

Case Study – Policy for tourism department of a state

The Client

A state level department of tourism in the Southern region of India.

The Business Problem

The client recently wanted Haselfrë's help in crafting a policy document for its tourism department which enabled a holistic approach to increasing its global presence as a tourist destination. The client wanted Haselfrë's help in also enabling a realistic action plan to achieve its goals.

The Solution

Haselfrë used the sustainable balanced scorecard methodology framework for public institutions. Covering all seven perspectives (fiduciary, customer, internal process, regulatory, people, sustainability, and partner), Haselfrë was able to create a holistic policy document that started with the focus on the customer perspective. From the policy document, independent actionable roadmaps were created to ensure that implementation.

The Outcomes

The state department had a clear policy document supplemented by workable projects that would yield results in the short – term, medium term and long term. The actionable roadmap is expected to facilitate inflow of investment of up to Rs. 20,000 crores in to the tourism infrastructure in Karnataka to be executed in PPP model.

Haselfrë mission

Our mission is **"to promotes balance between performance and conformance"**

Contact Haselfrë

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