

COURSE N.2: Destination Management

Module N.1: Destination Management Structure And Responsibilities

Stakeholder Engagement (summarized in 10 steps!)



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About me

Facilitation & Culture Coordinator and
Good Vibe Manager in Etifor.

From social statistics to stakeholder
engagement, mainly in environmental
contexts but on every kind of topic...



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Step 1. Why?

Quality of
decision

Democracy in
decision

Social
cohesion

Step 2. Why not?

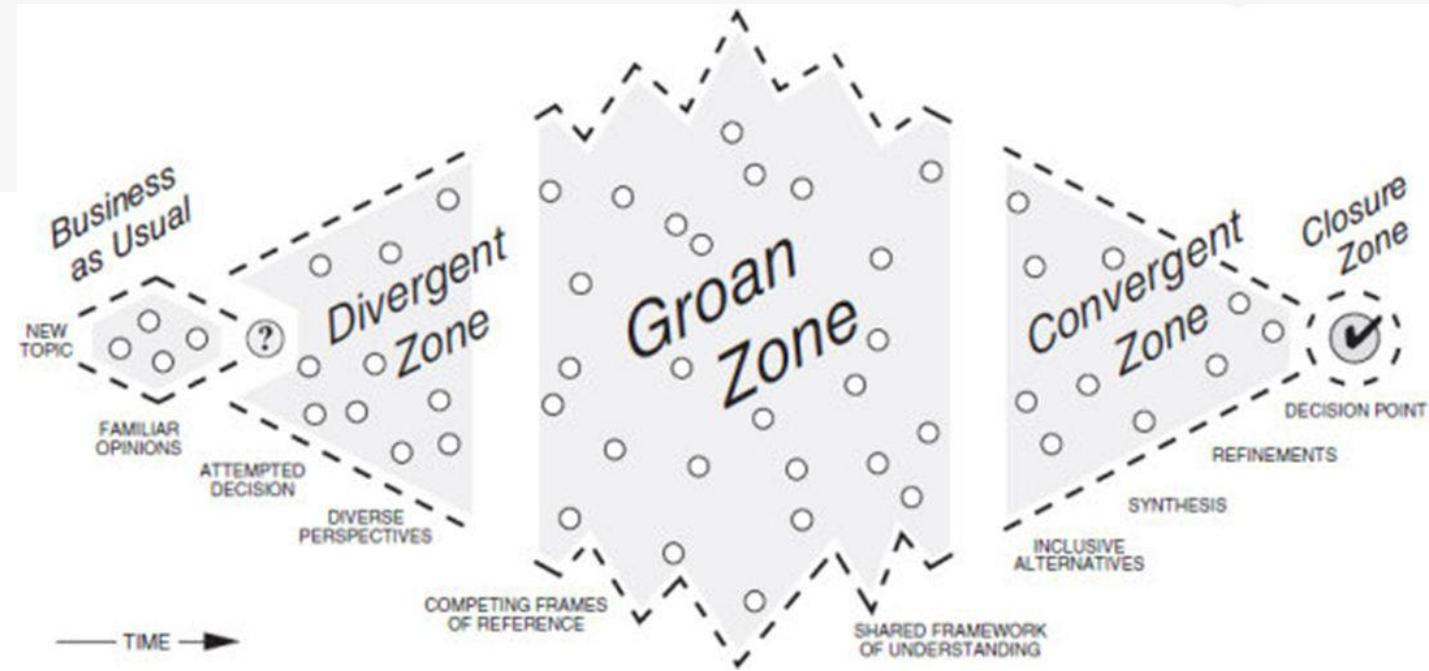
Stakeholder engagement creates expectations!

Do not use participatory approaches if you are not able to handle expectation.

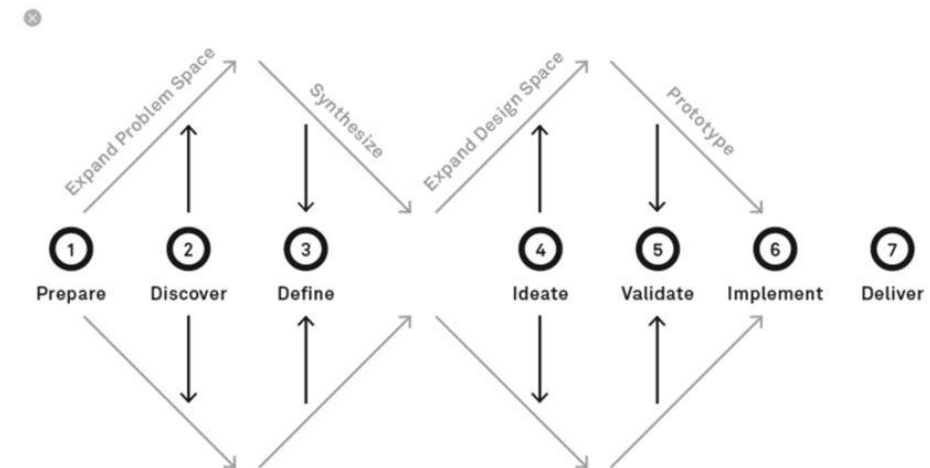
Step 3. What is it?



Step 4. When?

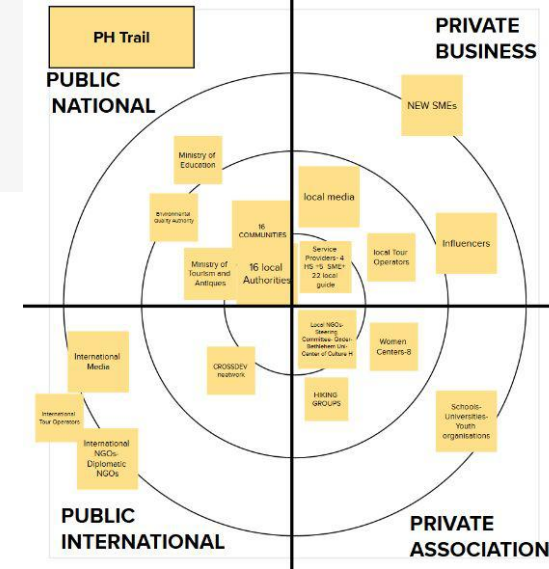
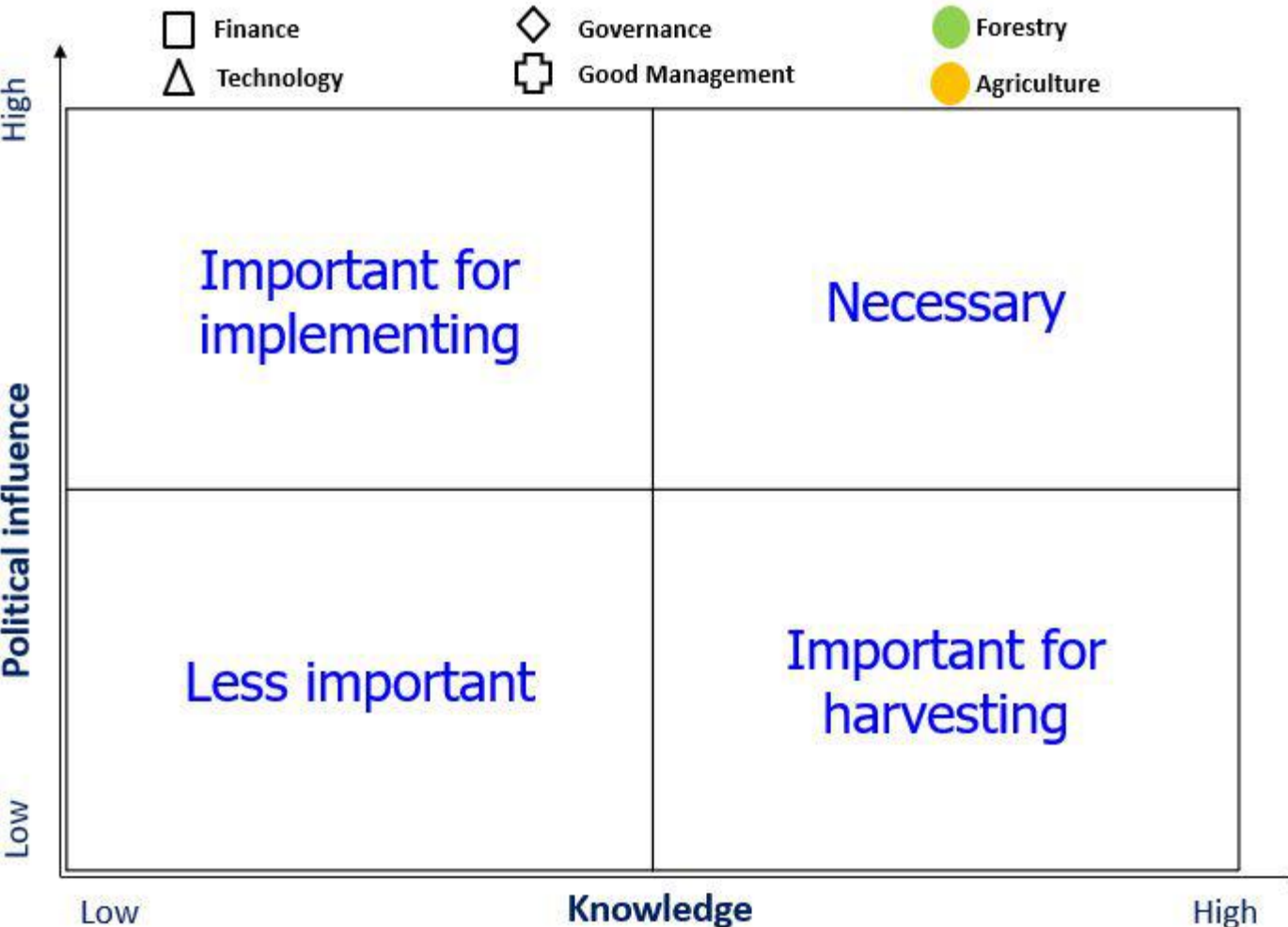


Project cycle

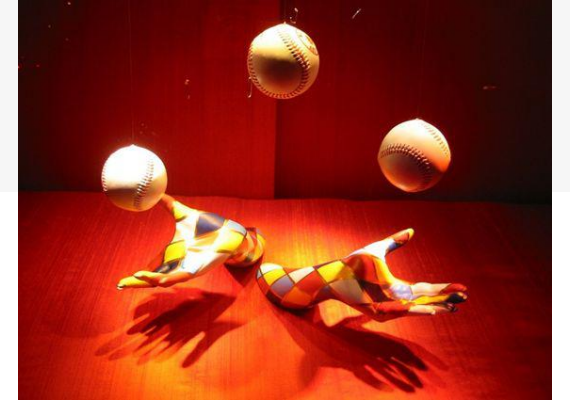


from Intersection by Milan Guenther, www.intersectionbook.com
based on a model by the UK Design Council

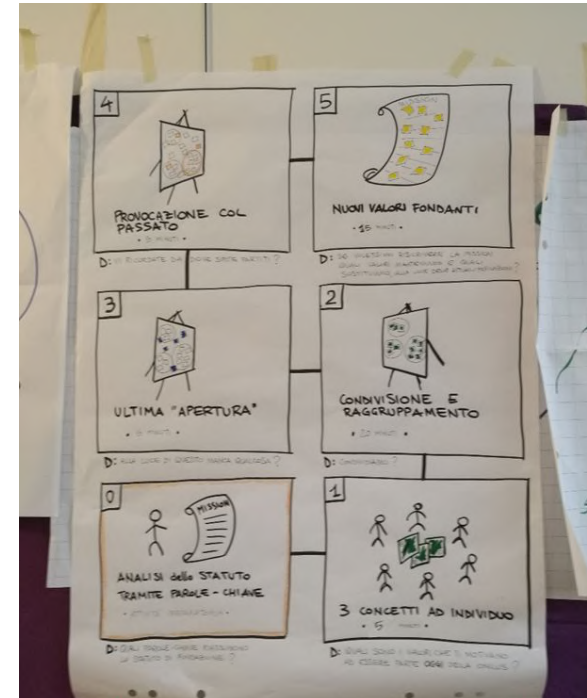
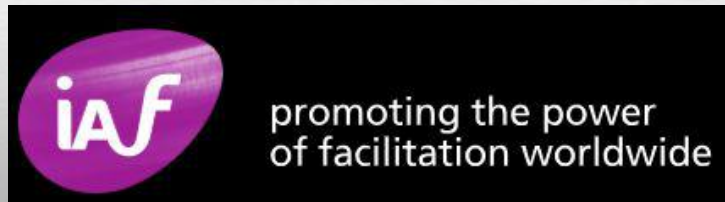
Step 5. Who? Stakeholder mapping & analysis



Step 6. With whom? The facilitator is...



The three dimensions of the facilitator's role:
Architect, Pilot & Guide



Give roles



What Do Facilitators Do

Step 7. Which technique?



Step 8. Which material?

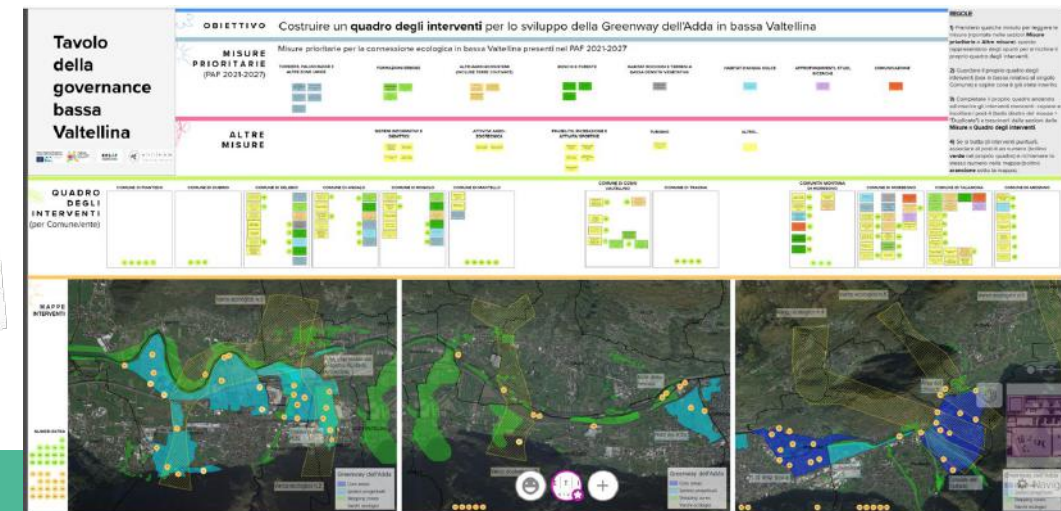
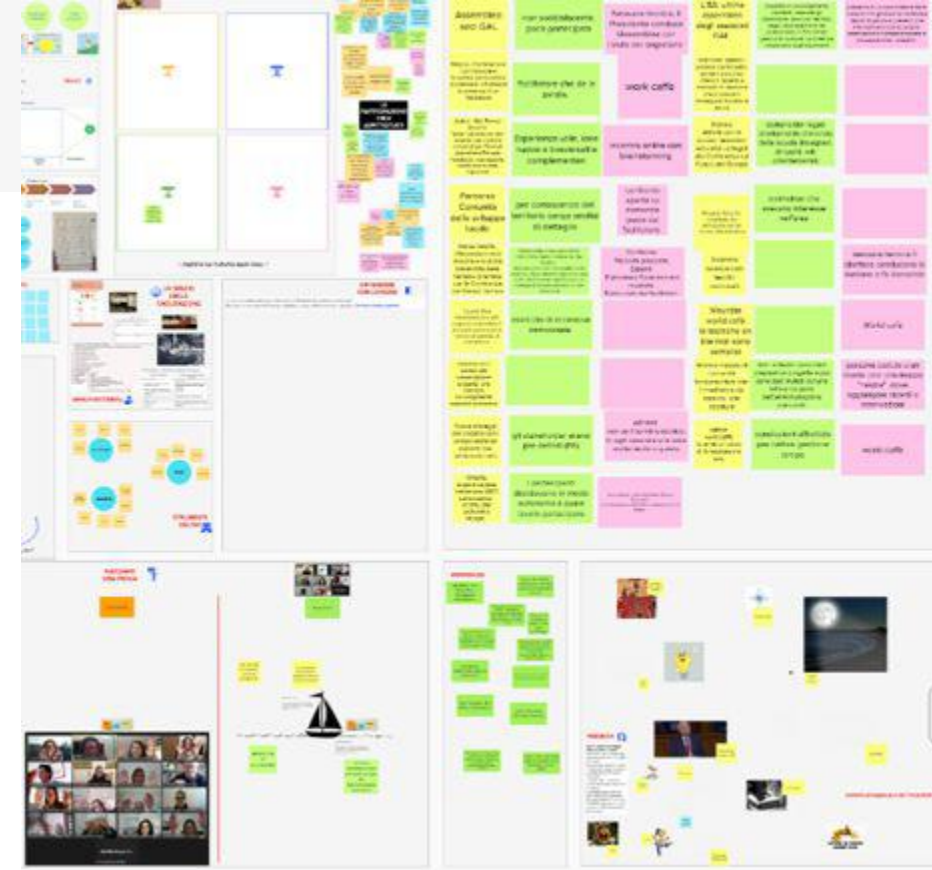


Step 9. Where?



Step 10. And online?

It's different,
but IT'S FEASIBLE!



**Thank you
for your attention**

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