

IDENTIFY TOURISM STAKEHOLDERS

Step 1: Identify Stakeholders

- Start by brainstorming and identifying all the stakeholders who have an interest in or influence over the tourism activities in your destination or organization.
- Stakeholders may include local communities, government agencies, NGOs, tour operators, accommodation providers, transportation companies, tourists, indigenous groups, businesses, environmental organizations, and other relevant parties.

Step 2: Assess Stakeholder Importance and Influence

- Evaluate the importance and influence of each stakeholder in relation to the sustainability of tourism in your destination or organization.
- Importance can be determined by factors such as dependence on tourism, level of engagement, and potential impact on sustainability outcomes.
- Influence can be assessed based on factors such as decision-making power, resources, and ability to affect change.

Step 3: Plot Stakeholders on a Matrix

- Create a matrix with two axes: one representing stakeholder importance and the other representing stakeholder influence.
- Plot each stakeholder on the matrix based on your assessment of their importance and influence.
- Stakeholders with high importance and high influence should be prioritized for engagement and collaboration in your sustainability strategy.

Step 4: Analyze Relationships and Interactions

- Examine the relationships and interactions between different stakeholders on the matrix.
- Identify potential synergies, conflicts, dependencies, and opportunities for collaboration among stakeholders.
- Consider how engaging certain stakeholders may impact others and how you can leverage these relationships to advance your sustainability goals.

Step 5: Develop Engagement Strategies

- Based on your analysis, develop tailored engagement strategies for each stakeholder group.
- Determine the most appropriate methods and channels for communicating with stakeholders, building relationships, and involving them in your sustainability initiatives.
- Ensure that your engagement strategies are inclusive, transparent, and respectful of diverse perspectives and interests.

Step 6: Monitor and Adapt

- Continuously monitor stakeholder dynamics and reassess their importance and influence over time.
- Adapt your engagement strategies and sustainability initiatives based on feedback, changing circumstances, and emerging issues.

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- Regularly update your Stakeholder Analysis Matrix to reflect evolving stakeholder relationships and priorities.

By using a Stakeholder Analysis Matrix as a tool for mapping tourism stakeholders in your sustainability strategy plan, you can better understand the interests, needs, and concerns of key stakeholders and effectively engage them in collaborative efforts to promote sustainable tourism practices.

More detailed information can be found here:

<https://www.linkedin.com/advice/3/how-do-you-identify-prioritize-your-tourism>

<https://www.linkedin.com/advice/0/what-best-strategies-engaging-stakeholders-wpuce>

<https://trainingaid.org/ideas-and-insights/stakeholder-engagement-sustainable-tourism-development>

https://tourismteacher.com/stakeholders-in-tourism/#google_vignette