

Influence of Human Capital an Organizational Climate on Business Performance of Travel Agencies

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This paper explores the influence of human capital and organizational climate on performance of travel agencies and their branch offices in Slovenia. According to Slovenian classification of activities their main activity is tour operator, travel agency or booking and other travel-related activities. The quantitative research is based on analysis of written questionnaires from 103 travel agencies and their offices, which were completed and answered by 336 respondents in function of owners / managers/ heads of departments and other employees. The entire structural equation model of relationship between human capital and organizational climate on business performance of travel agencies shows that there is an association between the involved variables of human capital construct and construct of organizational climate, as well as the association between the variables of the human capital construct and construct of organizational climate on business performance.

Keywords: human capital, organizational climate, tourist agencies, business performance