

# 1. Primary Stakeholders (Direct Users of the System)

## 1.1 Tourists

- **Interest:** Access travel services, book tours, buy souvenirs, read/write reviews.
- **Influence:** High—Their engagement determines the platform's success.
- **Engagement Strategy:** Provide a seamless user experience, personalized recommendations, and responsive customer support.

## 1.2 Local Business Owners

- **Interest:** Register businesses, manage services, receive bookings, respond to customer reviews.
- **Influence:** High—Their participation determines service availability.
- **Engagement Strategy:** Ensure an easy onboarding process, offer business insights, and enable promotions.

## 1.3 Souvenir Shop Owners

- **Interest:** List and sell souvenirs, manage inventory, fulfill orders, and engage with customers.
- **Influence:** Medium—Critical to the e-commerce aspect of the platform.
- **Engagement Strategy:** Provide an intuitive e-commerce system and inventory management tools.

## 1.4 Travel Agencies & Tour Operators

- **Interest:** Offer travel packages, manage bookings, and promote special deals.
- **Influence:** Medium-High—They enhance the tourism experience.
- **Engagement Strategy:** Ensure easy service integration, dynamic pricing options, and analytics tools.

## 2. Secondary Stakeholders (System Managers & Regulators)

### 2.1 System Administrators

- **Interest:** Manage platform security, user accounts, content moderation, and compliance.
- **Influence:** High—They control system functionality and user access.
- **Engagement Strategy:** Provide a comprehensive admin dashboard with monitoring and reporting tools.

### 2.2 Government & Tourism Authorities

- **Interest:** Monitor tourism trends, ensure regulatory compliance, and promote tourism.
- **Influence:** High—They regulate and provide official tourism insights.
- **Engagement Strategy:** Provide data analytics tools, integrate compliance features, and enable promotional partnerships.

### 2.3 Payment Service Providers

- **Interest:** Facilitate secure online transactions.
- **Influence:** Medium—They impact user trust and financial transactions.
- **Engagement Strategy:** Ensure seamless, secure, and multiple payment options.

### 2.4 Technical Support & Developers

- **Interest:** Maintain and enhance the platform.
- **Influence:** High—They ensure system stability and feature updates.
- **Engagement Strategy:** Implement continuous monitoring, bug tracking, and performance improvements.

### 3. External Stakeholders (Indirectly Affected Entities)

#### 3.1 Local Communities & Artisans

- **Interest:** Benefit from increased tourism and economic growth.
- **Influence:** Medium—They contribute to the authenticity of tourism experiences.
- **Engagement Strategy:** Promote local cultural activities and encourage responsible tourism.

#### 3.2 Investors & Business Partners

- **Interest:** Ensure profitability and long-term platform growth.
- **Influence:** Medium—They fund and support platform expansion.
- **Engagement Strategy:** Provide regular performance reports and business scalability insights.

#### 3.3 Logistics & Delivery Services

- **Interest:** Support order fulfillment for souvenir shops.
- **Influence:** Low-Medium—They impact delivery efficiency.
- **Engagement Strategy:** Integrate real-time order tracking and automated logistics coordination.

# Stakeholder Influence vs. Interest Matrix

StakeHolder	Interest Level	Influence Level	Engagement Approach
Tourists	High	High	User-friendly experience, personalization
Local Business Owners	High	High	Business tools, promotions, insights
Souvenir Shop Owners	High	Medium	E-commerce tools, order management
Travel Agencies	High	Medium-High	Service integration, dynamic pricing
System Administrators	High	High	Admin dashboard, monitoring tools
Government Authorities	Medium	High	Compliance tools, analytics
Payment Providers	Medium	Medium	Secure, seamless transactions
Technical Support Teams	High	High	Continuous monitoring, feature updates
Local Communities	Medium	Medium	Support for cultural tourism
Investors	Medium	Medium	Reports, profitability insights
Investors	Medium	Low-Medium	Real-time tracking, logistics support

## Conclusion

Understanding stakeholder needs and influence ensures the **Tourism Hub** platform is well-optimized for users, service providers, and administrators. The engagement strategy should prioritize **user experience, seamless business management, secure transactions, and regulatory compliance** for long-term success.