


# Strategy for Tourism

**John Tribe**

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# Contents

Goodfellow Publishers Ltd	i
About the author	vi
<b>Part I: Strategic Purpose</b>	<b>1</b>
<b>1 Introduction to Strategy</b>	<b>2</b>
Introduction	3
The meaning of strategy	5
The process of strategy	8
The importance of strategy	13
Contexts and uses of strategy in tourism	16
Competing approaches to strategy	18
<b>2 Mission and Purpose</b>	<b>22</b>
Introduction	23
Vision, missions and objectives	25
Types of mission	28
Mission types and mission agenda	33
Mission and reality	33
Governance	34
Social responsibility	35
Stakeholders and stakeholder power	37
<b>3 Culture and Strategy</b>	<b>43</b>
Introduction	44
Culture, difference and reproduction	47
Organisational culture	54
The cultural environment	58
<b>Part II: Strategic Analysis</b>	<b>63</b>
<b>4 The External Environment: PEST</b>	<b>64</b>
Introduction	65
The political environment	67
The economic environment	70
The socio-cultural environment	75
The technological environment	78
PEST analysis	81
<b>5 The External Environment: Competition</b>	<b>85</b>
Introduction	86
Industries, markets and strategic groups	87

## Strategy for Tourism

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	Porter's five forces analysis	89
	Competitor analysis	97
	Destination competitiveness	98
<b>6</b>	<b>The Internal Environment: Capability</b>	<b>103</b>
	Introduction	104
	Resources and competences	106
	Performance monitoring and control	107
	Comparative analysis	112
	Evaluation of products	114
	SWOT analysis	118
	<b>Part III: Strategic Choice</b>	<b>125</b>
<b>7</b>	<b>Strategic Options</b>	<b>126</b>
	Introduction	127
	Porter's generic strategies	129
	Porter adapted	131
	Elasticity and margins	137
	Sustaining competitive advantage	138
	Game theory	139
<b>8</b>	<b>Strategic Directions and Methods</b>	<b>144</b>
	Introduction	145
	Directions	147
	Methods: growth	153
	Methods: innovation	158
<b>9</b>	<b>Strategic Evaluation</b>	<b>165</b>
	Introduction	166
	Suitability	168
	Acceptability	174
	Feasibility	181
	Choosing between options	183
	<b>Part IV: Strategic Implementation</b>	<b>187</b>
<b>10</b>	<b>Organising and Resourcing</b>	<b>188</b>
	Introduction	189
	Resource planning	191
	Design of organisational structure	198
<b>11</b>	<b>Managing and Monitoring</b>	<b>208</b>
	Introduction	209
	Management of change	211

Control mechanisms	219
Effective implementation	224
<b>12 Strategy in Action</b>	<b>230</b>
Introduction	231
Preparation of a strategy	234
Strategists	240
Gender and strategy	242
Strategy review	243
Turnaround strategies	244
Crisis management strategies	246
Concluding remarks	249
<b>Index</b>	<b>253</b>

## About the author

Professor John Tribe is Head of Tourism at the University of Surrey, UK. His undergraduate, postgraduate and doctoral studies were all under-taken at the University of London. He is a Fellow of the Higher Education Academy, Fellow of the International Academy for the Study of Tourism and Academician of the Academy of the Social Sciences.



His research concentrates on sustainability, epistemology and education and he has authored books on strategy, philosophy, economics, education and environmental management in tourism. Funded research projects have included sustainable tourism and forests in the European Union, curriculum development in Moldova, quality in tourism education and the use of visual images in tourism. He is past Chair of the UK Association for Tourism in Higher Education (ATHE) and was the specialist advisor for tourism for the UK 2008 Research Assessment Exercise. He is co-chair of the United Nations World Tourism Organisation Education and Science Council and editor of *Annals of Tourism Research* and *The Journal of Hospitality, Leisure Sport and Tourism Education* (JOHLSTE).

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