

Partnerships in Tourism Planning and Management

- <https://communityrail.org.uk/resources-ideas/case-studies/heart-of-wales-trail/>
- <https://communityrail.org.uk/resources-ideas/reports-resources-tools/>

- <https://communityrail.org.uk/wp-content/uploads/2018/02/Tourism-partnerships-guidance-2017.pdf>

- <https://www.scotrail.co.uk/scotland-by-rail/great-scenic-rail-journeys/west-highland-line-glasgow-oban-and-fort-williammallais>
- <https://www.dcrp.org.uk/>

- <https://www.dcrp.org.uk/great-scenic-railways-website/>
- <https://greatscenicrailways.co.uk/>

Nature/aims of partnerships

- Aims: to bring about stakeholder dialogue negotiation and consensus building about mutually acceptable proposals on how tourism should be developed.
- Can involve private as well as public sector.
- '[A] group of autonomous stakeholders of a problem domain engage in an interactive process using shared rules, norms and structures, to act or decide on issues related to their domain.'

(Source: B. Bramwell and B. Lane (eds) (2000) *Tourism Collaboration and Partnerships*, Clevedon: Channel View)

Nature/rationale for use in tourism

- A continuum from informal links to complex web of formalised links and arrangements.
- Avoid conflict/adversarial nature of some disputes.
- Possible problems often relate to power structures, real and perceived barriers, mistrust and misapprehension amongst interested parties.

Benefits

- Range of players
- More constructive/less adversarial
- Decision making devolved down/democratic
- Synergy more creative
- More coordination
- Pooling of resources/more effective/saves costs
- Not just money focused
- Wider than just tourism

Problems

- Lack of traditional involvement of players
- Window dressing (sham)
- Power relationships
- Lack of real resourcing
- Some parties not represented/under represented
- Time consuming and costly
- Partnership becomes too powerful
- Is it always possible to develop consensus?

Case study: the WWF Arctic Tourism Project

- Aims to link tourism and conservation in Arctic
- Set up 1994
- Involved WWF, tour operators (ecotourism, cruise ships) local government, academics, polar scientists, other NGOs
- Processes – meetings of players to negotiate consensus and used position papers
- Produced ‘Ten principles for Arctic tourism’, codes for operators and tourists
- Problems length of negotiations. Lack of continuity
- Language
- Strong/weak voices
- Consensus building difficult
- Some opposition to WWF
- Success (?) as WWF concerned for environment, not profit