

KEY ISSUE:
SOCIAL RESPONSIBILITY IN LOCAL GOVERNANCE IN TOURISM

SUBJECT: “LAZOS COMUNICANTES “ (*Spanish name for a book dealing with that*)
(*A LASTING RELATIONSHIP THROUGH COMMUNITY TIES BASED COMMUNICATION*)

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and

Fernando Solari

A method to keep shared and lasting benefits between Public and Private Sectors as well as Civil Society in terms of Local Governance in Tourism.

As stated by the book aforementioned, printed by GRANICA Argentina and due to be launched next April, **Prof. Fernando Solari**, based in Buenos Aires and his colleague, former PricewaterhouseCoopers Hospitality Senior Manager, **Prof. Miguel Rivas**, based in Madrid, underline the importance of thinking in a loud voice when a problem or conflict is willing to arise. Consensus from the whole of the parties affected by the solution is a must.

Sharing benefits in terms of goodwill and social recognition and development is the best payback SMEs and institutions have ever had and the most profitable outcome they can expect from the community in which they are involved. We believe that CSR and other similar expressions are euphemisms, only theories, hard to implement when attitude and social commitment as permanent orientation are absent. For both of us CSR would be better understood if stakeholders involved “**Claim Service & Responsibility**“ before and after every contribution. “**To receive as condition for giving**” is the axiom of the method developed by Solari & Rivas. They have introduced a kind of scorecard divided into seven phases according to the similar number of areas of the Professional Code for Local Governance in Tourism (PROGOVT) approved by UNWTO, Department of Education & Knowledge Management last June in order to go ahead systematically applying a check-list to every area willing to be reached.

Philanthropy has been known as the way rich people are remembered by their home place due to money offered without knowing or confirming real needs or how are managed the institutions related to those contributions. When you offer fishes you are wasting the opportunity to teach fishing and by the same time you are helping to impose a dependence oriented culture. **There is no need to become companies in NGOs.** Community has the need of better companies and institutions ready to be responsible when “good public” and well-being are under discussion! Doing as saying as a permanent goal.

Fears are overcome when community as a whole is willing to deal with conflicts envisaging strategies instead of crying like babies waiting for Mum or blaming people before gathering information to solve problems! People from community, specific target or key audience included, are waiting for leading companies/institutions/NGOs, liable to make contributions when they match specific needs. Recognition is the 1st step to become loyal customers and committed citizens ready to make partners grow through competitive advantage against competitors in terms of prestige and reputation.

Deep research from various sources and ten case-studies dealing with good public and governance issues have been selected as well as wide analysis from specific conflicts related to sustainability development in tourism oriented cities worldwide.