



The Importance of Stakeholder Engagement to Tourism Development

- *Guyana Tourism Authority Engages Stakeholders in Georgetown and Lethem*

Georgetown, Guyana (June 17, 2019): The Guyana Tourism Authority (GTA) has been working closely with a number of sister agencies and private stakeholders to elevate the tourism sector in Guyana. To formalise the approach, the GTA this month successfully completed two round-table stakeholder engagements in Georgetown on June 6th, 2019 and in Lethem on June 12th, 2019.

A total of 45 tourism stakeholders representing tour operators, interior lodges and resorts, hotels, communities and non-governmental organisations such as The Tourism and Hospitality Association of Guyana (THAG), Conservation International (CI), Visit Rupununi, and North Rupununi District Development Board (NRDDB) were in attendance. Brian T. Mullis, Director of GTA, and Carla James, Deputy Director of GTA, spearheaded the engagements and facilitated the sessions held under the umbrella - “Tourism Development Challenges & Solutions: We all have a Role to Play.”

Discussions were focused on the tourism strategy, priorities, and outcomes to date for the 2019-2020 period. The primary focus was on fostering a dialogue on the importance of collaboration in an effort to create shared ownership and buy-in for roles that all stakeholders need to play. Emphasis was placed on how critical areas such as reinstating regularly scheduled flights into the hinterland, prioritising policy & critical infrastructure improvements, and raising awareness of the importance and value of tourism nationally are all reliant on the roles each individual stakeholder plays in tourism.

Further, by increasing the collective reach of the tourism sector through cooperative marketing and promotions, and meeting the growing market demand by meeting international safety, quality and sustainability standards, the tourism sector will undoubtedly reap the benefits and raise its profile.

“These stakeholder engagements are important for the GTA and members of the tourism sector to share our strategies and priorities and discuss the ways in which both can be improved,” said Brian T. Mullis, Director of the GTA. “Only through this level of multi-stakeholder collaboration can tourism realise its potential as a force for good in Guyana.”

“We feel it is important to have general stakeholder engagements of this nature to identify solutions to the shared challenges we face within the tourism sector and to determine tourism policy and infrastructure priorities,” echoed Carla James. “As part of its annual budget planning cycle, the GTA intends to host yearly stakeholder engagements with a solution-oriented approach to build a stronger tourism sector.”

For more information, please visit www.guyanaturism.com, contact Nicola Balram at nicola@guyanaturism.com, or call (592) 219-0093.

About the Guyana Tourism Authority: The Guyana Tourism Authority (GTA) is a semi-autonomous governmental organisation responsible for developing and promoting sustainable tourism in Guyana through collaboration with sister agencies and the tourism private sector in order to maximise local socioeconomic and conservation outcomes and improve the visitors’ experience. The GTA is focused on Guyana becoming recognised locally and internationally as a premier destination for protecting its natural and cultural heritage, providing authentic experiences, and maximising local economic benefits. For more information, visit www.guyanaturism.com or call (592) 219-0094.

