

# Lesson 4 Sustainable Tourism

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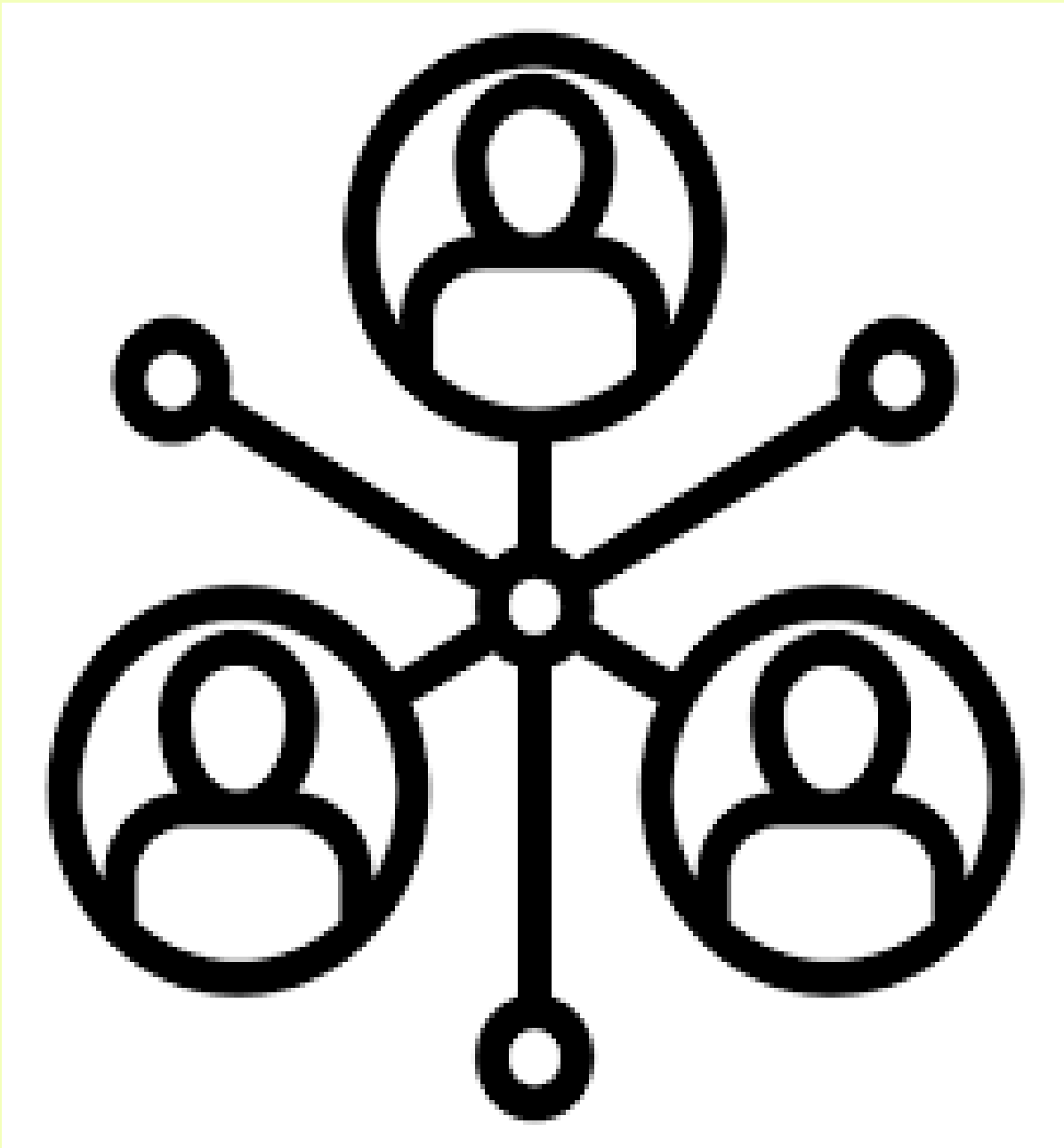


## Who Are The Stakeholders?

“Stakeholders” are any people or groups who have an interest (or stake) in decisions being made by a management agency. In decision-making, stakeholders include any individuals or groups involved, interested in, or affected (positively or negatively) by resources and their uses. In coastal communities, stakeholders include local residents as well as members of other groups such as:



- Members of the local municipality
- The tourism industry (tour operators, hotels, restaurants, etc.)
- Local biodiversity conservation organizations
- Community development organizations
- Indigenous people's organizations
- Farming communities
- Transportation authorities
- The scientific community



It is imperative that stakeholders be involved in all stages of planning. With stakeholder support, sustainable tourism plans are more likely to succeed.

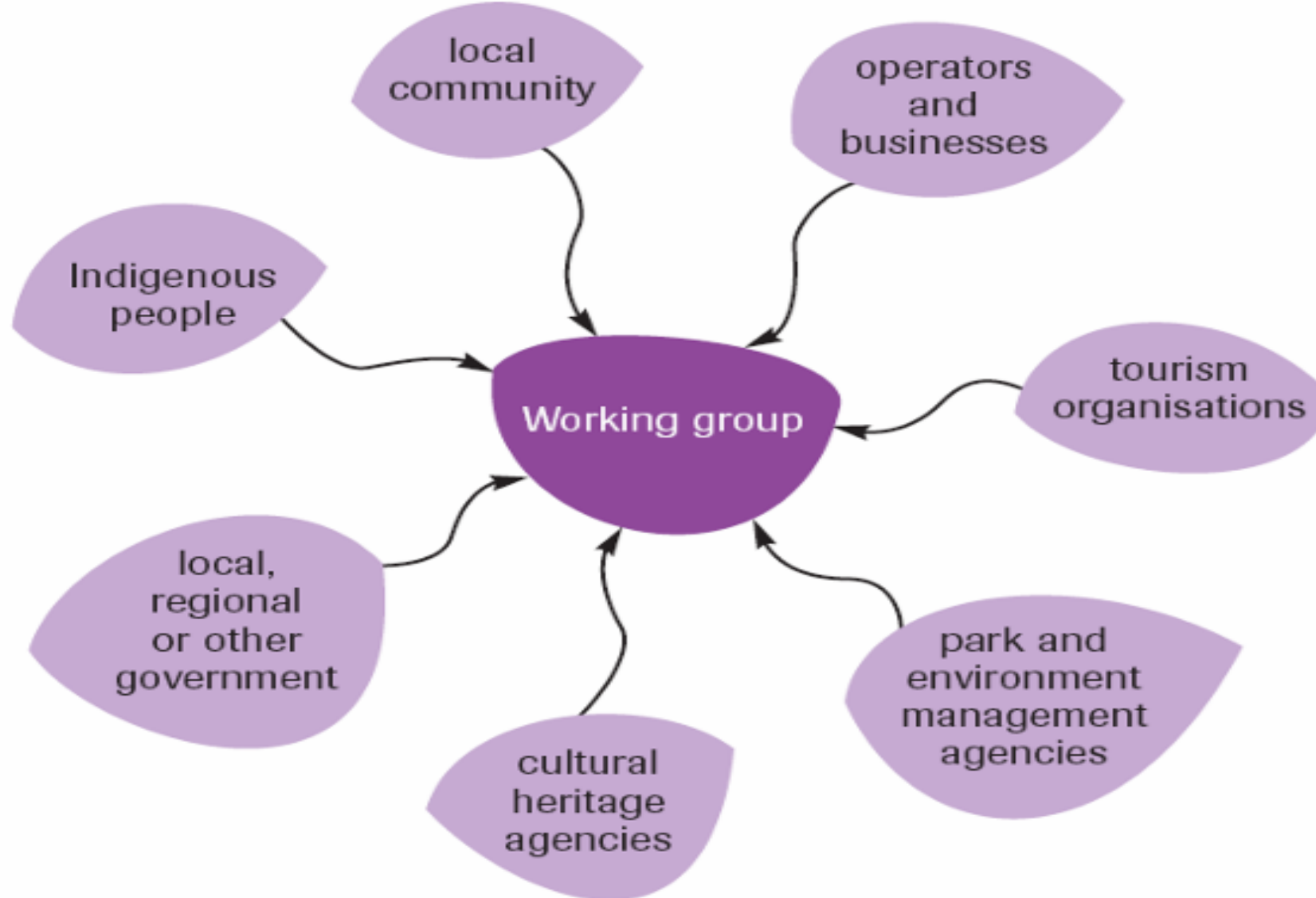
## Identifying the Stakeholders

Stakeholders can only be involved once you know who they are. They must be identified, and then approached and queried as to their interests and opinions. As an initial step, the planning team can brainstorm with local contacts about who to specifically invite or consult with, and how to engage those individuals or groups. Once the key stakeholders have been identified, the team should determine the best means of engaging different stakeholders, based on their level of input and potential involvement in future tourism development.



Ideally, representatives of major stakeholder groups should eventually be involved in a working group that will, together, help develop the plan for sustainable tourism. (This working group will often consist of the same team that was assembled for the assessment process, but augmented with other stakeholders as well.)

## Possible participants for a working group



*Source: Steps to Sustainable Tourism, 2004*

Not all stakeholders have the same “stake” or level of interest in coastal and marine resources and may be less active or not active at all. Understanding the stakeholders can also help to predict changes in social behavior, local culture, traditions, and quality of life issues that might result from tourism development.



A critical aspect of sustainable tourism planning, therefore, is to identify and understand the major stakeholders, and to understand their point of view, goals, and motivations. We will start with the most important stakeholder, the local community. Later we will explore some other major stakeholders such as local government and NGOs.



Residents have mixed reactions to the intrusion. Some want nothing to do with tourists; others are intrigued by the employment opportunities. Whatever their initial reaction, local residents are often unprepared for tourism's demands. They often cannot compete with the powerful tourism industry and do not understand the desires and behavior of fiercely independent travelers who want to discover new areas.



Local residents' informal interactions with tourists play a large role in making the tourists' experience a positive or a negative one, i.e. whether the tourists feel welcome, safe, and comfortable. Local landowners also play a crucial role in the ecological health of the area, especially in buffer zones of core protected areas, near beaches, around river mouths, etc.

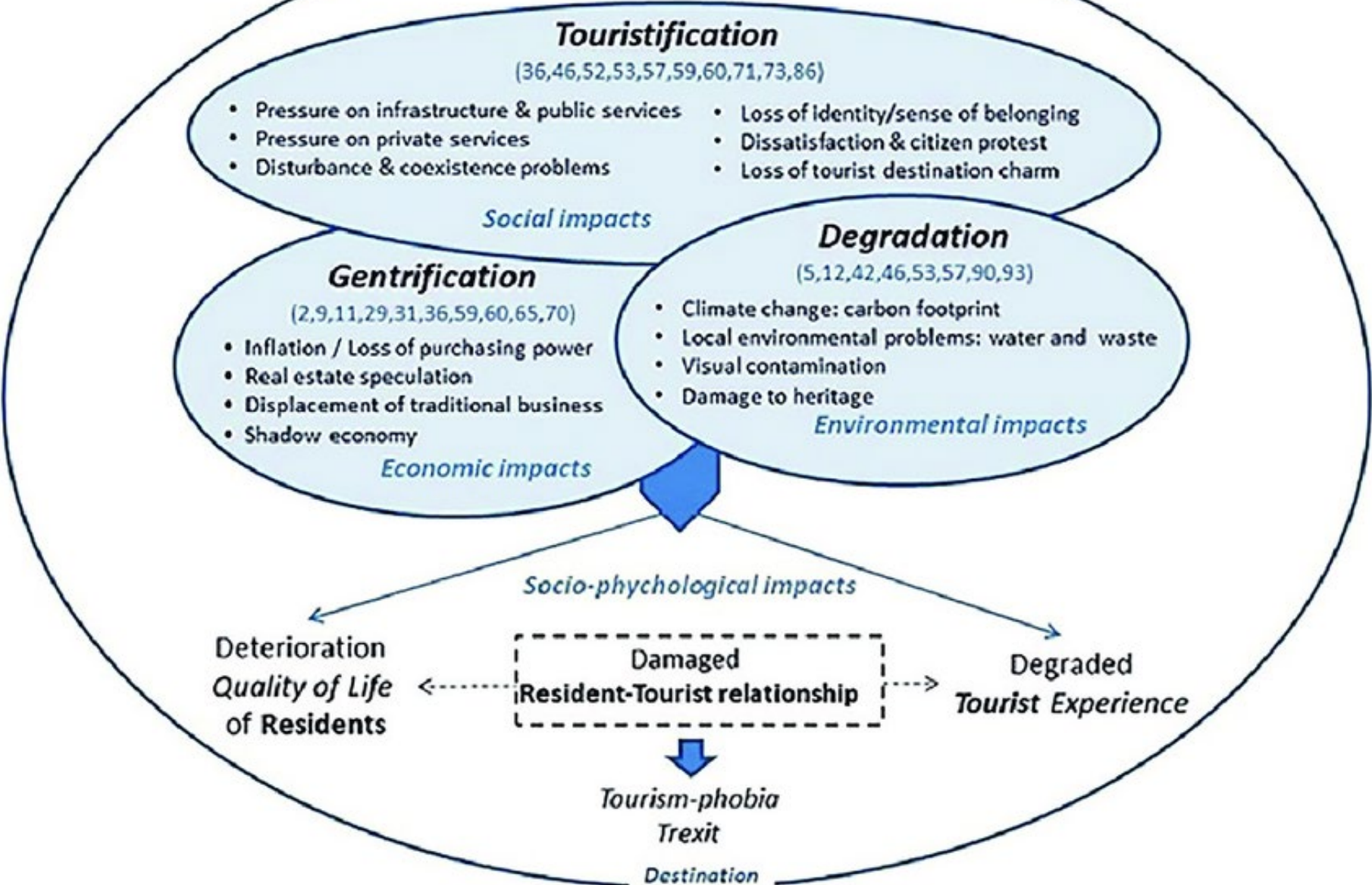




**Geographical community** — a group of people who live in the same area.

**Functional community** — a group of people who may not live in the same area but who share significant aspects of common life, such as customs, manners, traditions, language, or profession. Examples are: fisher people, farmers, members of religious groups, members of a tribe.

# NEGATIVE IMPACTS





Thank you 😊