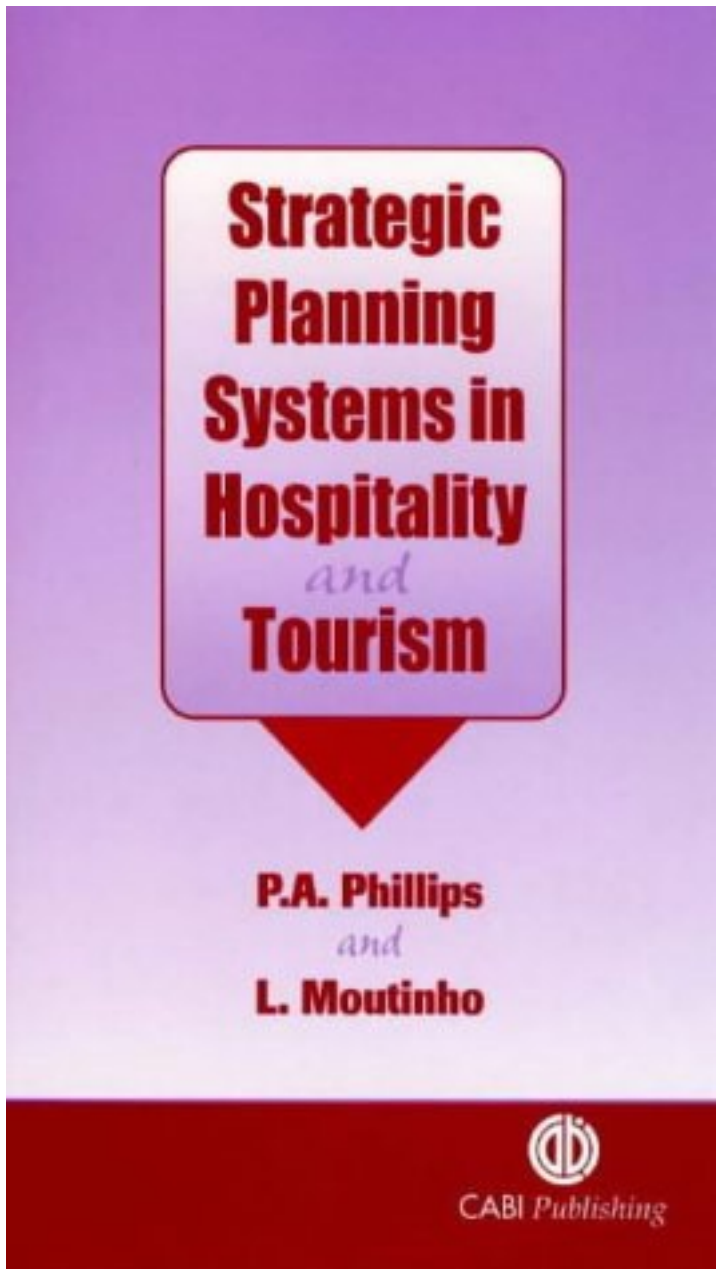


Strategic Planning Systems in Hospitality and Tourism



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Managers practice in a constantly changing environment, creating the need for an effective strategic planning process. This text demonstrates, using international examples which include two major case studies, how the concepts, tools and techniques of the strategic planning process can be applied to hospitality and tourism management. It examines the entire strategic planning process at both the corporate and strategic business unit level and contains the latest empirical research which integrates theory with practice. This includes the development of the strategic planning index (SPI) and marketing planning index (MPI), which are diagnostic tools created by the authors for measuring effectiveness. The book is reading for advanced students of strategic management, and researchers, practitioners and consultants in hospitality and tourism.

作者介绍:

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