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CenterParks. Strategic Management of Tourism

By Stephanie Schütte

GRIN Verlag Aug 2013, 2013. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2002 in the subject Tourism, University of Lincoln (Tourism), course: Strategic Management of Tourism, 20 entries in the bibliography, language: English, comment: The basis of my coursework was with reference to an organisation of my choice to identify the main features of the companies current strategy and to assess the appropriateness of its current strategy in relation to the main strategic challenges which it will have to face in order to improve or maintain its competitive position in the future. , abstract: A key question in strategy research is why companies diverge in their conduct and profitability. Researchers have determined to view companies as autonomous entities, striving for competitive advantage from either external sources, or from internal resources and capabilities. (Gulati/Nohria/Zaheer (2000): 203) Certainly, the objective of a company's strategy is achieving competitive advantage, but additionally, the strategy itself is a source of competitive advantage. (Luffman/ Lea/ Sanderson/ Kenny (1996): 102) The intensifying competition on the 'world marketplace' (Wright/ Kroll/ Parnell (1998): 281) is a great challenge for strategic management. Understanding...



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