

FORECASTING AND STRATEGIC PLANNING IN THE TOURISM INDUSTRY

A Comparison Approach and Hybrid Model

Armando Aliu
Universidad de
Hamburgo - Alemania

This paper presents a comparison analysis among strategic planning and forecasting with considering the nexus in tourism industry. The relationship of modern planning approaches which have recently been evaluated in different dimensions, were analyzed through the use of qualitative research methods. The aim of this article is to examine how planning process influences decision makers, decision practitioners and tourism manager professionals in the tourism industry. Basically, the argument of this article is: the Hybrid Model which means public actors and private actors are equally participating, has an effective role at creating strategies, determining plans and forecasting models. In this context, the analyses illustrate that bilateral interactions cause legitimacy issue in the tourism industry. Albania was used to examine the contribution among state's objectives and strategic plans and private actors in order to achieve common interests and advantages. Published secondary data and online resources were used in order to reinforce the hypothesis.

KEY WORDS: *tourism planning, forecasting, strategic planning, Hybrid Model*