

Exploring the significance of stakeholder management in ecotourism implementation

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ABSTRACT

Ecotourism is one of the fastest-growing sectors of tourism. It is considered to be an alternative to mass tourism. The negative impacts, such as loss of biodiversity and loss of natural resources is confronted with the help of ecotourism. For the past years, stakeholders are considered to be vital for ecotourism implementation. Successful implementation of the ecotourism is not possible without the understanding, involvement and management of the stakeholders. Stakeholder management is vital for the successful ecotourism implementation in the destination, but it is not as simple as it sounds. Even though many types of research have been made on the issue of achieving ecotourism sustainability in tourism destination but there is still a lack of a robust and proper model that can assist in the management of stakeholders which can help to unify stakeholders to achieve sustainable ecotourism in the destination. Therefore, the aim of this study is to explore the importance of identifying stakeholder management significance that can enhance stakeholder interests to unify them towards achieving sustainable ecotourism in the destination. Content analysis was done of the articles finalized for this study, and it was concluded that in order to manage stakeholders, their engagement has to be well planned by understanding their interests and level of influence. The management of the stakeholders varies accordingly to the destination due to which it has to be carefully planned so that sustainable ecotourism can be implemented in the destination.

Keywords: ecotourism, engagement, stakeholder management, sustainable ecotourism