

## **Sustainable Development Pattern of Eco-tourism Based on Stakeholders**

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**ABSTRACT** Eco-tourism recently has been attracting the attention of tourists. In order to obtain the sustainable development of eco-tourism, this paper implies a combination of not only economic prosperity, but also ecological protection and social benefits. In this paper, the game theory is applied to analyze the Nash Equilibrium of main stakeholders (government, tourism enterprises and tourists) during development process of eco-tourism by balancing their interests. This sustainable development pattern of eco-tourism can depict the relations among the stakeholders and the effects of the choices on the satisfaction. After the analysis of equilibrium among the three stakeholders, the findings show that new forms of sustainable development patterns of eco-tourism will launch a new style of economic development, related to sustainable eco-tourism and environmental protection system with the application of a multi-criteria approach.