

---

# Strategy for Tourism

1

**John Tribe**

## Contents

<b>Introduction</b>	4
<b>The meaning of strategy</b>	6
<b>The process of strategy</b>	9
<b>The importance of strategy</b>	14
<b>Contexts and uses of strategy in tourism</b>	17
<b>Competing approaches to strategy</b>	19
<b>Index</b>	23

 Published by Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ  
<http://www.goodfellowpublishers.com>

Copyright © John Tribe 2010

All rights reserved by Goodfellow Publishers Limited. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without prior permission of the publisher.



Design and setting by P.K. McBride

# Strategy for Tourism

## Part I

# Strategic Purpose

This section provides an insight into the purpose of tourism strategy.

Chapter 1 provides an introduction to the subject and presents a framework for examining the whole strategy process based around four of its key component parts:

- ◆ Strategic purpose
- ◆ Strategic analysis
- ◆ Strategic choice
- ◆ Strategic implementation.

These four areas in turn provide the headings for the four parts of this book.

Chapter 2 examines in detail the concept of strategic mission. It analyses the aims and purposes of tourism entities and introduces the idea of stakeholders.

The relationship between culture and strategy is investigated in Chapter 3

These initial chapters provide the essential toolkit to engage in the first part of this strategic process.

# 1

## Introduction to Strategy

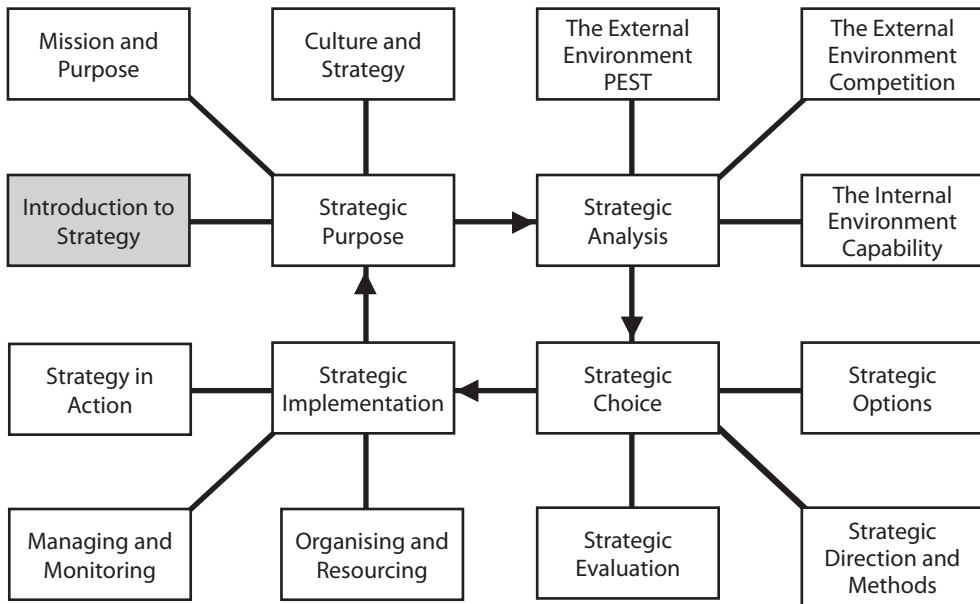


Figure 1.1

### Learning outcomes

After studying this chapter and related materials you should be able to understand:

- The meaning of strategy
- The process of strategy
- The importance of strategy
- The contexts and uses of strategy in tourism
- Competing approaches to strategy

and critically evaluate, explain and apply the above concepts.

**Chapter extract**

**To buy the full file, and for copyright  
information, click here**

<http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=content=story&cont>

[ent=story&storyID=230](#)



All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recorded or otherwise, without the written permission of Goodfellow Publishers Ltd

All requests should be sent in the first instance to

[rights@goodfellowpublishers.com](mailto:rights@goodfellowpublishers.com)

[www.goodfellowpublishers.com](http://www.goodfellowpublishers.com)