

THE ROLE OF STAKEHOLDERS IN THE PROCESS OF GOVERNANCE AND RENOVATION OF TOURIST COASTAL AREAS

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The so called "agents or strategic actors" (stakeholders) constitute the interest groups or the parties concerned in the renovation of the tourist coastal areas. Moreover, the nature of any policy, program or project regarding the physical, typological and functional renovation of tourist accommodation establishments makes it, at least theoretically, a particularly interesting area so as to observe the concept of "tourism governance" –this being conceived as a permanent and cooperative process involving engagement and intense and continuous dialogue among multiple and diverse stakeholders, fostering negotiation, agreement, consensus, dialogue and commitment among private and public actors–. This is due to the fact that situations of rivalry between public and private agents are common, especially when some of them benefit from their privileged position (winners) and others are negatively affected (losers). This paper posits the importance of governance in the processes of tourism renovation and, above all, the role that stakeholders play locally in the success or failure thereof. In order to bring some empirical content —non speculative—and provide the formulations underpinning the paper with an applied dimension, the work is based on the paradigmatic evidence gathered from the conflict caused by the renovation of a tourist accommodation establishment in the municipality of San Bartolomé de Tirajana (Canary Islands, Spain).

KEY WORDS: consolidated tourist areas, tourism governance, renovation, stakeholders.