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# Planning for Seasons: the Macro Level

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## Learning outcomes

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The chapter will enhance your appreciation of:

1. The foundations of the planning process and systems.
  2. The main functions of planning and importance of planning for seasons.
  3. Balancing efficiency and effectiveness of planning.
  4. The differentiation of long-term (strategic), mid-term (tactical) and short-term (operational) planning.
  5. How to develop an operations framework for seasonal planning.
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## Introduction

The purpose of this 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 and visitor attractions.

A framework of operational implications of temporal variation is used, including fleet planning, labour and supply chain contracting among others, against which case examples from different sectors are compared and contrasted.