plakati
- Internet and social media / Internet i društvene mreže
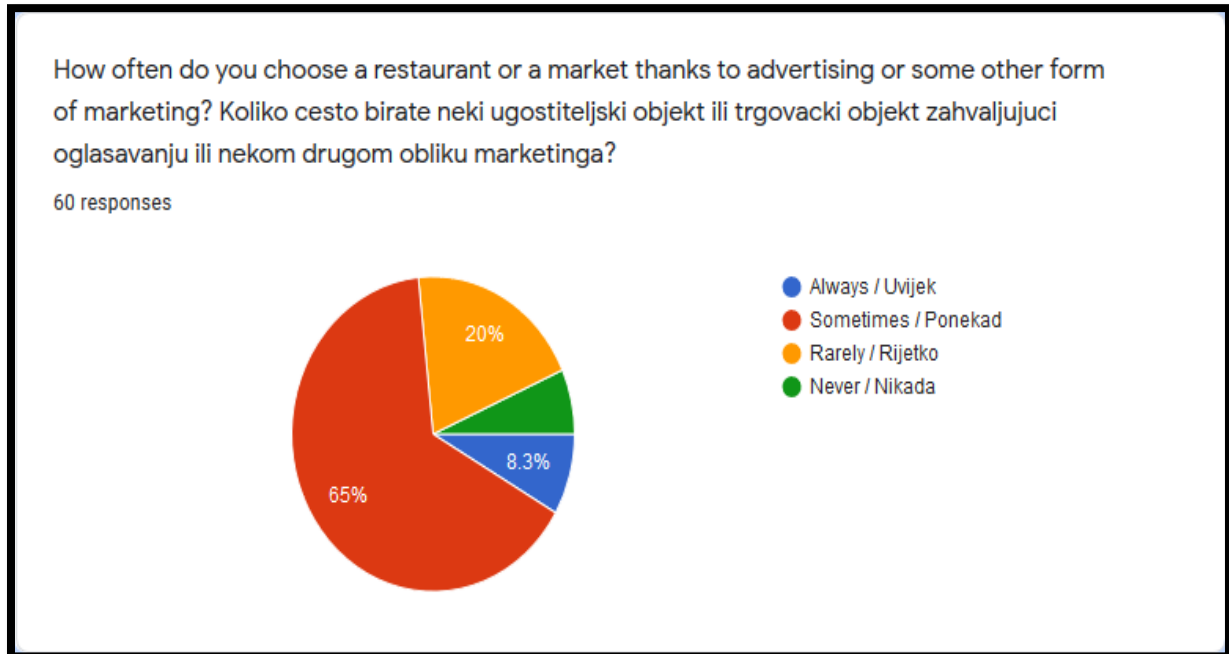- Other / Ostalo...

75%

15%
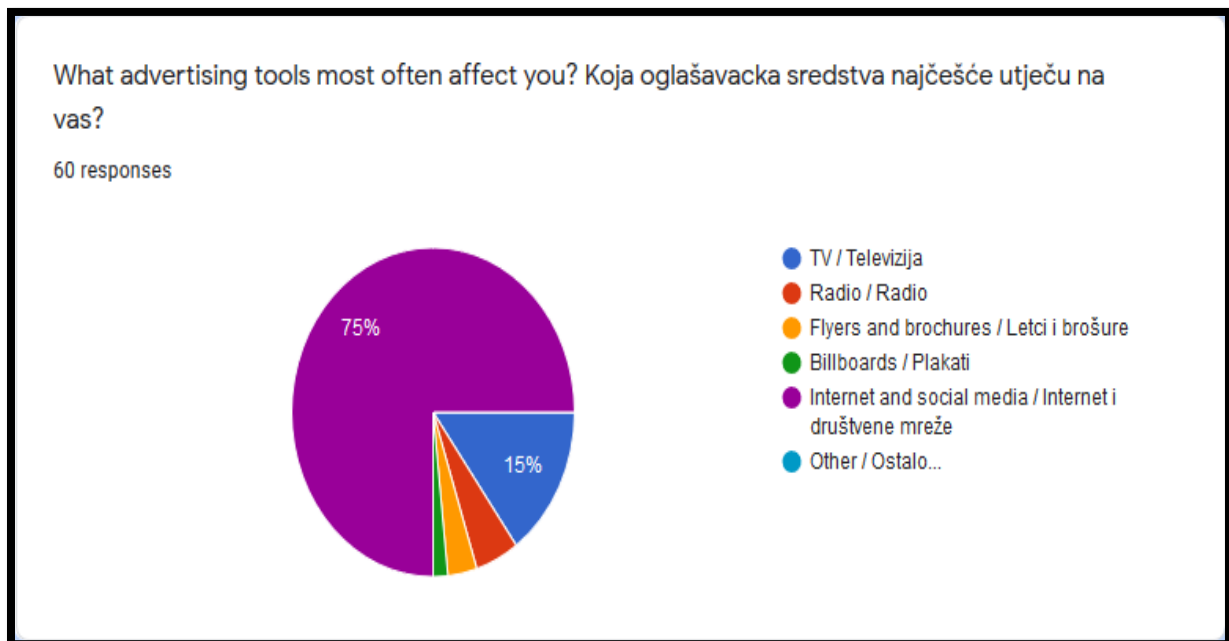
Author: Lovre Pirija

This question was created to see what marketing communication channel most often grabs the consumer's attention. This type of question gives the company answers, opportunities, and right strategies that will allow them to communicate their offer in the most significant and efficient way. Since most respondents are students the answers were quite expected. The results show that ¾ of respondents choose „Internet and social media", that was the expected answer since we do live in a computer-mediated age of communication. Via the Internet and social media companies are nowadays able to get great marketing for cheap prices and they can be sure it will pay out through software like Google hotel ads. The only big group after the internet is TV. It is considered that TV is one of the most efficient advertising tools when it comes to „Primetime advertisement"- this is considered as evening hours between 19:00 and 22:00 when most of the viewers are actively watching. The best time for TV advertisement however is during the mass events which occur once in a year or once in a few years and attract mass viewing audiences (millions of viewers); those are events like „Superbowl" in the United States or „Eurovision song contest" and „UEFA Champions League" in Europe, these events are each viewed by more than 150 million viewers each year and have really short timing left for advertisements. Advertisement time for these shows is

extremely expensive and is usually filled by huge corporations but this short time guarantees viewer's attention.

Chart 8



How often do you choose a restaurant or a market thanks to advertising or some other form of marketing? Koliko cesto birate neki ugostiteljski objekt ili trgovacki objekt zahvaljujuci oglasavanju ili nekom drugom obliku marketinga?

60 responses

- Always / Uvijek
- Sometimes / Ponekad
- Rarely / Rijetko
- Never / Nikada

20%

8.3%

65%

Author: Lovre Pirija

This question was set to see how often will marketing trigger customer. For instance, it often happens that customers will respond to eye-catching terms in advertisements, terms like sale, action, sellout, price drop, or similar. These terms can be communicated within any advertisement tools like Billboards, flyers, TV ads, internet ads. In this method, those key terms are almost always written in gigantic bold black letters on the backgrounds painted by strong colors like red, yellow, or orange because they attract customer's attention. This method can also be communicated through verbal communication via radio advertisements by vocally highlighting of key terms like previously mentioned „sale", and the spokesperson usually presents these ads with a high level of enthusiasm in his voice.  Answers are realistic and expected since most respondents said sometimes (65%), assuming that a lot of customers most often react to marketing via billboards when they are for example driving by. Only 8.3 said always, these are usually older respondents that often check flyers and brochures. Also, 8.3% of respondents said never, while a significant amount of 20% said rarely, assuming these are the type of customers that are not necessarily sale shoppers and react to this marketing advertisement in rare cases for instance when they are in other cities and they are not familiar with prices in the area.
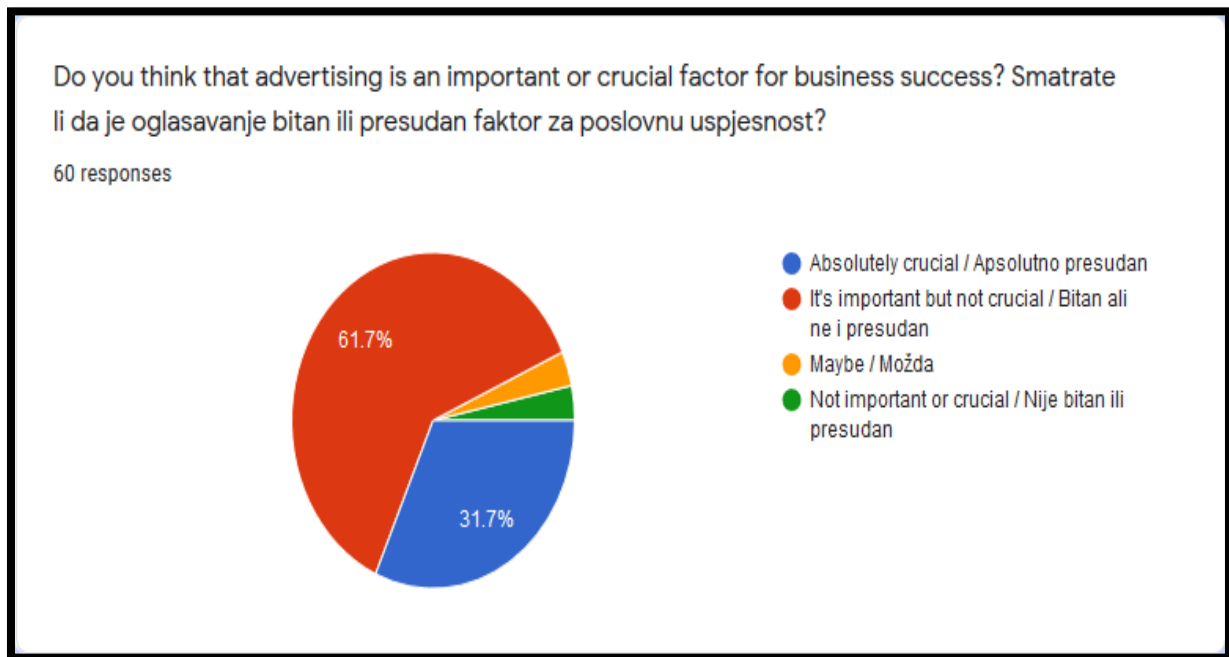
Chart 9
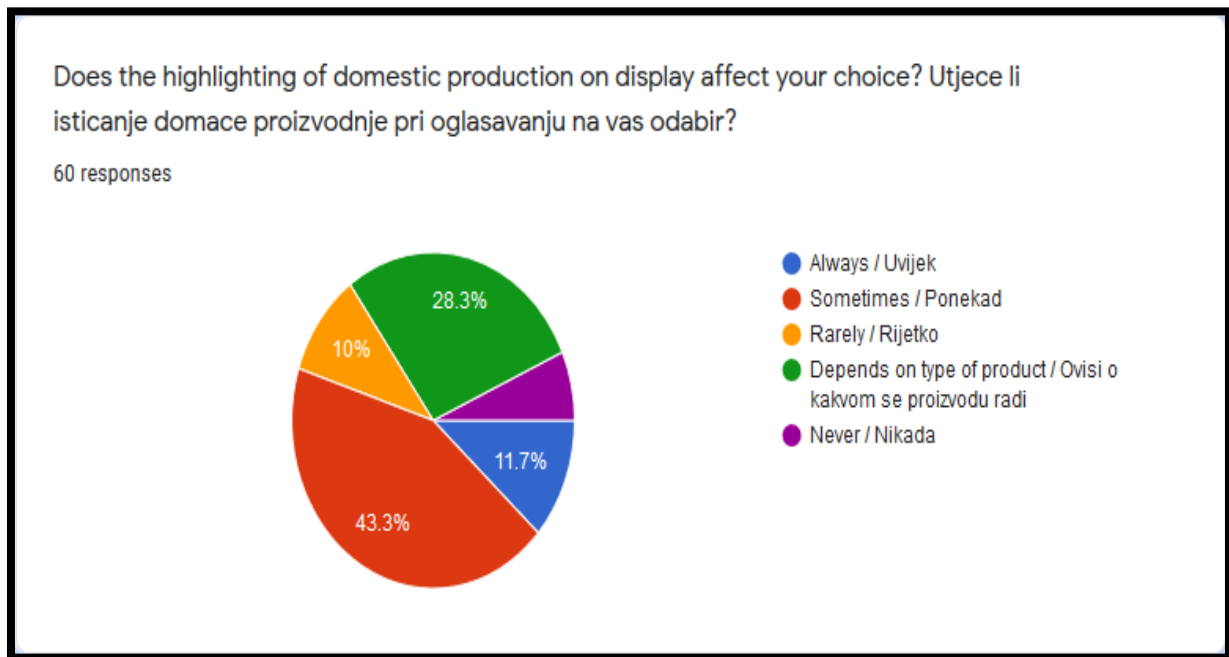


Author: Lovre Pirija

This question was asked because usually, customers tend to get empathic when it comes to local or national products, often a lot of customers would want to embrace and support local production so for example when a Croatian customer sees the „Made in Croatia" on the product it can encourage him to buy that product. This is one of the questions that gave the most diverse answers. Most people said sometimes and while extending their answers the most respondents would say that they are affected and that they would choose a domestic product when it comes to food and if it is cheap they would choose local products prior to foreign. 11.7% of respondents said that they are always affected by domestic production, those are usually respondents that consider domestic production as healthier and better in an aspect of quality and these respondents often are not concerned by price tag, this answer is also connected to respondents that are aware that by buying the local product they are helping in the development of domestic economy and those respondents are usually part of an older age group. A significant part of respondents said it depends on the type of product their buying so for instance if they see a domestic production sign on food or drinks items they would happily choose that product but if it comes to clothes or technology for example they would actually go for the foreign product by bigger and more famous producers since they would expect better quality. 20% of respondents are rarely or never affected by this, these are commonly younger generations of respondents who equalize local and foreign production.

Chart 10



Do you think that advertising is an important or crucial factor for business success? Smatrate li da je oglasavanje bitan ili presudan faktor za poslovnu uspjesnost?

60 responses

- ● Absolutely crucial / Apsolutno presudan
- ● It's important but not crucial / Bitan ali ne i presudan
- ● Maybe / Možda
- ● Not important or crucial / Nije bitan ili presudan
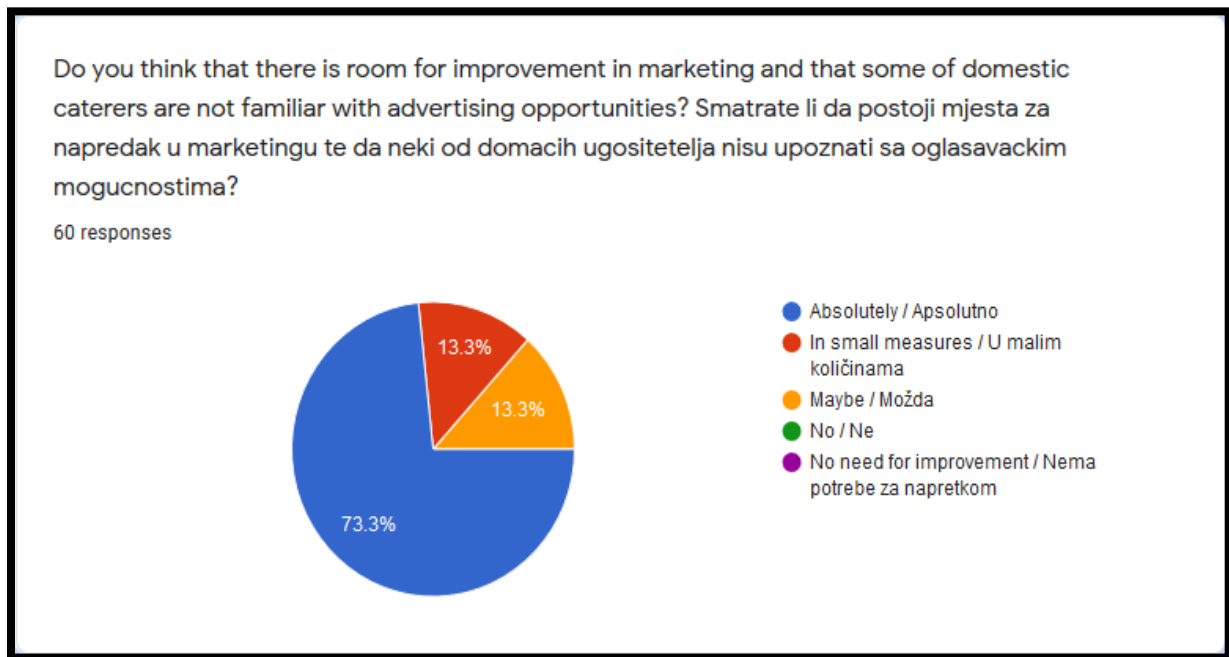
61.7%

31.7%

Author: Lovre Pirija

This question was set to see general opinion on whether marketing communication is important since many companies consider marketing as their nonverbal communication with their audience, through which they are able to see how do consumers react to offer, what are their strengths, weaknesses, opportunities, and threats as well as how can they improve their business. Most respondents (61,7%) said that it is important but not crucial, which makes sense and it was quite expected since advertisement can be crucial but does not have to be in every scenario. This depends on what type of business we are considering; so when we are talking about the field of tourism advertisement is not crucial, for example; if a restaurant is positioned next to a certain landmark or tourist attraction it will work good, even though it would have more profit thanks to marketing it will still maintain good profit without it. Second biggest group made out of 31.7% responded by saying it is absolutely crucial.

Only 6.6% of respondents considers marketing not important or crucial for success, and rest of respondents were not sure wether it is important or not by saying „maybe".

Chart 11



Do you think that there is room for improvement in marketing and that some of domestic caterers are not familiar with advertising opportunities? Smatrate li da postoji mjesta za napredak u marketingu te da neki od domacih ugositetelja nisu upoznati sa oglasavackim mogucnostima?

60 responses

● Absolutely / Apsolutno
● In small measures / U malim količinama
● Maybe / Možda
● No / Ne
● No need for improvement / Nema potrebe za napretkom

13.3%
13.3%
73.3%

Author: Lovre Pirija

According to students that are discussing on the topic of marketing and advertisments it is common opinion that a lot of croatian caterers and restaurant owners are commonly not appropriately educated and do not possess enough knowledge about advertisement opportunities so for the last question, goal was to see between all the different opinions is there room for improvement and are caterers educated properly. The big majority considers there is a lot of room for improvement and the fact that supports this is that no one said that there is no room for improvement. Most respondents when asked to extend their answer said that most caterers relie on *Google reviews* to inform possible new customers about their service and offer and these respondents do not consider that as enough, and indeed it is not especially today when there is so many opportunities from Internet and social media advertisment, TV advertisment, flyers and brochures, radio and even tourism bureau and agencies.

13.3% said that there is a need for improvement but in small measures, this is answer commonly connected to older respondents that are themselves not that much introduced to marketing opportunities but are aware that there are certain services and tools caterers could use for business improvement.

**6.3. Surveys conclusions and solutions.**

While other surveys in the field of tourism and marketing usually investigate the impact of the Internet and support systems in this field, these surveys are based on the communication itself and the feedback that the client gives with regard to the service provided.

According to two surveys about communication in tourism and communication in marketing, in which many respondents expressed the opinion that there is an exceptional place for progress, this part of the paper focuses on the possibility of education of both workforce and visitors.

The best way to solve issues of communication in marketing and tourism is to introduce training programs that would be focused on improving the knowledge of employees in tourism. Although it is a long-term process, this is certainly the best and most efficient model of quality growth and development.

Some of the points this type of training could include are:

- **Learning about different cultures** breaks the stereotypes about certain nations or races that some workers could have. This is especially important if a lot of diverse guests are visiting.
- **Learning about guest habits and origins** makes guests feel accepted, as different guests request a different approach.
- **Training politeness** and learning polite expressions and phrases while widening vocabulary to make guests feel more welcome at first contact.
- **Communication skills**
- **Computer mediated-communication training** enables the growth of communication through social media. It is important to educate workers to achieve their physical communication skills virtually.

As well as the companies should educate and train their employees, tourists should educate themselves as well:

Since tourists are one wide and diverse term, we can't unify them and put them into one box as a workforce.

This means that we can not have education for all tourists that are visiting a destination, but as a destination, we certainly can have brochures that could educate the visitors.

This type of brochures should include topics like:

- What type of behavior is welcome.
- What type of behavior should you avoid.
- What type of clothing to avoid.
- Topics you should avoid with locals (for exemple; politics, religion, wars...).
- Useful language phrases.

These brochures could prevent any possible conflicts or unpleasant situations.

Picture 6



Source: https://www.roberthalf.com/blog/management-tips/25-effective-teambuilding-activities-for-any-budget

# 7. CONCLUSION

It is possible to conclude that these two topics, communication and tourism, are very valuable to discuss and elaborate on.

Although at first glance they may not seem like broad topics, they are really two deep topics on which there is something to say.

From the linguistic and communicative point of view, it is a discipline that is permeated in everyday use, and by education about this discipline we gain an understanding of different communication styles, therefore we can learn to adapt our communication style to that of our interlocutors and thus become better communicators.

From the point of view of tourism and catering and marketing, and the intertwining of this profession with communication, we can see how communication plays a major role in organizations and corporations, both in tourism companies and in general.

All research on communication within tourism and the business world in general has contributed to the liberalization of society, hospitality, and inclusion for all who are in some way different.


*„Embrace faiths, cultures, disabilities, differences,*

*Embrace races, ages, ideologies, personalities.*

*Humanity is plural not singular.*

*The best way the world works is; everybody in, nobody out, so who we're made of is everyone!*

*Differences not just celebrated but essential(...)*

*The truth is; we don't see things the same, the power is; we don't see things the same!"*

Apple – Inclusion & Diversity – „Open" (Apple, 2017)

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**APPENDIX:**

**Blank survey with questions and pre-offered answers**:

1. Does staff approach affect your reuse of the certain service?
   - ➢ Absolutely
   - ➢ Generally yes
   - ➢ Rarely
   - ➢ Generally not
   - ➢ Never

2. Do you consider that caterers have different approach to domestic guests apropos foreign guests?
   - ➢ Absolutely
   - ➢ Generally yes
   - ➢ Rarely
   - ➢ Generally not
   - ➢ Never

3. Do you consider Croatian catering safe and tolerant towards members of different racial, national, religious or sexual communities?
   - ➢ Absolutely tolerant
   - ➢ Generally yes
   - ➢ Average
   - ➢ Generally not
   - ➢ Intolerant

4. How would you generally rate staff approach / behaviour in Croatian tourism and catering?
   - ➢ 5
   - ➢ 4
   - ➢ 3
   - ➢ 2
   - ➢ 1

5. Do you think there is room for improvement in the field of behavior and communication in tourism and hospitality?
   - ➢ Absolutely
   - ➢ In small measures
   - ➢ Maybe
   - ➢ No, there is no need for improvement

**Blank survey with questions and pre-offered answers**:

1. What adverstising tools most often affect you?
   - TV
   - Radio
   - Flyers and brochures
   - Billboards
   - Internet and social media
   - Other

2. How often do you choose a restaurant or a market thanks to advertising or some other form of marketing?
   - Always
   - Sometimes
   - Rarely
   - Never

3. Does the highlighting of domestic production on product display affect your choice?
   - Always
   - Sometimes
   - Rarely
   - Depends on type of product
   - Never

4. Do you think that advertising is an important or crucial factor for business success?
   - Absolutely crucial
   - It's important but not crucial
   - Maybe
   - Not important or crucial

5. Do you think there is room for improvement in marketing and that some of domestic caterers are not familiar with advertising oppotrunities?
   - Absolutely
   - In small measures
   - Maybe
   - No
   - No need for improvement