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## Planning for Seasons: Value Chain Management and Digitization

*Jana HeimeI*

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### Learning outcomes

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The chapter will enhance your appreciation of:

1. The relevance of capacity planning for seasonal planning
  2. Solutions for supply chain contracting
  3. How to build up reputational capital
  4. Digitalization for seasonal planning
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The purpose of the chapter is to provoke students to think about the wider implications of temporal variation as challenges for operational planning for tourism businesses. In order to achieve this, this chapter will provide holistic perspectives and case studies from a range of players within the tourism related industries: e.g. tour operators, cruise line operators, transport operators, visitor attractions.

The chapter demonstrates how value chain management supports planning for seasonal variations and how important the role of digitalization is.