

Stakeholder benefits from sustainable tourism



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Sustainable Tourism Development

Objective

The aim of this assignment is to;

1. To discuss how stakeholders can benefit from planning of tourism developments as well as to converse the benefits and weaknesses of public/private sector tourismplanning partnerships by referencing to a current example.
2. To evaluate the different approaches to tourism planning and development by considering its features, the significanceofinteractive planning systemsand processes in tourism developments and the types of approaches available to measure tourist impacts
3. To assess the need for planningfor sustainable tourism by considering the factors that may hinder it and to inspect the different stages in planning for sustainability.
4. To analyse the different issues related to tourism development planning by looking at the implications of balancing supply and demand, the moral and ethical issues of enclave tourism as well as the methods of resolving a conflict of interest.
5. To investigate the socio- cultural, environmentaland economic impacts of tourism in developing countries and emerging destinations

Methodology

The information in this project was obtained by the lectures, textbooks and the World Wide Web. For the completion of this project the consultant has decided to use both methods of primary and secondary information.

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Primary information is one of the best ways to collect first hand information this information will be collected by asking question via questionnaires, interviews and surveys.

To arrive at a completion the consultant had to make a decision that secondary information will be necessary in the Researching of the information. So in order to collect the secondary information the consultant has decided to use magazines, book, blog and the internet. This will help in planning and the development of tourism.

Rationale

This project was formed from a case about two companies A Consultation company and a small business. The tourism development in Jamaica and the Ministry of tourism that is using a consultant company in the development and planning of tourism. The project will focus on the influx in the Spanish hotels that have been invested in Jamaica that are serious concern that Jamaica is heading in an unsustainable direction as it relates to the tourism industry and its development. In this project you will notice how the stakeholders can benefit from planning of tourism, the discussion of the advantages of public and private sectors tourism planning partnerships drawing on a current example. The analyzing the tourism development and planning at different levels of the evaluation of the significance of the interactive planning system and processes in the tourism developments.

The factors that may prevent and obstruct sustainable tourism will also be analyzed, also the different stages in planning for sustainability.

The moral and ethical issues of enclave tourism will be evaluated.

Literature Review

What is Sustainable tourism? " Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."

According to The Institute of International Auditors/Global (2011) " Public sectors consist of government and all publicly controlled or publicly funded agencies, enterprises and other entities that deliver public programs, goods or services. It is not, however always clear whether any particular organization should be included under the umbrella." Stakeholder is a process is actors (persons or organization) with a vested interest in the policy begin promoted. These stakeholders, or " interested parties," can usually be grouped into the following categories: international/donors, national political (legislators, governors), public (ministry of health, social security agency, ministry of finance), labour (unions medical associations), commercial/private for profit, non profit (nongovernmental organizations foundations), civil society and users/ consumers." Was define by Kammi Schmeer (1999).

World tourism organization stated that the tourism is a social cultural and economic phenomenon which entails the movement of the people to countries or places that are outside their usual environment for personal or business purposes. These people are called visitors and tourism has to do with their activities, some of which imply tourism expenditure. This maybe tourist or excursionists, residents or non residents.

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Task 1. 1

Discuss how stakeholders can benefit from planning of tourism developments with reference to a current case study.

Tourism can deliver short and long term economic, environmental and socio-cultural effects on a destination. Careful consideration needs to be given to the decisions made throughout the planning process, and there are many advantages, and disadvantages, of involving a broad range of stakeholders during the decision-making process, if medium and long-term oriented, understand that their "capital" is not only their investment and infrastructures, but also the natural and cultural environment. Therefore, they start considering tourism development in a more sustainable way.

1. 2 Discuss the advantages and disadvantages of public/private sector tourism planning partnerships drawing on a current example

In the tourism industry, there are examples where partnership arrangements are highly effective for the success of tourism planning and development. Since the public sector is concerned with the provision of services, the resolving of land-use conflicts and the formulation and implementation of development policies, and the private sector is mainly concerned with profit, partnerships between the private and public sector on various issues can benefit destinations.

Task 2. 1

Analyze features of tourism development planning at different levels.

There are three types of different levels in tourism development:

International level - Tourism planning at the international level involves more than one country and includes areas such as international transportation services, joint tourism marketing, regional tourism policies and standards, cooperation between sectors of member countries, and other cooperative concerns.

f National level - Tourism planning at the national level is concerned with national tourism policy, structure planning, transportation networks within the country, major tourism attractions, national level facility and service standards, investment policy, tourism education and training, and marketing of tourism.

f Regional level - Tourism planning at the regional level generally is done by provinces, states, or prefectures involving regional policy and infrastructure planning, regional access and transportation network, and other related functions at the regional level.

2. 2 Evaluate the significance of interactive planning systems and processes in tourism developments.

This is because interactive planning is focused in systems thinking and is based on the belief that an organization's future depends at least as much on what it does between now and then, as on what is done to it. The organization will then create its future by continuously closing the gap between its current state and its desirable current state.

Interactive planning has three unique characteristics:

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1. Interactive planning works backwards from where an organization *wants* to be now to where it *is* now.
2. Interactive planning is continuous; it does not start and stop.
3. Interactive planning lets the organization's stakeholders to be involved in the planning process.

2. 3 Evaluate the different methods available to measure tourist impacts.

The analysis of socio-ecological tourism-based systems requires new, qualitatively different evaluation schemes that enable an integrated assessment of ecological, social, and economic factors through the use of appropriate indicators related to the ecosystem service concept. People, indeed, begin to understand more clearly that human societies are dependent on the 'services' and 'functions' provided by the earth's physical, chemical and biological systems. Ecosystem services include the production of goods (seafood, timber, and precursor to many industrial and pharmaceutical products), basic life-support processes (pollination, water purification, and climate regulation), life-fulfilling conditions (serenity, beauty, and cultural inspiration), preservation of options (conserving genetic and species diversity for future use), and the assimilation of waste products (Daily, 1997). Nature-based tourism is strongly dependent on the quality of the environment more than any other form of tourism. Even eco-tourism, however benign it may be, will have some impacts on the environment (see e. g. Modelling socio-ecological tourism-based systems for sustainability), and therefore it requires management and control like any other resource exploitation activity. The amount by which resources are exploited is a critical tourism parameter because tourism must satisfy two constraints at

the same time. First, ecological quality and integrity of resources must be maintained, to make sure they remain attractive to tourists as well as to residents (see e. g. Indicating fragility of socio-ecological tourism-based systems). Second, the quality of recreational experience by tourists also must be maintained, and this is based not only on the quality of natural environment, but also on the levels and the nature of interactions between groups of users and residents and their perception of environmental quality

Task 3. 1

Justify the introduction of the concept of sustainability in tourism development.

The tourism planners have started to rethink the objectives for the development of the industry as a result of three factors:

1. The tourist is changing, wishing for greater involvement with local people and many are conscious of the economic, social and environmental impact of their visit.
2. They seek an integrated experience involving multiple activities so that the interaction with community increases
3. Local communities are becoming sensitive to the effect tourism is having on their lifestyles, culture, and the environment and can resent its intrusion.

A tourism enterprise that meets these three principles will “do well by doing well”. This means running a tourism business in such a way that it doesn't destroy natural, cultural, or economic resources, but rather encourages an

appreciation of the very resources that tourism is dependent on. A business that is run on these three principles can enhance conservation of natural resources, bring appreciation to cultural values, and bring revenue into the community and be profitable.

3. 2 Analyze factors that may prevent/hinder sustainable tourism.

The factor that prevents/ hinders sustainable tourism in a country is politics that have to with the acquisition of power, allocation or resources and administration of public affairs. Political Ideologies, Distribution of Wealth, Changing Class Boundaries, Natural and Manmade disaster.

Tourism challenges such as religions, Social structures, Employment and Seasonal Fickle and Fragmentation also Regional Economic Problems.

3. 3 Analyze different stages in planning for sustainability

Task 4

Evaluate methods of resolving a conflict of interest to ensure the future well-being of a developing tourism destination

4. 2 Analyze the implications of balancing supply and demand

4. 3 Evaluate the moral and ethical issues of enclave tourism

Task 5

Compare current issues associated with tourism development in a developing country and an emerging destination where the impacts of tourism are different.

Recommendation

Conclusion

Tourism development has both positive and negative effects on a tourism destination. Communities are very often threatened with unwanted developments and face problems from unplanned or carelessly planned tourism expansion. In order to overcome these multi-faceted problems, comprehensive tourism planning is needed to maximise the benefits and minimise the costs or disadvantages of tourism development through the involvement of the local community who have to live with the tourists and the costs and benefits they bring.

The above literature review indicates that although there is a strong argument for the need for planning in tourism development. However, it is not important only to design a development plan but also to implement it. Therefore, it is necessary to develop policies that will be widely accepted by the local community. Planners and governments should consider the fact that there are limits to how much tourism a particular destination could absorb. Destinations need to consider these limits and plan their tourist industry accordingly. Planners and governments must continuously measure environmental and socio-economic impacts of tourism, in

Order to ensure long-term benefits for residents and tourists alike without damaging the man-made and natural environment.

Tourism has been seen by many governments as an economic development Strategy and if a destination area wishes to maintain tourism as a long-term

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Activity, it should be concerned through planning to differentiate its product from

Competing destinations through better preservation of its environment and culture, understanding the needs and desires of the local community and increased Awareness in the community as to what the industry means in terms of costs and benefits.

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