

STRATEGIC PLAN

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Presentation outline

- What and why strategic plan?
- Tourism stakeholders
- Project goals and objectives
- Strategic planning approach for Iringa destination
- Tourism product audit
- Tourist activities
- SWOC analysis
- Priority areas and strategic objectives
- Action plan



Why Strategic Plan?

- Much of tourism activities in the country has been concentrated on the popular northern circuit leaving the pristine and untamed southern circuit less popular tourist destination.
- In an effort to increase the contribution of tourism to the country, evenly distribute the benefit of tourism in the country and reduce pressure and congestion to the popular northern circuit, the government is currently promoting Southern and Western circuit tourism destination.

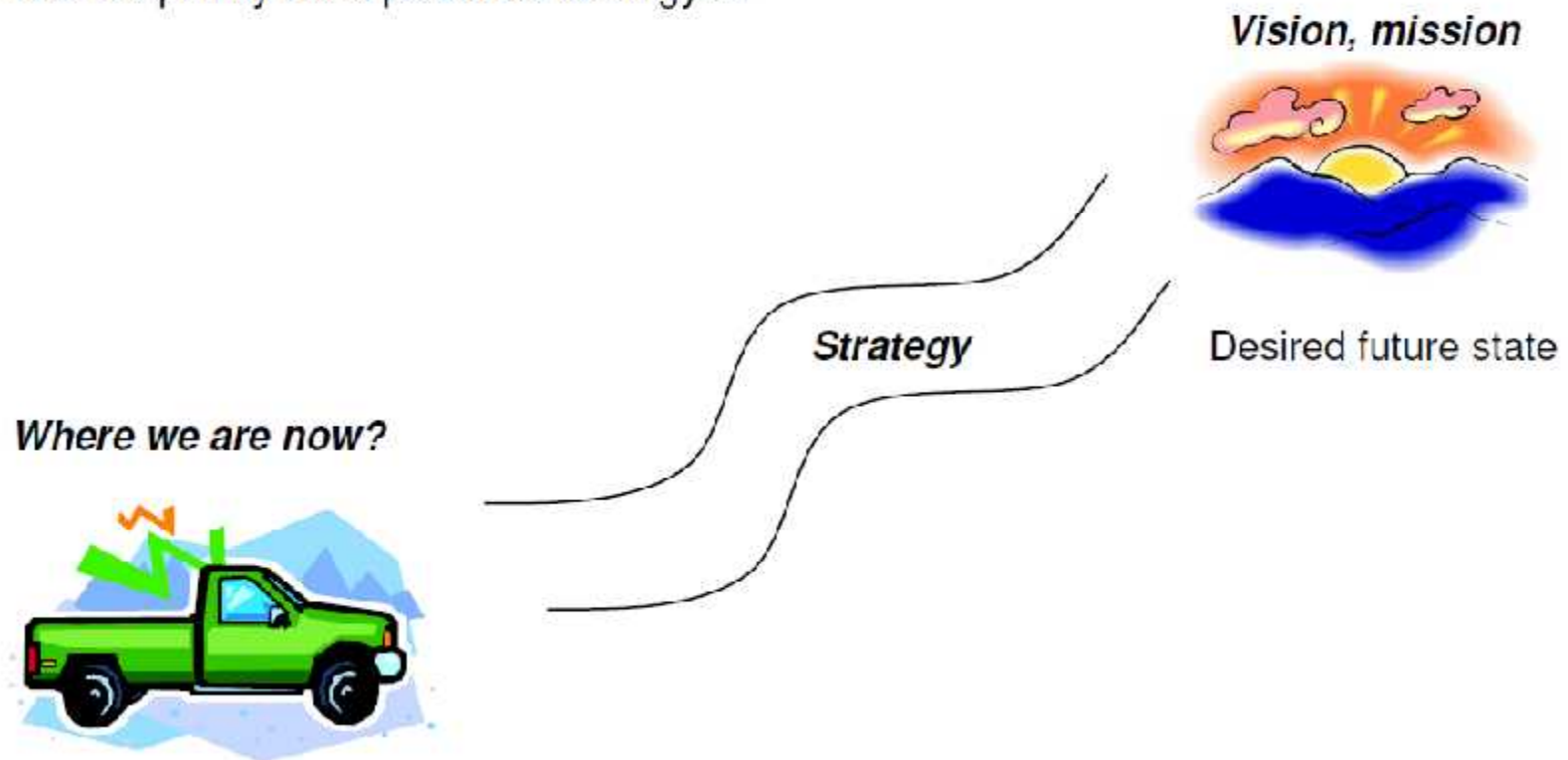


Cont:

- However, tourism industry in the region is currently not well developed and the regional tourism potential is not fully realized and utilized.
- It is in this context that the current project is proposed with the support of SPANEST to prepare a Regional Strategic Tourism Plan.

Strategic Planning

One frequently used picture of strategy is:





Did You Know???

“Failure to Plan is Preparing to Fail”

THE END.