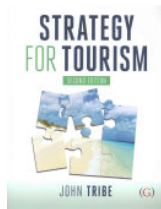


BOOK REVIEW



STRATEGY FOR TOURISM

John Tribe

(2016), Goodfellow Publishers, Limited
ISBN 978-1-910158-62-3, 280 pp.

After great reviews and success of the first edition (published in 2010), the second edition of the Strategy for tourism, written by John Tribe, was published in 2016. This edition includes revised cases studies, updated data (particularly in the areas of the external environment) and new references. In today's turbulent environments, for tourism destinations it is of vital importance to develop an adequate strategy in order to be competitive and to ensure the long-term sustainability. Otherwise destinations are susceptible to strategic drift which represents a consequence of failure to monitor and respond to the changing external environment. In Strategy for tourism, the author John Tribe discusses the importance of strategic management especially for those businesses in tourism by using global tourism-related case studies. This book is fully adapted to students, lectures and other users engaged in the field of tourism strategic management.

The book encompasses 280 pages and offers high quality tourism strategic management related content. It is divided into four parts. Each part is broken down into three chapters, which fit logically into the topic of the specific part.

The first part of the book, *Strategic Purpose*, provides an insight into purpose of tourism strategy. It consists of three chapters: Introduction to Strategy; Mission and Purpose and Culture and Strategy. The first chapter provides the introduction to strategy covering three key concepts: strategic purpose, analysis and strategic choice and its implementation. The second Chapter of the Part I examines in detail the concept of strategic mission, while in Chapter 3 the relationship between culture and strategy is investigated.

Part II of the book, *Strategic Analysis*, discuss reporting on the current and future opportunities and threats (external environmental factors) and strengths and weaknesses (internal resources) facing the organisation. Political, economic, socio-cultural and technological environments (PEST factors) are analysed in Chapter 4 whilst the competitive environment is discussed in Chapter 5. Chapter 6 encompasses the resources analysis, i.e. strengths and weaknesses analyses that summarises the state of the internal resources of an organisation. In the end of this chapter all the mentioned factors are brought together in a comprehensive SWOT analysis.

Strategic Choice is the title of the Part III which follows logically from the previous two parts since on the basis of the strategic analysis (Part II) guided by the organisation's mission (Part I) the strategy can be finally formulated. Chapter 7 covers the main types of strategy, using Porter's (1998) generic strategies as a starting point. In Chapter 8 the directions and methods by which an organisation can pursue its strategy are considered. A template that can be used to evaluate competing strategies so that an appropriate strategy can be chosen is presented in Chapter 9.

The last part of the book, Part IV, *Strategic Implementation* covers the final stage of tourism corporate strategy - its implementation. The detail of implementation in terms of financial, physical and human resources is discussed in Chapter 10. Next chapter examines the management of change and reviews methods of control and evaluation strategy. The conclusion of the book is placed in Chapter 12. This chapter provide a guide on how to write and present a strategy document. The chapter also covers the turnaround and crisis management strategies and it ends with final concluding remarks.

The content of the book is logically organised which enables the reader to easily follow the presented issues. The writing style is clear and effective and the terminology is adapted to the economic profession, providing all the necessary information and examples. An additional and a special value of this book lies in the fact that each chapter features learning objectives, illustrative materials, case studies, study questions reviewing the material covered and references.

Strategy for tourism is the book that provides a well-referenced, clearly written comprehensive overview of all the relevant factors and stages in relation to strategies in tourism. Because of its systematic approach and clear writing style, this book is especially useful for lectures and students, as a study material, but as well as for tourism professionals, as an excellent starting point for developing successful strategies.

Daniela Soldić Frleta, PhD, Senior Assistant
University of Rijeka
Faculty of Tourism and Hospitality Management, Opatija
Primorska 42, P.O. Box 97, 51410 Opatija, Croatia
E-mail: danielas@fthm.hr