

1. ANALYSIS OF STAKEHOLDER COLLABORATION FOR A RELIGIOUS AND TOURISM EVENT

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Abstract:

The paper attempts to study stakeholder collaboration for organizing a religious / tourism mega event in Goa. Stakeholders for the event are from multidisciplinary areas and for this reason their collaboration merits an investigation. The study identifies the important stakeholders, their roles and their impact on the event. The study also analyses the types of collaborations they form. The data is obtained by personally interviewing the stakeholders through a structured questionnaire, observation and secondary data search on articles from the local dailies. The results show that there are short term intra sector collaborations between public sector bodies and private sector bodies. But, there are no inter-sector i.e. public and private sector collaborations.

Keywords: Stakeholders, mega event, collaboration, religious/tourism event

I. INTRODUCTION:

Tourism is a multidisciplinary industry and religious tourism, event tourism are two of its constituent. Tourism activities are organised by the stakeholders of tourism and involve different management activities like planning, organizing, decision making etc. The destination plays a crucial role with regards to organizing any tourism event. Site managers have the responsibility to make sure that any activity carried out at the site would involve coordination, cooperation and formal and informal collaborations. A United Nations Educational Scientific and Cultural Organization (UNESCO) world heritage site manager requires adhering to certain rules and regulations which make sure that the value of the site remains intact. World heritage sites have great significance, they are considered to be present day tourism magnets. The study is done to find out important stakeholders in organizing the mega event 'Exposition of relics of St Francis Xavier' at the world heritage site of 'Churches and convents of Goa. It aims to find out their roles, the impact they have on the event. The study also aims to analyze whether they form any collaborations, if yes, then what type of collaborations are formed. In doing so the study applies the concepts discussed by the collaboration theory and the stakeholder theory with regards to participation of stakeholders. The site under study "The Churches & Convents of Goa" was declared by UNESCO as a

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