

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

Presentation 4: encouraging tourists to spend locally



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In collaboration with
ASONAHORES



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Business case?

1. Enhanced experience for tourists
2. Increased incomes and revenues for local communities
3. A richer destination – in both senses
4. More referrals and repeat business



Initiatives
are being
taken to
improve the
destination
image

Informal Sector is important

- In The Gambia British tourists spend £25 per day in resort as discretionary spend.
- 1/3 of that is spent in the informal sector in 2001 £8.27 per day going to craft sellers, fruit pressers, local guides, bumsters, fruit sellers and taxi drivers.

Information in Hotels

- All informal sector groups wanted to be represented in the market place – in hotels.
 - Code of Conduct
 - no hassling
 - self discipline & regulation.
 - Differentiated products
 - Birding
 - Agricultural tours
- Avoid being ghettoised***



- **Does the business promote other local products and services to guests by recommending guides, restaurants, markets, craft centres?**
- 1. offer retail space to local craftspeople, taxis, excursions and guides.**
 - 2. provide promotional space in the form of leaflets, advertising boards or on the hotel website to promote local activities.**
 - 3. organise and promote trips to local craft fairs and other events.**
 - 4. organise joint promotions with other local tourist attractions – with discounts for multiple use.**

UK Draft preferred code for accommodation providers

Recommended Best Practice

- helping smaller suppliers understand purchasing policy and quality standards
- ensure invoices are paid on time and be flexible – for example, extend delivery times to facilitate local delivery
- working with local authorities or business partners to create business opportunities for young people
- hosting local business events and participating– to stimulate and strengthen the business community.

UK Draft preferred code for accommodation providers

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

- 1. Information encouraging guests to explore can be placed in rooms and on public display boards.**
 - a. local attractions & local history.**
 - b. nature parks**
 - c. markets.**
 - d. walking routes, cycling routes, boat trips**
- 2. They can also carry contact information for local guides.**

UK Draft preferred code for accommodation providers

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

3. community and cultural groups could be invited to provide entertainment or interpretations of their culture
4. libraries and other resources can be used to encourage guests to explore the area
5. maps and tour books can be made available to guests

UK Draft preferred code for accommodation providers

The Gambia: Markets

- New Products
- Less hassling of tourists – hassling stops sales
- Haggling within a more appropriate range
- Better quality
- Better presentation of products
- More product differentiation – different cultures
- Brikama “a wood carving centre”
- More “production” on the stalls
- Sell more inside hotels- but 63% only get in once in the season

Craft Markets

- Reduce Hassle through codes of conduct.
- Demonstrations of craft working
- New products
- Labelling and interpretation
- Tailor made to order

