

Strategy for Tourism

4

John Tribe

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Design and setting by P.K. McBride

Strategy for Tourism

Part II

Strategic Analysis

The next stage of tourism strategy is strategic analysis. Strategic analysis utilises techniques for situational analysis. This involves reporting on the current and future opportunities and threats and strengths and weaknesses facing the organisation.

Opportunities and threats summarise the external environmental factors that a tourism organisation faces. The key elements of the external environment may be summarised as C-PEST factors which refer to the:

- ◆ Competitive
- ◆ Political
- ◆ Economic
- ◆ Socio-cultural, and,
- ◆ Technological environments.

Of these, PEST factors are analysed in Chapter 4, whilst the competitive environment is considered in Chapter 5. Strengths and weaknesses analysis summarises the state of the internal resources of an organisation. Resource analysis is undertaken in Chapter 6. All these factors are brought together in a comprehensive SWOT analysis at the end of Chapter 6, thus concluding strategic analysis and Part II.

4

The External Environment: PEST

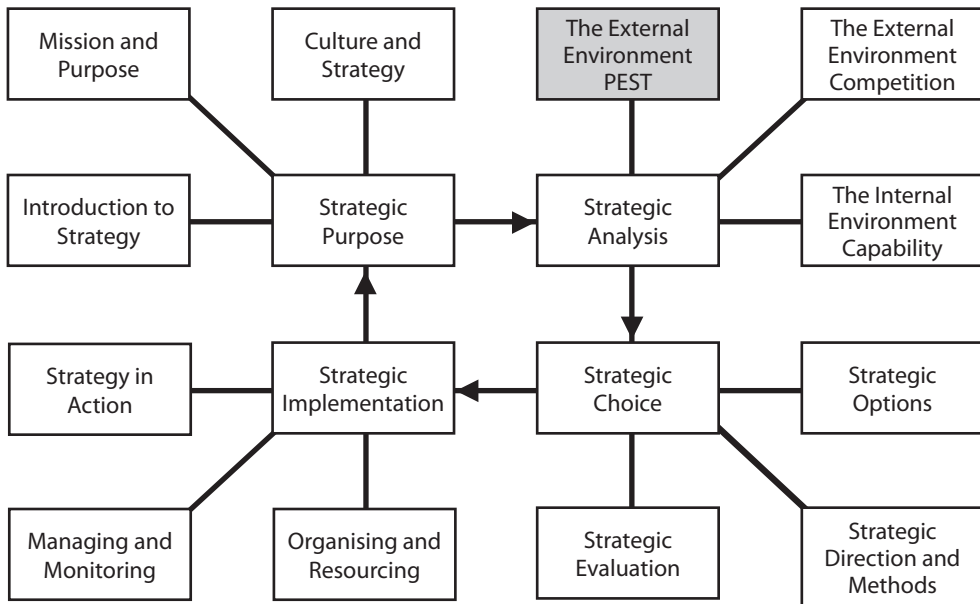


Figure 4.1

Learning outcomes

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

- The political environment
- The economic environment
- The socio-cultural environment
- The technological environment

and critically evaluate, explain and apply the above concepts.

Chapter extract

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