

ABSTRACT

The tourism industry's significant role in global economic growth and the increased competition in this sector, as evidenced by the listing of ten tourism companies' stocks in 2023, is highlighted. This research aims to understand how market structure, conduct, and performance contribute to the development of the tourism industry through the SCP (Structure-Conduct-Performance) approach. By using SCP analysis, the study explores strategies, strategic objectives, and the mission and vision of companies related to strategic management. The methodology combines quantitative and qualitative approaches with a descriptive framework, focusing on the top three companies in the tourism industry based on market share in 2023. Regression analysis in this study, including models such as CR3-OPEX-ROA and MES-CAPEX-ROA, identifies significant relationships between structural and behavioral variables and ROA performance. The results indicate that while significant relationships exist, the explained variance is relatively small, emphasizing the importance of market regulation and government policies in influencing efficiency and innovation within the tourism sector.

Keyword: Keywords: SCP Analysis, Ansoff Matrix, Vision, Mission, Company Growth Patterns, Strategic Goals and Company Strategy, Tourism Industry