



IZAUGSMES KVARTĀLS

LLI-59 The Cycle of Practical Training and Events Fostering Cooperation between Institutions and Capacity Building of Employees (OPEN LEADERSHIP)

**P**artnership  
with various groups to achieve our  
goals in providing the best tourism  
experience to our customers

International training - experience exchange visit  
Visaginas, July 17, 2018



IZAUGSMES KVARTĀLS



## In this workshop:

- The actual situation of partnership in the tourism industry
- Various target groups to partner with : do we use all of the available options
- The quality of our partnerships

# Defining our ground today

- What is partnership in our case? Who are our partners?
- Do we partner goal oriented or historically?
- Who is in charge of our partnerships?
- When and why?
- What is the quality of our current partnerships?
- The goal of partnerships is to lower our costs and increase our profits
- When does partnership pay back?

## Partnership with: relevant organisations

- Identifying private and public key partners, and the nature of the relationship (purchaser-provider, supplier, co-production, complementary product provider, owner etc.) – who are our strategic partners?
- Regularly monitoring and evaluating the implementation and results of partnerships
- Identifying the need for long-term public-private partnerships (PPP)
- Increasing organisational capacity by exploiting the possibilities of work placement.

# Partnership with: citizens/customers

Are our customers/citizens:

- Co-designers
- Co-decision makers
- Co-producers
- Co-evaluators of our projects/work

# Partnership with: citizens/customers

Do we work on:

- Actively encouraging citizens/customers to organize themselves, express their needs and requirements?
- Encouraging the involvement of c/c in the consultation and active participation in the decision-making process via consultation groups, surveys, opinion polls?
- Actively seeking ideas, suggestions and complaints of C/C, collecting them by surveys, consultation groups, opinion polls, etc. Analysing and exploiting this information and the results?
- Defining and agreeing on ways to develop the role of C/C as co-producers of services and co-evaluators?

# Partnership development tools

- Initial contact: FORM
- SIGN
- Use scripts! Learn from the best!
- Follow-up
- “Facts tell, stories sell”



IZAUGSMES KVARTĀLS



Thank you!



KEEP  
CALM

AND

IMPROVE  
CONTINUOUSLY