

Tourism: Innovation, Risk-taking and Protection of Core Business

Doing business differently requires innovation. Making links with local suppliers may mean walking new streets, and using new networks. Negotiating a partnership with a community trust may involve a new style and pace of negotiation that is different to your existing business culture. Identifying cultural products that both build on local talents, and match the needs of your company, may require lateral thinking. Don't hold back.

Date: 2007-12-17

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-tourism-innovation-risk-taking-and-protection-of-core-business-article380>