

Macroforces driving change into the new millenniumâ€™ major challenges for the hospitality professional.

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International Journal of Hospitality Management

Volume 18, Issue 4, December 1999, Pages 371-385

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[https://doi.org/10.1016/S0278-4319\(99\)00043-2](https://doi.org/10.1016/S0278-4319(99)00043-2)

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Abstract

The fast pace of change will present many challenges in the new millennium. The success of the leader of tomorrow will depend on how well he or she is able to identify the forces that will drive change, invest in industry leading competitive methods that will take advantage of the opportunities presented by these forces and consistently allocate resources to these methods. Identifying the forces driving change is the most challenging aspect of this co-alignment concept. This paper explores the macroforces, which can be expected to drive change, and possible impact they will have on the hospitality organization. These forces include: globalization and economic change, a knowledge-based environment, the future of labor and quality in service delivery systems, and the growing consumer desire for improved well-being. These forces are presented along with the key variables making them up with the goal of understanding

their complexities and interdependencies.



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Keywords

Strategic management; Environmental scanning; Forces driving change; Futuring; Competitiveness

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