

SWOT analysis for the development of strategies for the design of sustainable tourism indicators in Galapagos

PROBLEM

Tourism is considered a socioeconomic activity that contributes to reducing community poverty and promoting national socioeconomic development. However, owing to its possible impact on the environment, experts in the field have focused on sustainable tourism as an inclusive notion that involves the environmental, social, economic, cultural, ethical, and political axes.

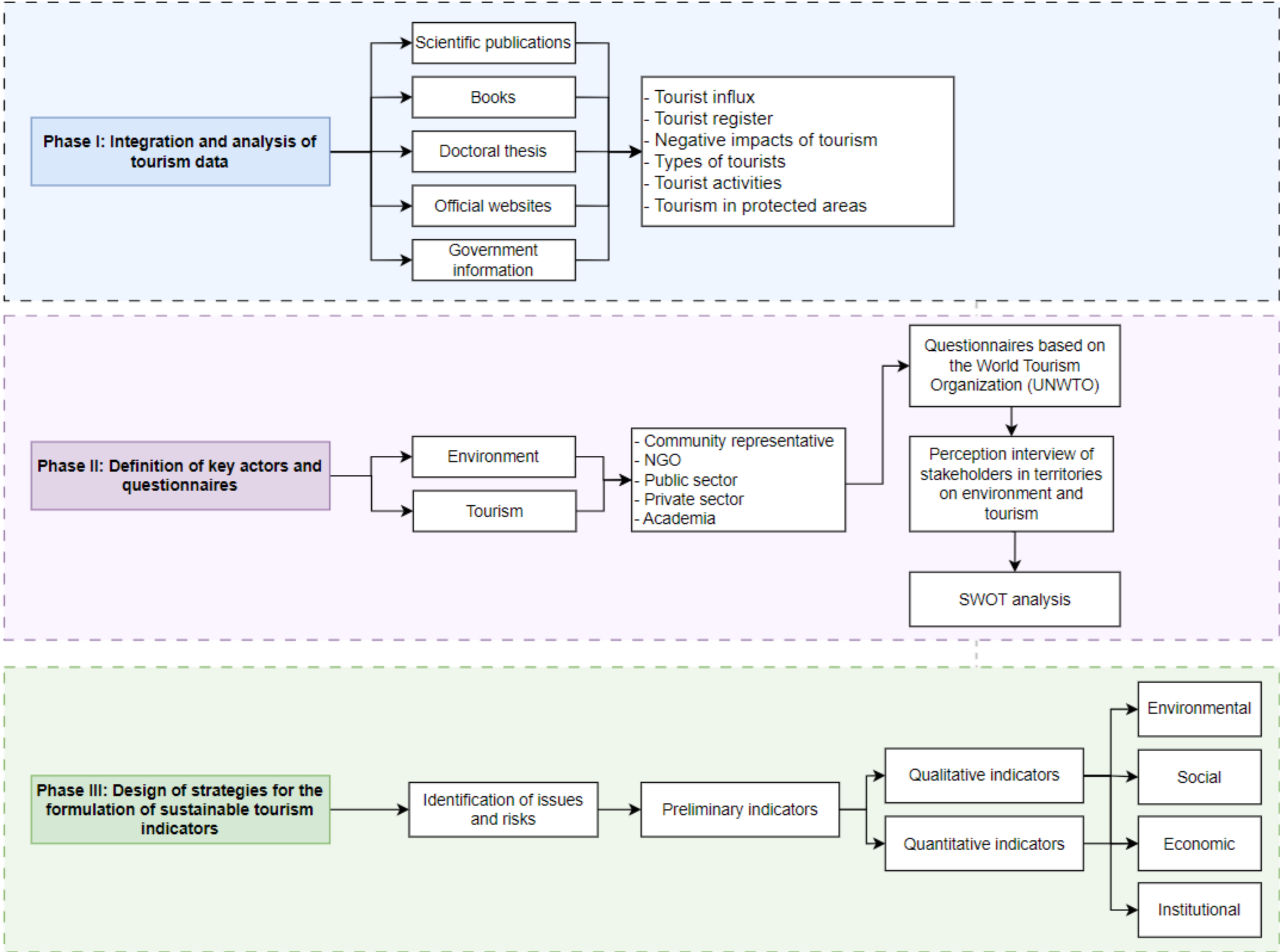


GENERAL OBJECTIVE

To propose strategies for the development of sustainable tourism indicators by integrating a strengths, weaknesses, opportunities, and threats (SWOT) analysis based on the perception of key actors, such as municipal authorities, the community, academia and tourists in general, related to tourism and the environment.



METHODOLOGY

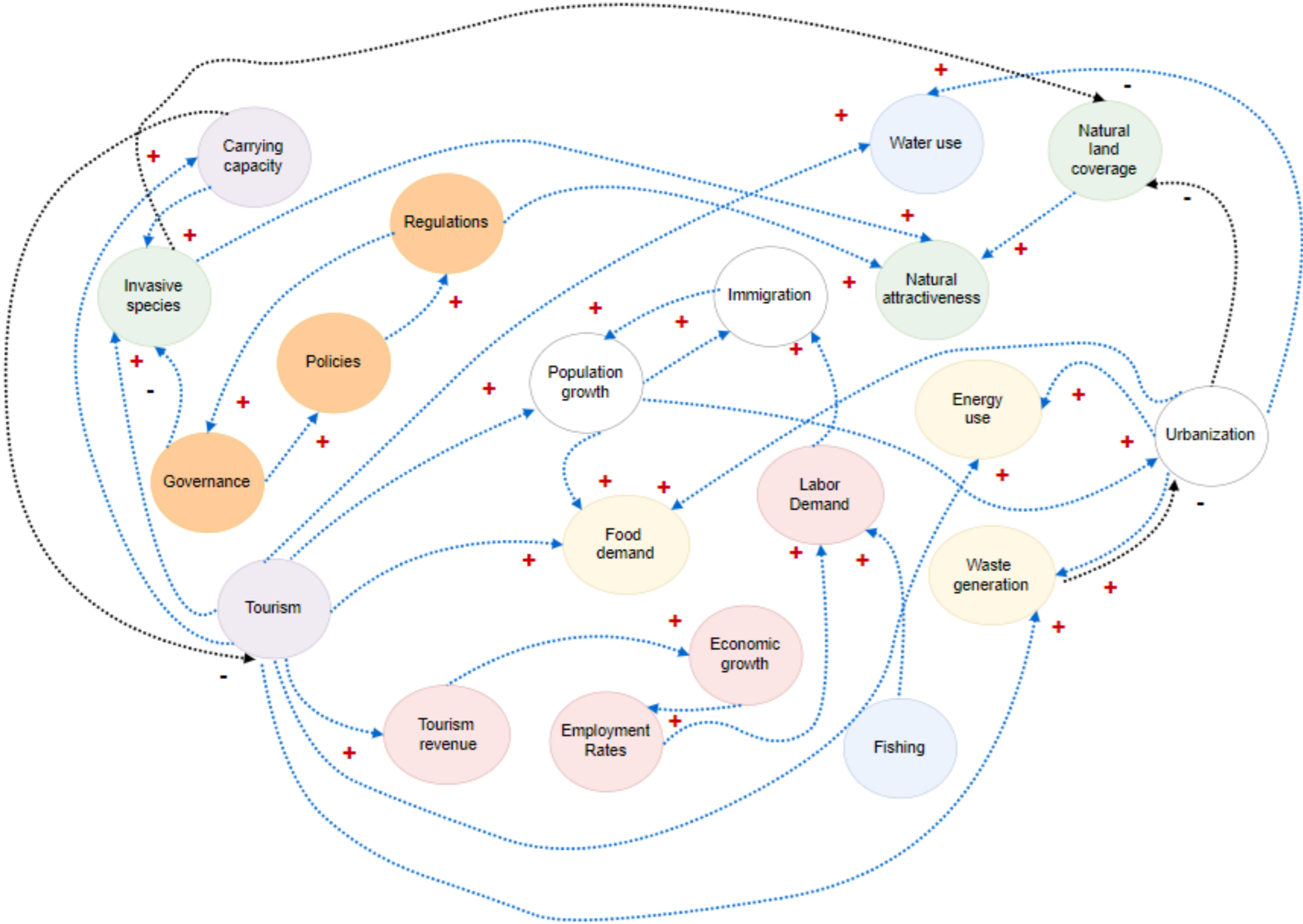


Stakeholders	Number	Role	Interest/potentiality
Public Administration-Tourism Sector	3	Tourism sector actors	Development and management of tourism policies
Parish representative	1	Local community representative	Representation of local community interests
Galápagos National Park Directorate-Environmental	2	Environmental sector	Conservation and environmental management
Galápagos National Park Directorate-Tourism	1	Tourism sector	Sustainable tourism management
Private Sector-Hotel Industry	2	Hotel sector representatives	Accommodation services and tourism growth
Private Sector- Travel Services	3	Travel service providers	Tourist services and customer satisfaction
Private Sector -Environmental NGO	1	Environmental NGO representative	Conservation and sustainable tourism advocacy
Academia-research	2	Academic representative	Research and development in tourism and environment



RESULTS

Conceptual model of the environmental-social-economic-institutional coupling system in Galapagos tourism.



Sustainable tourism indicators proposal

Environmental	5
Social	5
Economic	2
Institutional	1



CONCLUSIONS

- ❑Implementing sustainable tourism strategies is essential for promoting the balance between socioeconomic development and environmental conservation.
- ❑The active participation of the community and private sector makes it possible to understand the importance of caring for nature and include sustainable tourism models.
- ❑The application of sustainable tourism indicators would contribute to the different efforts to improve the sustainability of the destination.

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