

European Institute of Innovation, Entrepreneurship, and Technology (EIET)

Course: B.A. in Tourism and Recreation

Subject: Planning and Management of Sustainable Tourism Spaces

Assignment: 5

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Assignment 5

Question 1: Select a case study and explain

Case Study: Great Barrier Reef, Australia

The Great Barrier Reef (GBR), located off the coast of Queensland, Australia, is one of the world's most iconic natural wonders and a UNESCO World Heritage Site. It attracts millions of tourists each year but faces severe environmental challenges such as coral bleaching, pollution, and over-tourism. To address these issues, a multi-stakeholder management approach has been implemented to ensure the reef's sustainable use and long-term protection.

The Need for Stakeholder Participation

Stakeholder participation was crucial in managing the Great Barrier Reef because its preservation involves diverse and interconnected interests. The reef is not only a natural ecosystem but also a major contributor to Australia's economy, supporting tourism, fisheries, and local communities. Involving multiple stakeholders helped to create a balanced management plan that addressed both ecological protection and socio-economic development.

The Stakeholders Involved

The management of the Great Barrier Reef involved a broad network of participants, each playing a specific role in achieving sustainable outcomes:

1. Government Agencies – GBRMPA and Queensland Government for policy and enforcement.
2. Local Communities and Indigenous Groups – Involved in monitoring and traditional knowledge sharing.
3. Tourism Industry – Promoted eco-friendly tourism practices.
4. NGOs – WWF-Australia and others for advocacy and research.
5. Private Sector and Researchers – Supported coral restoration and environmental technology.
6. Tourists – Encouraged to follow responsible tourism guidelines.

The Outcomes of Stakeholder Participation

1. Improved conservation and monitoring programs.
2. Enhanced awareness and education campaigns.
3. Innovative coral restoration and sustainability projects.
4. Faster responses to environmental crises.
5. Sustainable tourism management with eco-certification standards.

Benefits to the Site

- Improved conservation and reduced reef damage.
- Sustainable tourism that benefits both environment and economy.
- Conflict resolution between tourism and conservation interests.
- Enhanced visitor experience with eco-education.
- Empowered local and indigenous communities through employment and involvement.

Conclusion

The Great Barrier Reef demonstrates that effective stakeholder collaboration is vital for sustainable tourism management. By engaging government bodies, local communities, researchers, and the tourism industry, the reef's management plan has balanced economic growth with environmental conservation. This model provides a strong example for other destinations facing similar challenges.

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