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## The Importance of Communication in Sustainability & Sustainable Strategies

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### Abstract

Communication entails the transfer of ideas, thoughts or feelings by the sender to receiver via verbal or nonverbal means. This transfer gains special significance in business especially in the service sector since the service providers work with humans based on communication. In any sustainable plan or strategy communication plays a vital role. In order to plan and develop sustainability and sustainable strategies it is necessary for people to express themselves internally and externally by using appropriate mode(s) of communications. Thus, in order to establish effective communication, the managers in an organization has to channel the receiver what they mean to communicate in a simple, direct and precise manner whether it be on the oral or written modality. To achieve this end, they should also take into consideration the gender and cultural variations in terms of communication.

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## 1. Introduction

Needless to say, communication is essential almost in every field of life, from home to work. Although people are trained in particular specialization areas, in economics, in management, or whatever it is, they do not acquire any communication skill directly. It is a social process that starts from babyhood to death for us as human beings.

In any sustainable plan or strategy communication plays a vital role, both internally and externally. In order to make plans and create applications for sustainable acts people need to express themselves internally within their organization. After completing the internal function, expression of oneself outside of the organization is also crucial. In short in order to plan and develop sustainability and sustainable strategies people need to express themselves internally and externally by using appropriate mode(s) of communications.

Some jobs need less communication capability, as computer programming or truck driving, some need more, as being a receptionist or hotel administrator. For instance in an international hotel setting, that is generally an international setting, in every step of the work if you are not a good communicator you have little chance to be successful. Smithson presents that, in the book, *Business Communication Today*, managerial success builds on good communication [1]. In spite of its importance, many of the workers in hotel business overlook this point in practical world. It is something that is talked about much but done little.

Despite the fact that there are many different definitions of communication, they share some common points, as “transferring”, “interaction” and “sharing with others”. Baguley defines communication as “the process that occurs when ideas, information and feelings are conveyed between individuals or groups of individuals for deliberate purposes” [2]. It is not only about transformation of information but also that of feelings, thoughts, needs and observations. Business communication is defined as “the communication required of an organization in both its internal and external environments” [3]. In business internal communication can be three ways; it can be upward with superiors, downward with subordinates and lateral with peers. External communication can be between customers and service suppliers. The aim to communicate is numerous, however the purpose of most of communications is to affect the other(s)’ feelings, thoughts or even behaviors people are communicating with. Message can be passed through different means; linguistic (content, meaning, speech qualities) and non-linguistic (body language, body contact, distance, appearance etc).

Communication is a two-way process that receiver and transmitter may take part at the same time. Transmitter knows how his message is understood by the receiver’s feedback. The details of the receiver, transmitter, feedback and the other components of communication process will be mentioned later on.

Sustainability, on the other hand, has emerged as an influential corporate strategy, implying that meeting today’s needs with a special care for financial, human, or natural resources of tomorrow [4]. Some scholars describe sustainability as an umbrella term which is capable of providing the means for connecting with the society, broadening the customer base, lowering operation costs and beneficial for the community in general, and hence, sustainability can lead to a competitive advantage in the market through communication [5, 6, 7].

The research question of the study is: why communication is important in sustainability strategies and how it affects the activities, organization and decisions of institutions regarding to sustainability. The paper will start with describing the importance of communication in detail. Further, it will move to the issue of sustainability and its relationship with communication.

## 2. Why Is Communication Important in Business?

Regardless of the size of the company, communication is fundamental for business success. Communication is the process that enables materialization and achievement of public relation goals. Communication process is vital since it is done to inform, convince, motivate and provide mutual understanding [8]. In other words, public relations experts should know what communication is first, and then they should know how to use communication tools effectively.

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