Name

Course

Tutor

Date

Community vision statement Long Beach, California

A vision statement is an essential statement that defines the organization’s core ideas and strategic plans. It provides direction and description of long term aspirations of the organization. A vision statement is different from the mission statement. While the mission statement defines present events and the reason for the existence of the organization, the vision statements outline the organization’s future strategic plans. The purpose of a mission statement is to provide answers to the current situation and is crucial in giving a good image and reputation to customers, stakeholders, and the outsiders. The vision statement reflects plans by focusing on organizational values, hopes, and aspirations (Tallant, 2). The purpose of the vision statement is to inspire, motivate, and direct the organization forward.

A vision statement is crucial for Long Beach California because it shows the organization’s intrinsic values, responsibilities, and culture as well as future aspirations. Having a vision statement is vital to the organization because it improves the organization’s image and reputation while inspiring and motivating employees, stakeholders, and customers. Long Beach’s best vision statement is:

“Continue developing sustainable, competitive, and innovative tourism products, providing the finest quality, variety of selections, and most affordable tailoring of products and services to meet customer’s distinct needs.”

The above vision statement gives Long Beach a strong guiding statement able to inspire and motivate the organization to provide quality services to the customers. As Thomas (2) notes, a good vision statement should be concise, simple, clear, and easy to remember. It should remain embedded in the minds of founders, employees, and customers. The above vision statement fits Thomas's description because it is simple, clear, and short enough to remember.

**Works cited**

Thomas, Chucks. The Importance of a Vision Statement. *The Valcort Group.* 2014. Accessed 9thDecember 2019 from <https://valcort.com/importance-vision-statement/>

Tallant, James. Importance of Vision, Mission, and Values in Strategic Direction. *Grin. 2019.* Accessed 9th December 2019 from <https://www.grin.com/document/167258>