

CONSULTANCY (STRUCTURE AND ADMINISTRATION)

LANDESMARKETINGORGANISATION MECKLENBURG-VORPOMMERN



Source: Tourismusverband Mecklenburg-Vorpommern e.V.

Client: Tourismusverband Mecklenburg-Vorpommern e.V., Rostock

Year: 2003

Location: Rostock (Mecklenburg-Western Pomerania), Germany

Brief Description:

The Marketing Organization of the state of Mecklenburg-Western Pomerania consists of the Tourist Association Mecklenburg-Vorpommern including its different committees and implementing organs.

Focus of the study was to optimize the existing structures and task ranges of the Tourist Association. In a first phase the relationship of the Tourist Association to

its members, contracting and business partners and to the federal state policy as also to its own employees and achievement customers was evaluated.

Based on the results of the analysis phase a concept for the organisational structure of the Landesmarketingorganisation was compiled. This contained recommendations for the following ranges:

- definition of primary and secondary work contents of the structural components
- suggestions for the organizational structure of the structural components
- suggestions on the optimization of the product development
- development of the future orientation of the scope of services
- suggestions for a touristic organisational structure on regional level with consideration of the existing and new basic conditions
- suggestions for the workflow
- suggestions on the future allocation of funds (arranged according to levels and tasks: e.g. topic marketing, brand formation, selling)

After the presentation of the recommendations Wenzel Consulting was currently consulting during the implementation of the concept.

Tasks:

- Analysis of the Work of the Tourist Association
 - Structural Analysis
 - Questioning of the Employees
 - Member Questioning
 - Federation and Network Questioning
- External Analysis
 - Interviews with Business Partners
 - Interviews with Contracting Partners
 - Interviews with Customers
 - Benchmark of other National Federations
- Highlighting of identified Fields of Action and Definition of Tasks (Concept Development)
- Implementation Support