

The Hidden Potentials of Tourism

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ABSTRACT:

What are the key factors for success in tourism? Are these factors really only location, infrastructure, employees, good offers and good marketing or do we have to look at it from a wider perspective? Who are the stakeholders and how do we analyze their role in these relationships? We can do much more with less effort just by being aware of and connecting a wider circle of stakeholders. Using the stakeholder analysis method, we can identify hidden potentials by analyzing the influences and interactions of stakeholders in tourism. This article shows how we can use the “stakeholder analysis” method from project management with a systems thinking approach to create the “big picture”. This method enables us to use the hidden potentials in tourism for higher quality of life by linking science and experts with the environment and people.

Key words: tourism, stakeholder, stakeholder analyses, system thinking, project management, quality of life