

Environmental Strategic Factor Analysis of the Tourism Industry in the South Coastal Part of Sri Lanka

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Abstract

Developing strategies is often concerned with analyzing internal and external environment. Although SWOT has been widely used for situation analysis it has number of drawbacks. This study aimed at identifying the strategic factors in a more systematic way of identifying strategic factors. Tourism is among the most important source of foreign exchange for Sri Lankan economy and the Sri Lanka is prioritizing tourism and has started many strategic decisions to strengthen the sector. A sample of eighty four tourism related respondents from south coastal in Sri Lanka participated in this study. The SFAS (Strategic Factor Analysis Summary) matrix summarized ten strategic factors. The results of this study provide situation analysis and open a process of finding a strategic fit between external opportunities and internal strengths while working around external threats and internal weaknesses in the south coastal tourism in Sri Lanka. Implications of findings also discussed.

Keywords: SFAS, tourism, Sri Lanka, strategies, environmental analysis

INTRODUCTION

Today strategic skills is crucial for competing in this dynamic environment. Outperforming strategic skills is an important factor to defeat any powerful company (Davidovic & Jovanovic, 2012). Organizations attempt to outperform their competitors (Drucker, 1999). Strategy take part in decisions regarding the segments of the market to pursue and the type of products to develop (Porter, 1996). Dynamic capabilities in strategic decisions should be developed to change and reconfigure to make the organization more adaptive to an uncertain environment (Thomas & David, 2012). If the environment is not changing and stable no need for strategy (David, 2011). The level of skill in ability of forecasting and reacting to the changing environment determine the long-term success or failure of the organization (Grant & Jordan, 2012). The strategic planning process start with careful analysis of the internal and external environmental analysis of the organization. Like all industry tourism industry also subjected to environmental changes. Environment is a core feature of the tourism product and tourist are consumers of the environment (Nedim, 2013). Tourism strategy represents a key challenge to managers because of the nature of the products being sold and of the complexities of the environment in which tourism exists. Especially, most tourism products are services and intangible (Moutinho, 2000).

Further, Sri Lanka has been globally acclaimed as one of the finest destinations (ICRA, 2011). Tourism sector has been identified as a key sector pushing the country's economic growth (Ranasinghe &

Deyschappriya, 2012). Sri Lanka's tourism industry vision is to establish Sri Lanka as Asia's most treasured island, highlighting its beautiful beaches, warm and friendly people, with a strong nature, culture and adventure offering, raising its profile to that of an Asian tourism icon (Sri Lanka Tourism Promotion Bureau, 2010). To achieve this vision Sri Lanka tourism requires effective strategic planning. Many flagship projects are been implemented in the tourism industry in Sri Lanka (Sooriyagoda, 2013). Broader objectives of these projects are to promote tourism industry as the major contributor to the country's economy, achieve balanced regional development, decrease the regional disparity and focus on the potentials of the region to maximize economic gain through sustainable development. A number of strategies are formulated to achieve these objectives. The first step in any strategy formulation is strategic analysis. The purpose of strategic analysis is to gather information about the internal and external environment. External environment is scanned to identify possible opportunities and threats, whereas internal environment is scanned for strengths and weaknesses. SWOT is an acronym used to describe the particular strengths, weaknesses, opportunities and threats that are strategic factors for an organization. A SWOT analysis is a simple but widely used tool that helps in understanding the strengths, weaknesses, opportunities and threats of an organization (Robbins & Coulter, 2012). The process sometimes involves an additional stage of condensing SWOT into a survey of the 'key issues'- those which require the most urgent action or which the strategy should be particularly designed to address (Storn & Deimler, 2006). If the information from the analysis

Environmental Strategic Factor Analysis Of The Tourism

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Vikaliana**

Environmental Strategic Factor Analysis Of The Tourism:

Social Media Strategies for Tourism Interactivity Ramos, Célia M.Q.,Costa, Teresa,Severino, Filipe Segurado,Calisto, Maria de Lurdes,2024-04-15 The global tourism industry stands at a crossroads facing unprecedented challenges that demand immediate attention Despite its undeniable economic significance the sector has weathered various crises prompting a critical reevaluation of its traditional *modus operandi* Decision makers grapple with the urgent need for a transformative approach questioning how best to navigate the complex web of issues threatening the industry's stability The convergence of evolving tourist behaviors uncertainties related to new trends and the escalating pressure for sustainability creates a pressing need for collaborative tech driven strategies to reshape the future of tourism management Social Media Strategies for Tourism Interactivity emerges as a pivotal resource in this tumultuous landscape Within the pages of this book a strategic guide unfolds for decision makers seeking to thrive in the face of challenges By delving into the current trends of cooperative competition among traditional micro small and medium sized enterprises TSMEs the book advocates for a transformative approach that leverages technological advancements and digitalization It explores how these strategies can lead to more efficient resource utilization rapid adaptation to changing tourism demands and a sustainable balance that aligns with contemporary concerns In the context of rapid change this book becomes an essential tool offering practical and visionary solutions for the substantial challenges of the tourism industry

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Strategic Management for Travel and Tourism Nigel Evans,George Stonehouse,David Campbell,2012-04-27 Strategic Management for Travel and Tourism is the must have text for students studying travel and tourism It brings theory to life by using industry based case studies and in doing so speaks the language of the Travel and Tourism student Among the new features and topics included in this edition are international case studies from large scale businesses such as Airtours MyTravel and South West Airlines user friendly applications of strategic management theory such as objectives products and markets and strategic implementation together with illustrative case studies and longer case studies for seminar work and summaries contemporary strategic issues affecting travel and tourism organizations such as vertical integration and strategic alliances Strategic Management for Travel and Tourism is a well rounded book ideal for all undergraduate and postgraduate students focusing on strategy in travel and tourism

Proceedings of the Unima International Conference on Social Sciences and Humanities (UNICSSH 2022) Recky Harold Elby Sendouw,Theodorus Pangalila,Sjamsi Pasandaran,Vivi P. Rantung,2023-01-24 This is an open

access book The Unima International Conference on Social Sciences and Humanity UNICSSH 2022 was conducted on October 11th 13th 2022 at The Grand Kawanua International City Manado North Sulawesi Indonesia In 2022 Universitas Negeri Manado will host the Indonesian National Education Convention KONASPI X Konaspi is a routine activity of the PPTKN which is held once every four years The fourth industrial revolution 4.0 is marked by technological advances and supported by artificial intelligence that creates opportunities and challenges for the education system University and vocational school graduates are facing a world transformed by technology which in turn is transforming the workplace from task based to human centered characteristics Certain skills such as critical thinking emotional intelligence problem solving cognitive flexibility and knowledge production are required To answer this demand the education system must put revolutionary innovation on its agenda Scholars researchers and practitioners are invited to share ideas research results and best practices about education science and technology now and in the future at an international conference held by Universitas Negeri Manado as part of the Indonesian National Education Convention KONASPI As part of KONASPI X activities Universitas Negeri Manado is holding the 2022 International Conference on Education Social Science and Humanities ICESSHum The topics in this international conference are Education Law Politics and Social Sciences Economics Public Administration and Humanities Through these themes it is expected to involve many professionals who have indirect roles in related fields To enrich this event the committee invites all national and international participants including academics researchers professionals and other relevant stakeholders to send research papers or review papers to be presented at the conference

Sustainable Directions in Tourism Tomás F. Espino-Rodríguez, 2019-11-21 Within the framework of tourism companies and tourist destinations the question of sustainability is gaining importance Tourists are increasingly aware of the importance of sustainability criteria awarding greater value to sustainable destinations Sustainability refers to a wide range of aspects related to climate change the economic organization of tourism social values or questions job creation and the necessary protection of the culture of destinations and the environment Therefore there is a need for studies that consider these aspects in order to achieve the sustainable development of tourist destinations Fundamental to this is discovering to what degree tourism companies and destinations approach these questions in the strategies they use to deal with problems stemming from their attempts to be more sustainable Conceptual papers and empirical research on the economic social cultural and environmental aspects related to tourism companies and destinations are welcome Studies that analyze how these questions and the concept of sustainability are included in tourism companies and destinations are necessary in these modern times This book was established for these reasons dedicated to examining sustainability in tourism The papers included in this Special Issue can help us to determine the new directions being addressed in the research on sustainability tourism

Environmental Management and Sustainability in India Abhay Sankar Sahu, Nilanjana Das Chatterjee, 2023-07-25 This volume explores the spatial side of sustainability using cases from India It

provides a variety of chapters from scholars from West Bengal and elsewhere in the country highlighting spatial perspectives on environmental issues and offering insight on sustainable development in the subcontinent from a geographical perspective. A wide variety of topics are covered here including but not limited to mitigation of and adaptation to climate issues, hydrogeomorphologic issues, environmental management, agricultural sustainability, ecosystem services, urban environmental management and tourism issues. The lessons learned here are transferable to other contexts and the book is a resource for researchers, academics, practitioners, government organizations, NGOs and anyone else interested in the spatial side of sustainability.

Innovation Strategies in Environmental Science Charis M. Galanakis, 2019-08-20. *Innovation Strategies in Environmental Science* introduces and examines economically viable innovations to optimize performance and sustainability. By exploring short and long term strategies for the development of networks and platform development along with suggestions for open innovation, chapters discuss sustainable development ideas in key areas such as urban management, eco design and conclude with case studies of end user inclusive strategies for the water supply sector. This book is an important resource for environmental and sustainability scientists interested in introducing innovative practices into their work to minimize environmental impacts. Presents problem oriented research and solutions. Offers strategies for minimizing or avoiding the environmental impacts of industrial production. Includes case studies on topics such as end user inclusive innovation strategies for the water supply sector.

Strategic Management for Tourism, Hospitality and Events Nigel Evans, 2015-01-30. *Strategic Management for Tourism Hospitality and Events* is the must have text for students approaching this subject for the first time. It introduces students to fundamental strategic management principles in a Tourism Hospitality and Events context and brings theory to life by integrating a host of industry based case studies and examples throughout. Among the new features and topics included in this edition are: Extended coverage to Hospitality and Events to reflect the increasing need and importance of a combined sector approach to strategy. New international Tourism Hospitality and Events case studies from both SMEs and large scale businesses are integrated throughout to show applications of strategic management theory such as objectives, products and markets and strategic implementation. Longer combined sector case studies are also included at the end of the book for seminar work. New content on emerging strategic issues affecting the tourism hospitality and events industries such as innovation, employment, culture and sustainability. Web Support for tutors and students providing explanation and guidelines for instructors on how to use the textbook and case studies, additional exercises, case studies and video links for students. This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students learning and understanding. This book is an essential resource to Tourism Hospitality and Events students.

Balancing Development and Sustainability in Tourism Destinations Akhmad Saufi, Imanuella R. Andilolo, Norain Othman, Alan A. Lew, 2016-09-26. This book contains 35 papers from the Tourism Outlook Conference held in Lombok, Indonesia in July 2015. The book presents comprehensive discussions on sustainability in

the tourism industry It includes research on various constituents of the tourism sector and analyses of each of them from a sustainability standpoint Case studies that are global in nature are presented to show how sustainable applications can be used and how concerns can be addressed The book is a response to rapid change in contemporary tourism trends brought about by global economic and social forces such as development pressures population growth major resource extraction industrial fishing global climate change and steadily rising sea levels Balancing Development and Sustainability in Tourism Destinations serves as a platform for students and educators government agency employees hospitality and tourism industry practitioners public and private land managers community development workers and others interested in identifying practical solutions charting new directions and creating opportunities for sustainable tourism development *Proceedings of the International Conference on Sustainable Environment, Agriculture and Tourism (ICOSEAT 2022)* Arifin Dwi Saputro,Lilik Sutiarto,Rudiati Evi Masithoh,Jik Chang Leong,Katharina Keiblinger,Chaleeda Borompichaichartkul,Omer Said Toker,Rosnah Shamsudin,2024-03-09 This is an open access book ICOSEAT 2022 was held on July 21 23 2022 in Bangka Island one of the wonderful places of Indonesia Articles in the field of Agroindustry and Appropriate Technology 4 0 Environmental and Mining Engineering Sustainable Development and Tourism Management Agriculture and Food Engineering and Marine Aquaculture and Biological Science ICOSEAT provides a forum for Academic Business and Government to present and discuss topics on recent development in those fields *Tourism Marketing* Alan Fyall,Brian Garrod,2005 This book provides a thorough and detailed understanding of tourism marketing principles and practice within the context of inter organisational collaboration *Proceedings of the International Conference on Economic Management, Accounting and Tourism (ICEMAT 2023)* Rolland Fanggidae,Paulina Amtiran,Petrus de Rozari,Doppy Roy Nendissa,I Komang Arthana,Tommycho Olviana,M Rudi Irwansyah,Gede Adi Yuniarta,Ni Made Suci,Komang Krisna Heryanda,AAN Yudha M Mahardika,Ventsislava Nikolova-Minkova,Nadia Laaraj,Ly Fie Sugianto,2024-05-13 This is an open access book First of all let us thank and praise to the Almighty God for all His blessings and mercies that have made us possible to meet in Denpasar Bali on 18th of October 2023 through the 1st International Conference on Economic Management Accounting and Tourism ICEMAT with the theme is Sustainable Digital Innovation for Creative Economy and SMEs The theme of today s conference is very interesting and has a spirit for us both as academics or practitioners in the economic field to play an active role in creating sustainable innovation strategies to assist the creative economy and SMEs actors to adapt and carry out digital transformation in managing its business We must thank God and be proud as we join and participate in this great event on hybrid mode where we can acquire new knowledge new ideas in increasing creativity and innovation Undoubtedly the outcome of this conference will rise many new ideas and new innovations which become a beneficial tool for economic development especially in restoring and creating prosperity for the community On behalf of Universitas Nusa Cendana leaders let me extend my sincere gratitude to our co Host Universitas Pendidikan Ganesha Universitas Mahasaraswati

Universitas Bayangkara Jakarta Raya who have supported the running of this activity Lastly I would also like to express my gratitude to the organizing committee from Faculty of Economic and Business Universitas Nusa Cendana for your effort and hard work in managing this event very well To end my speech please allow me to wish you all a successful and enjoyable conference God be with us all

Strategic Tourism Planning for Communities Anukrati Sharma, Shruti Arora, 2024-06-12

From developed to developing nations the utilization of tourism as a development strategy has been a prevalent practice at both national and local levels In this compelling read the authors explore an understanding of how countries envision the future of their tourism sectors and chart a course towards that vision

Health and Corporate/Urban Sustainability

Jianfu Shen, Xunpeng Shi, Eddie Chi-man Hui, 2025-04-29 Prior health studies have explored the relationship between employee health and employee performance e g productivity innovation etc at the workplace A few studies also show that at the country level health and healthcare expenditure are positively associated with economic performance However the studies that investigate the associations between health and corporate urban outcomes in term of sustainability practices economic value growth resilience etc remain scant Employee health employee health also influences corporate culture employee satisfaction productivity innovation financial performance and its long term value Health can also influence urban vitality and economic growth Cities with good public health could also be more resilient to pandemic such as COVID 19 Sustainability becomes the key theme in corporate and urban developments Further studies are needed to explore the roles of health in firms and cities real impacts and values

Niche Tourism and Sustainability Anna Farmaki, Pramendra Singh, Viana Hassan, 2024-12-23 Niche tourism also known as special interest tourism refers to specialized tourism products offered to a small group of tourists Examples include ecotourism rural tourism birdwatching tourism dark tourism and motorcycle tourism Regarded as the antidote to mass tourism niche tourism has become particularly popular in recent years as a tourism developmental option that can address the problems caused by mass tourism including overtourism It is commonly acknowledged that niche tourism fosters responsible tourism practices minimizes negative tourism impacts and helps preserve the environment and culture of destinations thereby promoting sustainability in tourism Likewise niche tourism seems to be better equipped to address the needs and preferences of today s sophisticated and diverse tourist market This book is a collection of 12 conceptual and empirical chapters presenting niche tourism cases from around the world It examines tourist behaviour and experiences resident perspectives implementation practices and future prospects and contributes to the debate on tourism development and sustainability

Digital Transformation, Strategic Resilience, Cyber Security and Risk Management

Simon Grima, Eleftherios I. Thalassinos, GrațIELA-Georgiana Noja, Theodore V. Stamataopoulos, Tatjana Vasiljeva, Tatjana Volkova, 2023-09-28 Digitization of economic and management processes allows for the delivery of new value and higher efficiency in the implementation of strategic goals This is due to the inclusion of digital technologies in the existing rules of functioning among partners involved in the flow of resources and from

their readiness for digital transformation A significant challenge in practical organizational and scientific terms is to understand the opportunities and threats resulting from digital transformation to identify optimal strategies for the development of business entities in new economic and management conditions taking care to adopt collateral and proper management of new risks Addressing this challenge to the readers contributors indicate the latest theoretical advances and practical examples in FinTech The Internet of Things and AI among others This results in a synthetic look at the complex digital transformation processes of the modern world both in terms of the underlying causes and the vast effects of the transformations and digitization of social and economic life Contemporary Studies in Economic and Financial Analysis publishes a series of current and relevant themed volumes within the fields of economics and finance *Strategic Management in Tourism* Mr. Rohit Manglik,2023-06-23 Long term planning competitive strategies and innovation in tourism enterprises **Legacy and Innovation** Rui Alexandre Castanho,Tatjana Pivac,Ante Mandić,2025-03-28 This book explores the intersection of culture sustainability and tourism Also it explores the importance of integrating cultural heritage preservation environmental sustainability and economic considerations in the development of tourism destinations It provides a deep understanding of how cultural tourism can be harnessed to create positive and responsible tourism experiences that benefit local communities protect natural resources and promote cultural diversity Drawing upon real world examples and case studies this book offers practical strategies and approaches for fostering sustainable tourism practices It examines the role of technology in enhancing cultural tourism experiences the impact of tourism on local economies and the preservation of cultural vitality in peripheral areas The book also analyzes the implications of the Covid 19 pandemic on the tourism industry and explores sustainable development models for the post pandemic era With a multidisciplinary approach this book is a valuable resource for tourism professionals policymakers researchers and students interested in the field of sustainable tourism It emphasizes the need for a balanced and holistic approach that considers the social environmental and economic dimensions of cultural tourism By promoting cultural understanding environmental stewardship and inclusive community engagement Cultural Sustainable Tourism paves the way for a more sustainable and responsible future in the tourism industry This book provides a diverse range of case studies and research insights into various aspects of sustainable tourism It offers valuable perspectives on community based approaches cultural preservation the impact of the Covid 19 pandemic destination modeling heritage restoration and the interconnections between tourism media and culture Throughout the book readers will find a wealth of case studies research insights and practical examples from around the world These real world examples offer valuable lessons and best practices for implementing sustainable cultural tourism initiatives The book also encourages critical thinking and reflection inviting readers to consider the ethical dimensions of cultural tourism the importance of local empowerment and the long term sustainability of tourism practices ICSTIAMI 2019 Tulus Suryanto,Ferry Jie,Abdul Talib Bon,Yulianto Yulianto,Resista Vikaliana,2021-01-27 We are delighted to introduce

the proceedings of The International Conference on Science and Technology in Administration and Management Information 2019 ICSTIAMI 2019 ICSTIAMI 2019 is the premier international academic conference on Science and Technology in Administration and Management Information The theme of ICSTIAMI 2019 was held in Jakarta Indonesia is Sustainable Development from Research to Actions This conference is organized by Institut Ilmu Sosial dan Manajemen Stiemi Jakarta Indonesia and cooperation with Huachiew Chalermprakiet University HCU Thailand Universitas Sultan Zainal Abidin Unisza Malaysia Universiti Tun Hussein Onn Malaysia UTHM Universitas Widya Mataram Yogyakarta Indonesia Universitas Pakuan Bogor Indonesia and STEBI Lampung Indonesia IC STIAMI 2019 has brought researchers developers and practitioners around the world to reach out to the administration and management community and to receive high quality exposure to leading and upcoming administration and management scientists from around the world The technical program of ICSTIAMI 2019 consisted of 122 full papers The conference tracks were Track 1 Public Sector Management Track 2 Business Management and Accounting Track 3 Law and Social Humaniora

Handbook of Research on Resident and Tourist Perspectives on Travel Destinations Pinto, Patrícia, Guerreiro, Manuela, 2020-06-19 Tourism is an economic and social phenomenon that is centered on a tourist s experience and is dependent on the experiences that are co created and provided to tourists Tourism destination managers must understand what tourists perceive as engaging intense and memorable in order to remain successful However care must also be given to the residents perception of local tourism development and how it impacts their community This is a fundamental aspect for tourism development since host communities that support tourism development tend to be more hospitable with tourists which influences their satisfaction and loyalty Moreover the interaction with residents of host communities is a crucial component of the quality of the tourist experience contributing to the long term success and sustainability of destinations The The Handbook of Research on Resident and Tourist Perspectives on Travel Destinations is a collection of innovative research that examines travel destinations from the resident and tourist perspectives in order to better support and inform the tourism development process and to make the destinations attractive to visitors while at the same time contributing to resident quality of life and happiness While highlighting topics including sustainable development hotel management and customer satisfaction this book is ideally designed for government officials tour developers travel agencies brand managers advertising agencies restaurateurs public administrators hotel managers tourist industry professionals academicians researchers and students

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