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FACTORS THAT LEAD TO CHANGE IN THE MISSION AND VISION STATEMENTS OF ORGANIZATIONS: A RESEARCH ON FIVE-STAR HOTELS OPERATING IN THE TURKISH REPUBLIC OF NORTHERN CYPRUS

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ABSTRACT

This article presents a study on the factors leading to changes in the vision and mission statements of organizations in the line with the organizational change process. In order to acquire data to measure what this study aims, the qualitative research method and discourse analysis technique have been used, and in-depth interviews and observations have been carried out in five five-star hotels operating in the Turkish Republic of Northern Cyprus. The results obtained by analysing the data regarding the interviews and observations carried out on the sample group of hotels operating in the TRNC clearly demonstrate that certain distinct factors have played a triggering role in organizational change in terms of the mission and vision statements. Based on the results, it is possible to say that the value attached to the employees, motivation of the employees, ability to implement a competitiveness strategy, and ability to create a differentiation strategy are the four triggering factors leading to organizational change in terms of mission statements. Considering the factors influencing the vision, two primary factors, namely management functions, and the triggers leading to change, come to the fore.

Keywords: Organizational Mission, Organizational Vision, Discourse Analysis and Organizational Change, TRNC, Tourism.