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TÍTULO:

METODOLOGIA PARA LA EVALUACIÓN DE LA SOSTENIBILIDAD DE LAS ACTIVIDADES DE TURISMO EN LAS ÁREAS PROTEGIDAS MEDIANTE EL EMPLEO DE LAS TÉCNICAS ANP y DELPHI. CASO DE ESTUDIO: PARQUE NACIONAL ARCHIPIÉLAGO LOS ROQUES.

SUMMARY

Tourism in protected areas (PA) develops continuously as a result of various factors related to, firstly, the need of natural capital exploitation, particularly in developing countries, and secondly the tourism sector's increasing demand. This activity presents an opportunity and a threat to the PA and considerably increases the demand for their management systems. To achieve a sustainable tourism development, compatible with the conservation objectives of PAs, the most effective PA management approach involves all stakeholders' participation.

This thesis presents a method for improving participation and decision-making regarding the management of tourism in PA. The procedure is based on modeling decision problems by means of Analytic Network Process (ANP), and the stakeholders' participation in the evaluation of such problems by means of Delphi. The method is validated by a case study: Tourism management in the National Park Archipelago Los Roques, Venezuela.



RESUMEN EN INGLES

Applying ANP a model of the decision problem was obtained which defines 13 evaluation criteria. They act as sustainability goals to be met by the tourism proposals. The criteria are grouped into four sets or clústeres: "Social aspects", "Politic-administrative aspects", "Physical and natural environment" and "Local environmental impacts." Also three alternatives for action were identified: "Building eco-efficient resorts", "Development of environmentally friendly activities" and "Development of sustainable transport systems."

Delphi method was used to enhance the stakeholders' participation in prioritizing the evaluation criteria and alternatives of action. Thus, the judgments needed for ANP were discussed and, when possible, agreed by Delphi among the representatives of 8 stakeholders.

The presented procedure allowed, firstly a better understanding of the decision problems in tourism management for the case study. Furthermore, it facilitated the participation of many different stakeholders with different education levels, interests and resources for participation. It also allowed explaining the reasons for the preferences of each stakeholder, either about sustainability criteria or alternative actions. The combination of ANP and Delphi also permitted discussing the results and reaching consensus on various elements of the decision problem. Finally, the procedure proposed in this thesis generates aggregated and disaggregated results that contribute not only to a more objective and participatory management but to the transparency of decision-making and the traceability of the entire process.

Keywords: Management, ANP, Delphi, Decision Making.