

Harnessing tourism for local economic development: strategies for pro poor tourism

# Presentation 7: moving ahead - managing internal change



*Pro-Poor Tourism Partnership:*

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# Moving ahead

- What have we learned: enormous potential, challenges, roles for different stakeholders.
- What is needed to move forward?

# Common issues

## 1. Engaging with *local partners*:

Find the right people; adapt style and pace, provide expertise, communicate and discuss

## 2. Working with *other stakeholders*

Work with other tourism companies, with government, and with non-tourism sectors

## 3. Managing change *within* the company = this presentation

# Managing change inside the company for building linkages

## GETTING STARTED

- The overall approach: look at how to do business differently: delivering profits *and* boosting local impact.
- Explore the business case for your company: protect the short term, invest in the long term
- Build top management support.

# Implementing local linkages

- Innovate. Think laterally, be open to new ways of doing businesses. Encourage a new mindset among colleagues.
- Prioritise those local linkages that fit with company strategies (e.g. product diversification, up-grading, re-branding, site expansion, new markets etc).
- Turn company challenges into opportunities for change.

- Appoint a champion – with resources and mandate – to create change.
- Ensure linkages become part of daily operational practice, part of staff routines.
- Expect some staff resistance. Change requires more work!
- Get practical. Demonstration by doing.
- Link local products with marketing and branding. Reap the rewards!

# In conclusion

- Do business differently: combine good business with local linkages
- Communicate, communicate
- Work across the destination
- Change company procedures and approach

THANK YOU!

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