

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

Presentation 3: developing excursions involving local people



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In collaboration with

ASONAHORES



The Travel Foundation

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Excursions

Enhancing the Destination Experience

Differentiating the Dominican Republic product & securing additional revenue per visitor.

Market Trends

Supply-side:

1. increasing numbers of 3S beds, much new build to compete with.
2. Undifferentiated product.
3. Refurbishment and sustainable business is problematic.

Demand-side

1. Consumers tending to take more shorter holidays.
2. Many seeking a more authentic experience – sense of place, engagement with people.
3. More active/less passive holidays

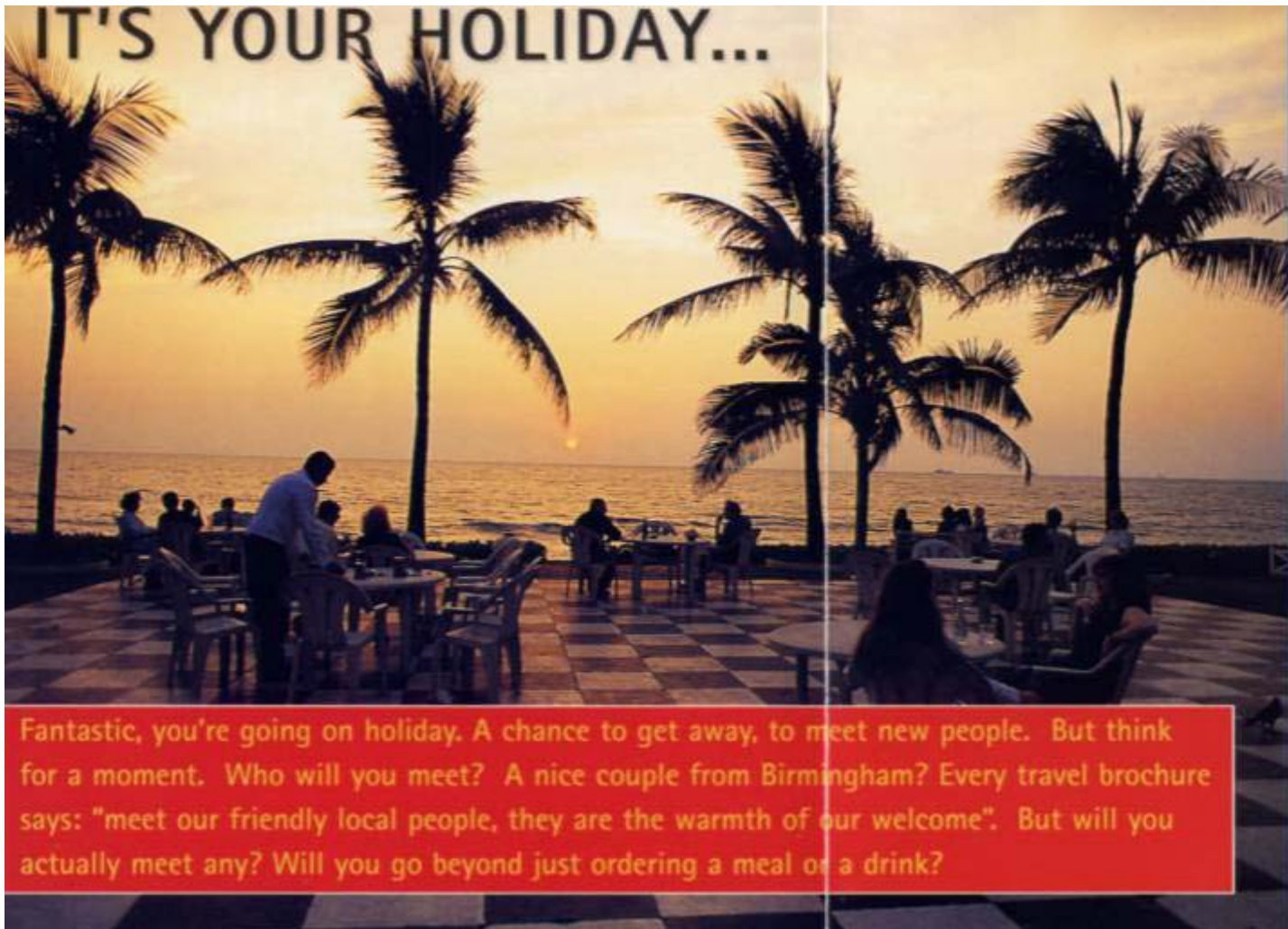
Non-price competition: higher added value

A Real Holidays approach

- “Your choice of holiday and the way that you visit can make a difference.”

VSO WorldWide Campaign

- advocating holidays which offer
 - tourists real variety, real choice and real contact with local people,
 - real benefits to local communities.
 - **Better places for communities and tourists**
- **Multi-stakeholder partnerships**
 - **Destinations** – local communities and government
 - **Tourism industry** - originating markets & destinations
 - **Tourists** – travellers and holidaymakers



IT'S YOUR HOLIDAY...

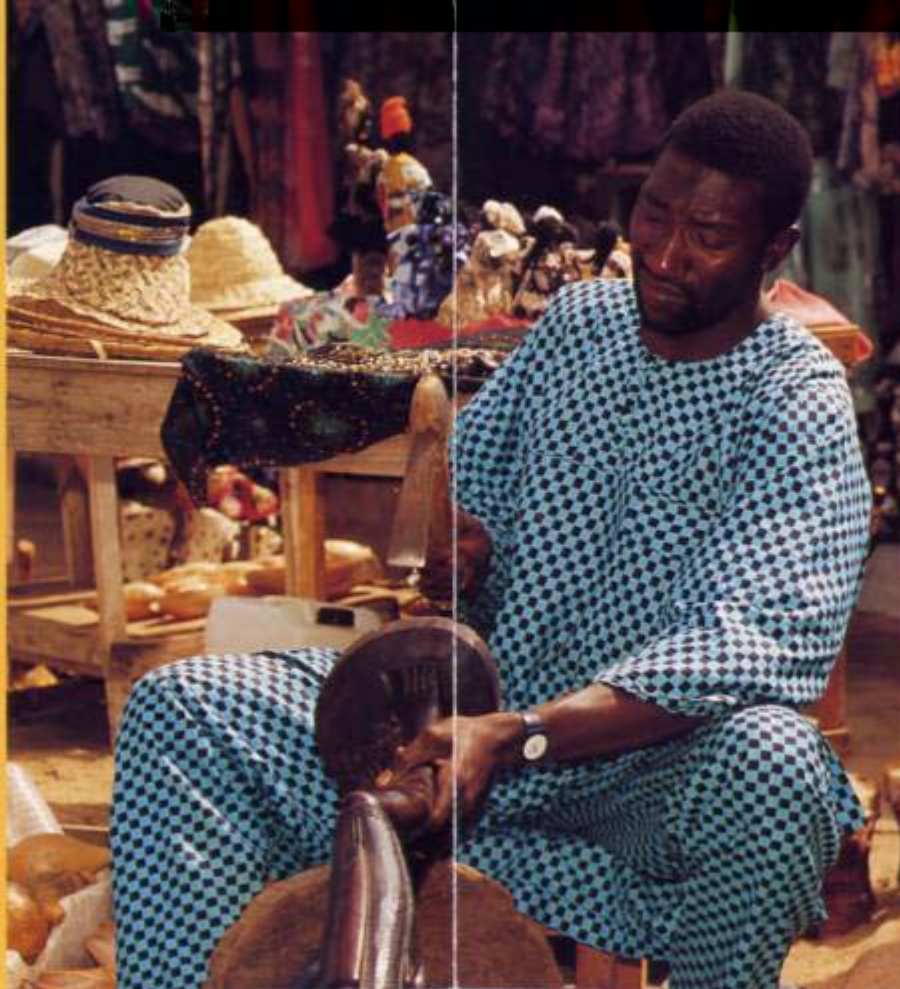
Fantastic, you're going on holiday. A chance to get away, to meet new people. But think for a moment. Who will you meet? A nice couple from Birmingham? Every travel brochure says: "meet our friendly local people, they are the warmth of our welcome". But will you actually meet any? Will you go beyond just ordering a meal or a drink?

GET MORE FROM YOUR HOLIDAY

Being **WorldWise** means making an informed choice. Based on the experience of VSO volunteers and their colleagues, this leaflet suggests some simple ways to help you get more from your holiday.

"When tourists visit the town, they take lots of pictures - of the market, our crafts and the way we live. They often want to take photographs and videos of me at work. I really don't mind if they ask me first." Amadou Jammeh, stall holder, The Gambia.

VSO/Mark Hakonsson



GOING FOR A SONG

Many people travel to the most distant locations on earth and never eat, drink or shop outside their hotel.

There's even a calypso about it!

"They pass on a bus, they don't make a stop, they pass on a bus, they don't stop and shop."

Mico, local entertainer, Dominica.

Yet if you look for it there's probably a market just down the road - you can buy direct from the crafts-people and see local traditions come alive. An experience for you. A livelihood for local people. Just ask.

Do you provide information to customers to encourage them to explore the destination beyond the boundaries of the property?

- ***Provide contact information for local guides.***
- ***Hotels can organise guided tours of the destination (preferably undertaken by local businesses).***

UK Draft preferred code for accommodation providers

Complementary Product: a Business Opportunity

- For Hoteliers
 - Extended length of stay,
 - Repeat business
 - Word of mouth marketing – referrals
- For Tour Operators
 - Increased business, employment creation and revenues/profits
- For local communities
 - Engagement with the industry and economic opportunities.

The Gambia Good practice: UK Tour Operators

- Information on a range of informal sector services
- Recommending some informal sector services : craft markets (100%), licensed guides (83%), tourist taxis (83%)
- Support for meeting local people through visits to markets & beach (83%)

The Gambia: Good practice: Hotels

- Local sourcing fruit, vegetables, some meat & furnishing fabrics
- Some hotels have established links to support informal sector services e.g. free market days for craft vendors, fresh juice from beach pressers

The Gambia Good Practice: Ground Handlers

- Stops at craft markets included in excursions – developing visits to craft workers.
- Dropping tourists at craft markets close to hotels on return
- Excursions linked to villages, communities & schools

Barriers to access reported by the informal sector in The Gambia

1. Lack of promotion by the formal sector –negative presentation. Lack of linkages with the formal sector.
2. Lack of awareness among the tourists and their fear
3. Too much competition within the sector
4. Tourists bargaining too hard
5. Commissions
6. Lack of advertising and promotion
7. Lack of marketing knowledge

- Situation assessment:
- Excursions seem to be primarily adventure.
- Few cultural excursions offered.
- Difficulties over visiting communities – low levels of self-organisation in villages.
- Want to change but it is difficult?



Differentiated product



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