



Tourism Impacts on Tourism Destination

The Stakeholder Approach

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Research Framework



- The research framework is defined by these topics
 - Tourism development & planning
 - Destination management
 - Stakeholder management in travel & tourism sector
 - Tourism impacts on destination (regional) development

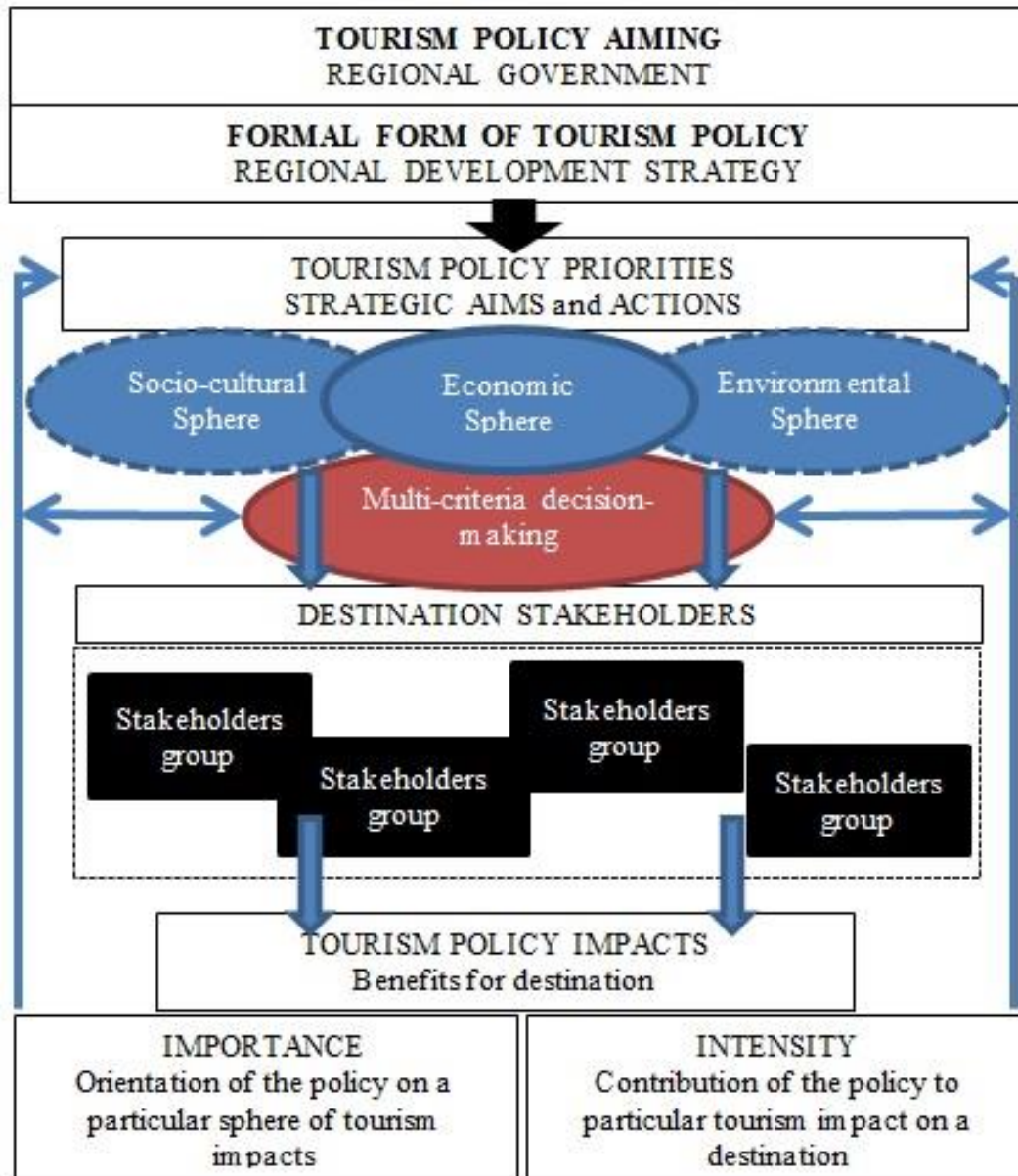
- Research global aim
 - Help local government to formulate such tourism policy which has the highest potential to generate tourism benefits and which will be acceptable for destination stakeholders at the same time
 - „Soft“ stakeholder approach based on social-exchange theory
 - „Hard“ decision-making approach based on MCDM methods

- Research questions / problems
 1. How does the formal form of tourism policy look like?
 2. What are the main tourism impacts on a destination?
 3. Who can be considered as (key) destination stakeholder?

 4. How to find out stakeholder perception of tourism impacts?
 5. How to aim tourism policy?
 6. How to implement the policy together with stakeholders?



Research Framework



Theoretical Framework



- *Towards a Theory of Stakeholders Perception of Tourism Impacts*
 - Czech Journal of Tourism
- *Multi-Criteria Approach for Measuring Stakeholder Perception on the Impacts of Tourism Policy*
 - Global Business & Finance Review
 - Tourism policy & tourism planning
 - Relationship between tourism policy and tourism planning
 - Strategic planning & strategic plans
 - Destination management and its role
 - Collaborative tourism planning
 - Destination stakeholders
 - Stakeholders involvement in strategic planning
 - Stakeholders involvement in implementation of a strategy
 - Tourism impacts on tourism destination
 - Economic, socio-cultural and environmental impacts



Research: Application Area



- South Bohemian Region of the Czech Republic
 - One of the most popular tourist destination
 - Three city tourism destinations: Jindřichuv Hradec, Trebon, Slavonice
 - Strategic priorities devoted to tourism development embodied in the following development plans:
 - Strategic Development Plan of the City of Jindřichův Hradec for a Period of 2015-2020
 - Strategic Development Plan of the City of Třeboň for a Period of 2008-2020
 - Strategic Plan for Sustainable Development of the City of Slavonice for a Period of 2016-2021



Research: Partial Results

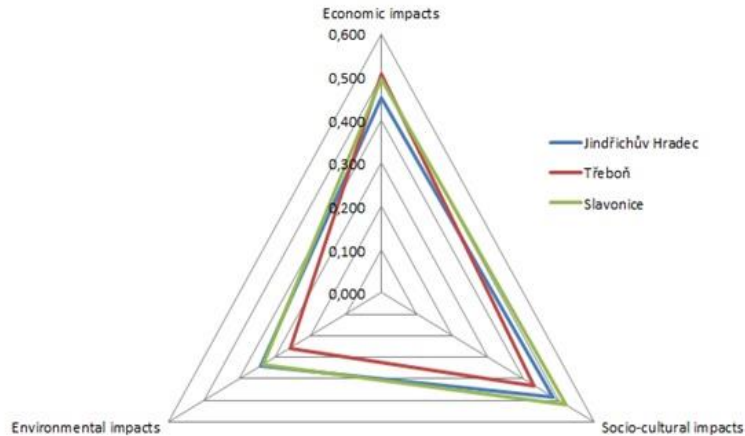


- How to find out stakeholder perception of tourism impacts?
 - Key stakeholders / respondents
 - Typical for any destination: private (public) providers of tourist services, local government, DMOs + residents and visitors
 - Specific for particular destination: prioritization by Stakeholder Index
 - Data collection method
 - Semi-structured interviews
- How to aim tourism policy?
 - Data assessment method
 - Likert scale
 - AHP + Likert scale
 - Simple assessment of the contribution rate of tourism policy priorities
 - Identification of tourism policy gap – negative correlation between tourism policy realized by the local government and its preferable orientation declared by destination stakeholders
- How to implement the policy together with stakeholders?
 - Application of stakeholder management
 - Stakeholder mapping
 - Stakeholder analysis
 - Stakeholders characterization & prioritization
 - Stakeholders support reflecting their characteristics (attributes)
 - Stakeholders continuous involvement in tourism development process

Research: Results (Examples)



Picture 1: Comparison of the overall tourism policy aiming



— Jindřichův Hradec — Třeboň — Slavonice

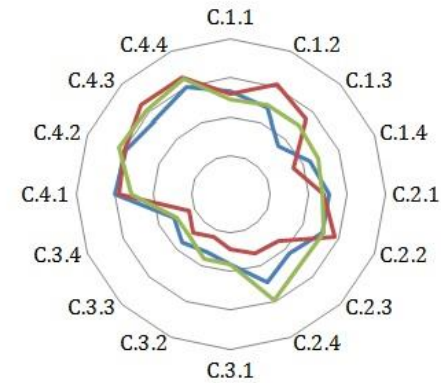


Figure 4. Orientation of Tourism Policy

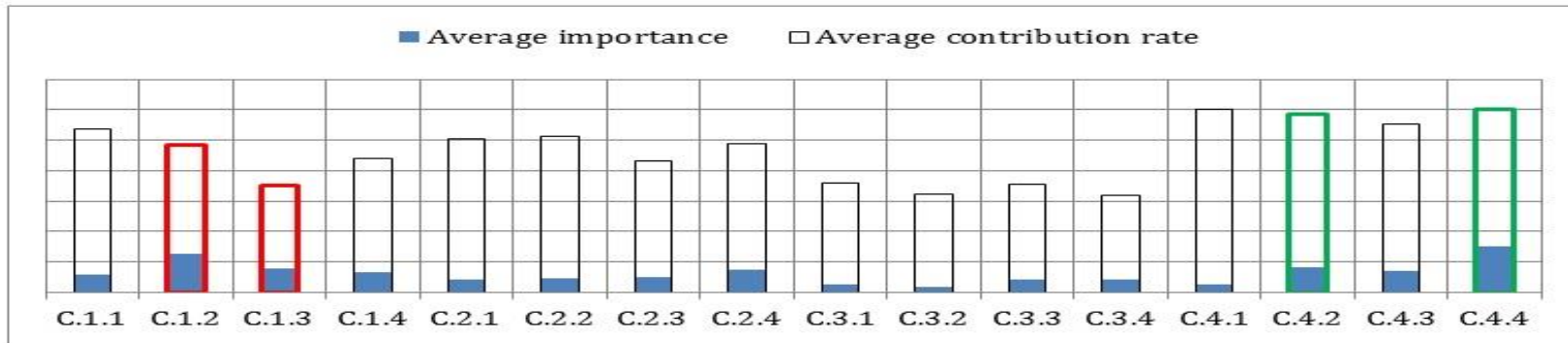


Figure 1. Jindřichův Hradec: Tourism Policy Coherence

- The findings concerning particular impacts of tourism correlate with theory and international research studies
 - Administrative impacts as the main preconditions for reaching the economic impacts
- The link between the priorities and the perceived impacts of tourism is slight or moderate
- The average contribution rate varies in examined destinations
 - There is neither exemplary destination nor inferior destination

Research: Limitations & Challenges



- Stakeholders low ability to provide the researchers with valid data
- Complicated application of MCDM methods in full-extent
- Complicated integration of stakeholders view into comprehensive and reasonable tourism policy
- Complicated stakeholders involvement in implementation process

- Strategy vagueness and scope
- Political influence on rational decision-making process
- Lack of financial and human recourses in the sphere of destination management

- Solution: „Strategic Fuzzy-Dynamic Stakeholder Management“





Thank you for your attention and have a nice day!

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