

STAKEHOLDER RELATIONS

An Exploratory Analysis of Cases in the Spanish Hotel Sector

Ana Gessa Perera
M^a del Amor Jiménez Jiménez
Universidad de Huelva – España

The search for more appropriate ways to maintain an open, ongoing and consistent relationship with the different stakeholders is also a reality in the hotel sector. To facilitate and provide a better understanding, the main aim of this study is to identify, in an exploratory and contextualized analysis, by a case study, the most important aspects of stakeholder relationship management of the hotel sector. These are two Spanish hotel groups in process of expansion and internationalization, who bet on the relationships with different stakeholders in the development of strategies and is widely recognized in an environmental and social field. The characteristics of its own activity and the interest of each stakeholder determine the type of relationship they have and the variety of communication channels and mechanisms they employ.

KEY WORDS: *stakeholders, corporate social responsibility, hotel sector, stakeholder relations management*