

**Nature-Based Visitor Attractions and Alliances/Partnerships:
Suggesting a Collaboration Framework and the Factors
Determining Effectiveness**

Marios Sotiriadis¹ and Carmen Loedolf²

*University of South Africa (UNISA) Pretoria, Gauteng, South Africa, 0003
E-mail: ¹<sotirm@unisa.ac.za>, ²<loedoc@unisa.ac.za>*

KEYWORDS Nature Tourism. Visitor Attractions. Cooperation. Planning. Management

ABSTRACT Tourism businesses are required to implement collaborative approaches in order to face a challenging business environment. Literature suggests that such approaches are efficient tools which provide enterprises with opportunities to improve efficiency. This may lead these tourism enterprises to survive in an increasingly volatile business environment and gain a sustainable competitive edge. This paper has two objectives: (i) to suggest a business alliances framework in Nature-Based Visitor Attractions (NBVAs), and (ii) to identify factors influencing the effectiveness of business partnerships in the context of NBVAs. A literature review was conducted to answer the aforementioned objectives. The paper draws on theoretical backgrounds of business collaboration and takes a strategic perspective to examine collaborative approaches. Using the theory, a conceptual framework for NBVAs cooperation is proposed and identified. Furthermore, the study highlights the factors influencing collaboration dynamics and those determining the collaboration effectiveness at destination level and within a visitor attraction context.