
Strategy for Tourism

10

John Tribe

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Design and setting by P.K. McBride

Part IV Strategic Implementation

The final stage of tourism corporate strategy is strategic implementation. By the end of Part IV it should be possible to construct a plan to operationalise a strategy for a tourism organisation, systematically monitor that strategy and create a comprehensive strategy document.

Strategic implementation follows logically from the previous three stages where an appropriate strategy has been selected from a number of options after a comprehensive situational analysis of the tourism organisation.

Chapter 10 discusses the detail of implementation in terms of financial, physical and human resources. Chapter 11 examines the management of change and reviews methods of control and evaluation of strategy. Chapter 12 concludes the book. At its centre is a guide on how to write and present a strategy document and this is followed by a look at turnaround and crisis strategies and some final concluding remarks.

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Organising and Resourcing

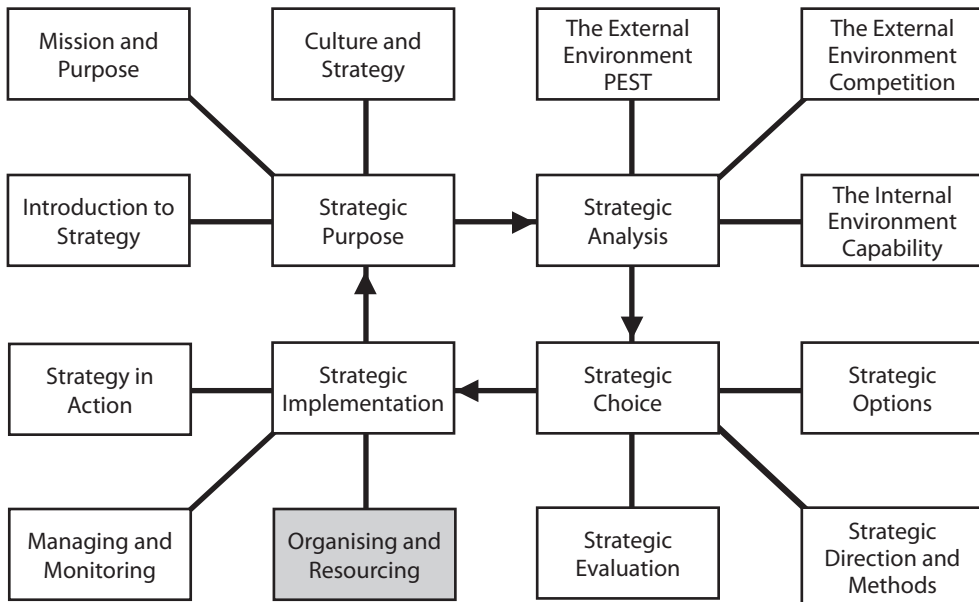


Figure 10.1

Learning outcomes

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

- Resource planning
- Formulation of a coordinating plan
- Design of an organisational structure
- Issues in organisational design

and critically evaluate, explain and apply the above concepts.

Chapter extract

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