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Title EVALUATION OF THE TOURISM STRATEGY IN SOUTH OSTROBOTHNIA		
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Abstract <p>The aim of the thesis was to evaluate South Ostrobothnia tourism strategy and the tourism action plan for the years 2007 – 2013. The main purpose of the evaluation was to explore how the strategy has been realized, and if the local actors like entrepreneurs and stakeholders, are committed to implementing the strategy. The purpose was also to assess the necessity of reforming the strategy.</p> <p>The survey was quantitative, and it was conducted by electronically sending a structured questionnaire to the respondents during the autumn of 2010.</p> <p>According to the results, the content of the strategy is mainly successful. Some selection and more concrete actions are expected, though. The tourism actors in the area, especially the entrepreneurs, are only loosely committed to the implementation of the strategy.</p> <p>The results also showed that it is necessary to update the strategy in the future. It is important to get the tourism entrepreneurs and other actors involved in the updating process.</p>		
Keywords tourism, strategy, evaluation, South Ostrobothnia tourism strategy		
Miscellaneous		