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TITLE OF DIPLOMA THESIS:

Strategic Planning in spatial level: The case study of the Municipal District of Thermi

AUTHOR: Athanasios Lamprou

ABSTRACT

The concept of strategy is distinguished as one of the widely discussed scientific issues during the last decades. The application of this expression is considered to be diffused and multidimensional, inevitably causing the emergence of varied definitions and explanations. Generally, strategy incorporates a unity's overall intent and philosophy, having important characteristics and dimensions according to any requirements and necessities. Strategic Planning constitutes an appropriate method of strategic framework formulation and implementation in the Business Management field, which has experienced important acknowledgement and considerable criticism since nowadays. The conceptual framework encompasses multiple approaches and explanations that feature an intended and systematic method of strategic decision formation and making. It is also noted that the basic components of Strategic Planning Framework are the formulation, implementation and assessment of the adopted strategy. Characteristic models of Strategic Planning process are cited from international references, while attempting to analyze the distinct characteristics and differentiations of Strategic Planning in spatial level (Strategic Spatial Planning). The present thesis deals with a composite approach of Strategic Planning model formulation in Municipal District of Thermi in Thessaloniki. Specifically, the detailed analysis of the study area demonstrates the emergence of significant spatial and developmental issues, which require overall strategic arrangement and treatment. As a consequence, it is proposed the application of a Strategic Spatial Planning model based to the classic Strategic Planning principles and their appropriate adjustments to the spatial level, in order to formulate aimed programs and actions for the restriction and treatment of the major developmental issues.

KEYWORDS

Strategy, Strategic Planning, Strategic Management, Spatial Planning, strategy formulation process