



Assignment One Breakdown

Case Study Review Report

8th December 23.59

2,000 words (10% +/-)



Task Description

Module Handbook:

Strategic leadership is crucial for a tourism and events company due to the dynamic and competitive nature of the industry. Strategic leadership is particularly important in this context as it can help an organisation navigate market conditions, enhance the customer experience and allow for financial stability and sustainable growth. Acting as a CEO of a chosen tourism and events organisation, your task is to conduct a comprehensive internal review to evaluate the effectiveness of your organisation's current strategies.

What is it asking you to do:

- **Understand Strategic Leadership:** Recognise the importance of strategic leadership in the tourism and events industry, especially given its competitive and changing nature.
- **Act as a CEO:** Assume the role of a CEO for a selected tourism and events organisation.
- **Conduct an Internal Review:** Carry out a detailed evaluation of the organisation's current strategies to assess how effective they are.
- **Focus on Key Areas:** Consider how these strategies help navigate market conditions, improve customer experiences, and ensure financial stability and sustainable growth.

Introduction

Module Handbook:

Your report should begin with an executive summary, outlining the focus areas of your review and the methodologies you will be using for analysis. Following this, introduce your chosen company, emphasising the strategic challenges or opportunities it faces.

What it is asking you to do:

- **Write an Executive Summary:** Start the report with a brief overview that highlights the main focus areas of the internal review and the methods they will use for analysis.
- **Introduce the Chosen Company:** Provide an introduction to the selected tourism and events organisation.
- **Emphasise Strategic Challenges or Opportunities:** Discuss the specific strategic challenges or opportunities that the company is currently facing.

Findings

Module Handbook:

In the main body, you are to apply strategic frameworks like Porter's Five Forces, SWOT, or other relevant models to assess the internal audit and the market analysis (external factors) affecting your organisation. Your findings should not just highlight the current status but critically evaluate how effective or ineffective these existing strategies have been.

What is it asking you to do:

- **Use Strategic Frameworks:** Apply strategic models such as Porter's Five Forces or SWOT analysis to examine both the internal aspects of the organisation and the external market conditions.
- **Conduct an Internal Audit and Market Analysis:** Analyse how these factors impact the organisation's performance.
- **Evaluate Effectiveness:** Go beyond just describing the current situation; critically assess how effective or ineffective the existing strategies have been.

Conclusions and Recommendations

Module Handbook:

To conclude, synthesise your observations and offer actionable recommendations to senior management on how the strategies can be improved or pivoted for better results. Remember to properly cite any external information or data used.

What it is asking you to do:

- **Synthesise Observations:** Bring together and summarise the key findings and insights from their analysis throughout the report.
- **Provide Actionable Recommendations:** Offer specific suggestions for how senior management can improve or adjust the organisation's strategies to achieve better outcomes.
- **Cite External Information:** Ensure that any external data or information referenced in their recommendations is properly cited.