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**Social Enterprise: The effectiveness of the  
stakeholder model in a rural tourism context**

**Thesis submitted by  
Mervyn Jefferies, Bachelor of Tourism Management  
in March 2008**

in fulfilment of the requirements for the Degree of Master of Education with Honours in  
the School of Education, James Cook University.

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Mervyn Jefferies

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March 30, 2008

### **Declaration on Ethics**

The research presented and reported in this thesis was conducted within the guidelines for research ethics outlined in the *National Statement on Ethics Conduct in Research Involving Human* (1999), the *Joint NHMRC/AVCC Statement and Guidelines on Research Practice* (1997), the *James Cook University Policy on Experimentation Ethics. Standard Practices and Guidelines* (2001), and the *James Cook University Statement and Guidelines on Research Practice* (2001). The proposed research methodology received clearance from the James Cook University Experimentation Ethics Review Committee (approval number H 2381).

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March 30, 2008

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## **Abstract**

The purpose of the study is to provide information that will assist the tourism industry in the Vancouver Island region and in particular stakeholders and members of Destination Marketing Organizations (DMOs) to make better decisions about their marketing activities in an urban and/or rural context. In doing so, it should perform a similar function for members of the tourism industry more widely by indicating factors that shape decision making in marketing and management in general.

It seeks to achieve this by finding out what participants in the tourism industry on Vancouver Island think about stakeholder and membership models of DMOs, and how these views might be shaped by the rural or urban locations of their industry and/or by their own views about the characteristics or attributes of urban and rural locations.



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