

A Contemporary Approach For Strategic Management in Tourism Sector: PESTEL Analysis on The City Muğla, Turkey

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Abstract

The scope of the present study is to estimate the influence of the PESTEL dimensions (political, economic, social, technological, environmental and legal) on the tourism sector in Muğla, Turkey. For this purpose, a research has been carried out on the top managers of three, four and five-star hotels operating in Muğla, Turkey. The datum provided from 150 business top managers have been included to the analysis of the research. As a result of the analysis done, legal factors (consumer and labor law) were estimated by the participant managers as the most important whereas social factors (demographic structure of the population and cultural attitudes) were of the least importance for the development of tourism sector in Muğla, Turkey. Another result was that more educated participants gave greater importance to all these factors than their less educated counterparts.

Keywords: PESTEL model, management, business administration strategy