

## **Stakeholders Involved in Marine Ecotourism Development Patterns**

**Wei Min**

*School of Management, Xiamen University, 422 the South Siming Rd. Xiamen,  
Fujian, 361005 China*

*Telephone: 86-130-3087-6682, Fax: 86-592-2187289, E-mail: xiada2000@126.com*

**KEYWORDS** Benefit Coordination. Benefit Distribution. Ecotourism. Marine. Interests Planning

**ABSTRACT** Marine ecotourism has become a powerful engine for stimulating national economic development of the countries, which are located near the sea. In order to construct reasonable mechanisms of benefit coordination and benefit distribution, this paper analyzes the dislocation and vacancy role of stakeholders, together with the cross and contradictory relationship, which is the key to restricting the development of marine ecotourism. By using the game theory, an essential component of ecosystem-based approaches in marine ecotourism management and the emerging field of marine planning are proposed. The findings show that the demands of the stakeholders, including government, local communities, tourism enterprises and tourists, related to roles and relationships, should be adjusted to be under the constraints of the system, by which the behaviors can be regulated to ensure the sustainable development of marine ecotourism.