

The Tourist Area Life Cycle

Butler R. W., The Concept of A Tourist Area Cycle of Evolution: Implications for Management of Resources
Canadian Geographer / Le Géographe canadien · June 2008

The TALC's origins stem from the belief that, even if not fully appreciated in many tourist destinations, resorts are **essentially products**, i.e. they have normally been developed and modified to meet the needs of specific markets (holidaymakers) in a similar way to the production of other goods and services.

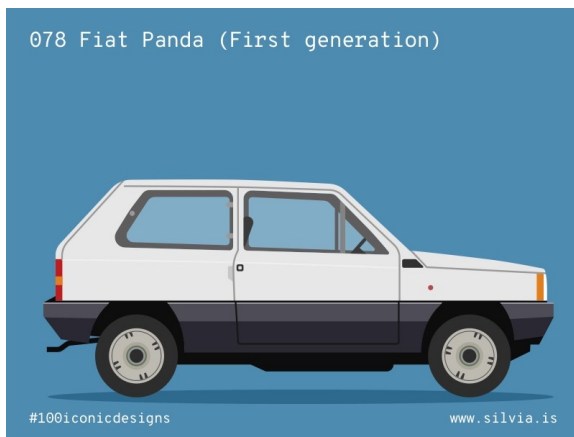
As such, therefore, it appeared to be reasonable to make the assumption that resorts would follow a generally similar pattern of development to that of most other products, namely, to have a **“life cycle”** of **acceptance** and **rejection** as the market **first** desired the product and **then** eventually found it outmoded and unattractive.

The Tourist Area Life Cycle

While the life cycle model may have fallen out of favor in the business literature and is a **simplistic** representation of the **marketability** of a product, it can still have relevance.

Examples from other fields, such as automobile production, reveal how markets in most cases slowly accept a new product, then become enthusiastic, mirrored in a rapid growth in sales, and eventually grow tired of the model and sales decline.

Only in a very few cases do sales take off **immediately** (E type Jaguar), **continue** for decades (Volkswagen Beetle) or experience a **rebirth** (Mini), and these are normally a reflection of an element of genius and/or true innovation in the original model concerned.



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In most cases models experience **incremental change** in the form of performance improvements, structural and design change, and the addition of **new** features, all aimed at maintaining an existing market **and/or** capturing an additional market. Tourist resorts are **little different**, except in one fundamental element, that of **control**.



The Tourist Area Life Cycle

A Tourist Destination is a **geographical area containing** all services and structures necessary for the stay of a segmented tourist

Destinations are the **area units** which compete in order to **attract** tourists, and are an essential component of the tourist offer, as well as a product they are a tourist product

Two types of competition management

A type

Centralized property and thus controlled and managed by **ONE** e **FEW** people

Cruise ships, Theme Parks, Ski Resort in the US, Vacancies resorts in Asia and Mid East

B type

Destination with a **fragmented** offer of services by **many companies and agents** of very different types (SMEs)

The second situation is diffused in **Italy**, and in **Europe**





Walt Disney World celebrates 45th anniversary Oct 03, 2016 in "Magic Kingdom"



https://youtu.be/-X5cdXwSd_w



Waldorf Astoria Orlando Hotel





Venezia, Rialto Bridge

Venice, Carnival





<https://www.youtube.com/watch?v=-AET7scxWFU&t=38s>

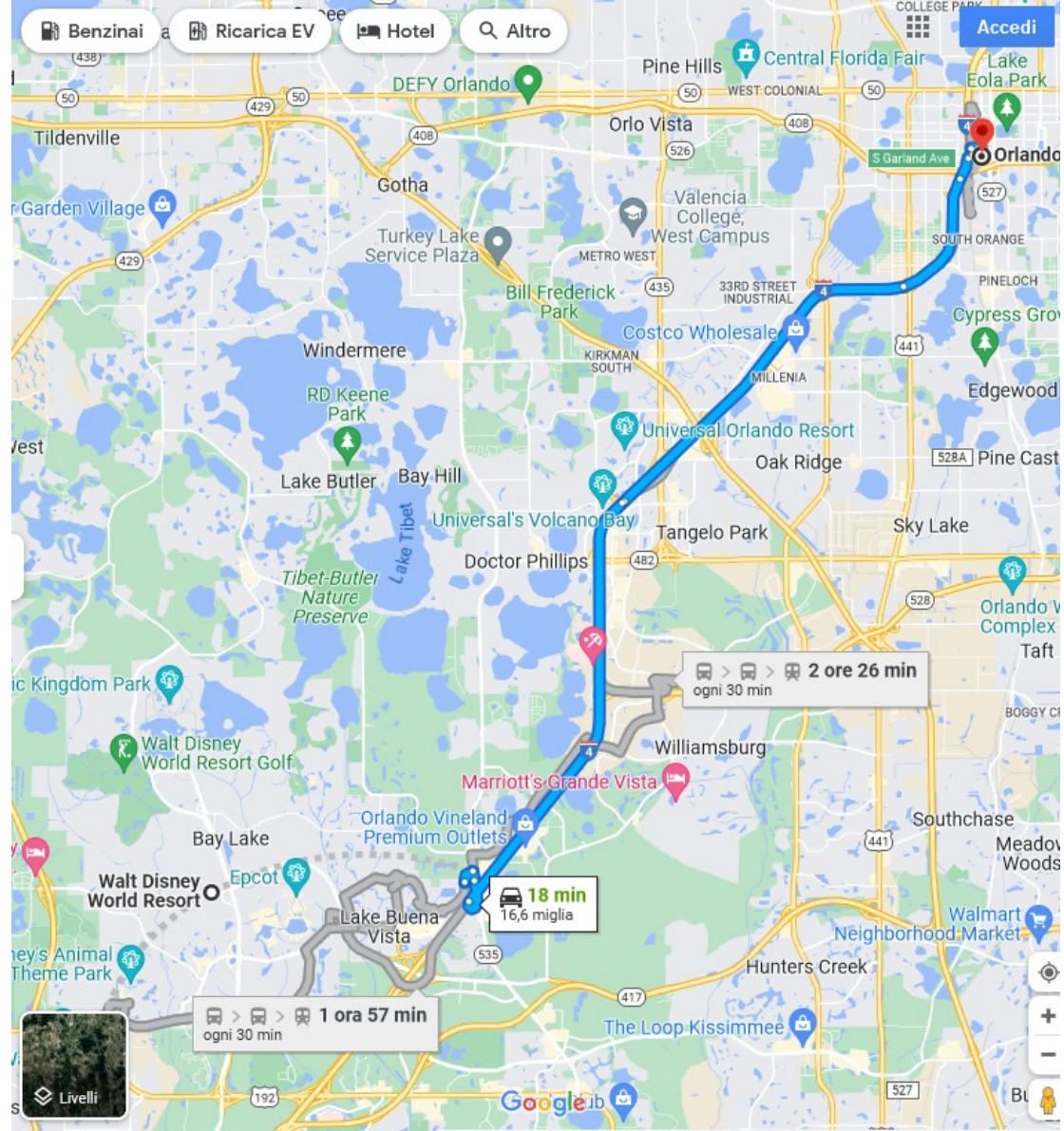




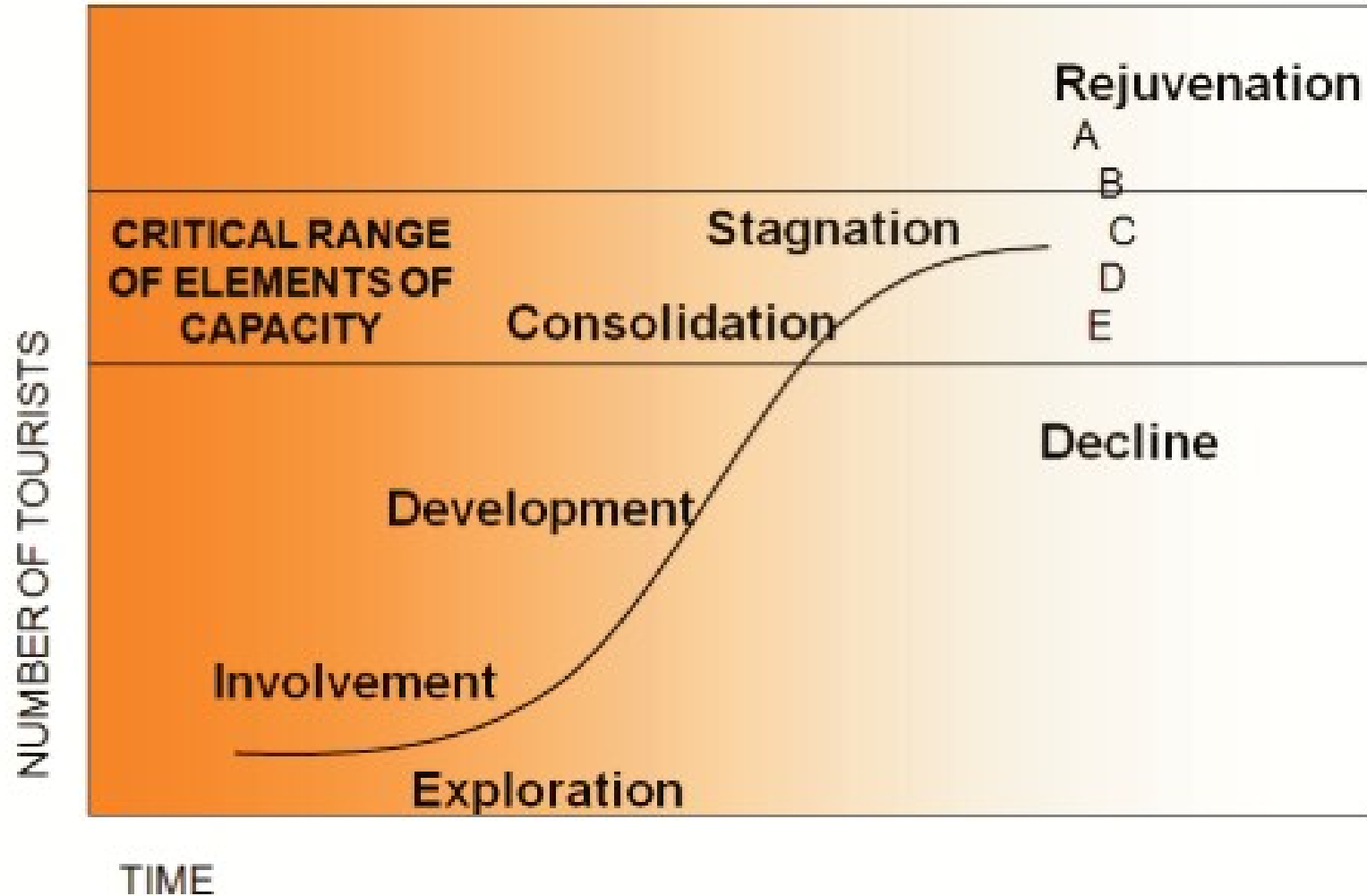


The St. Regis Florence Luxury Hotel – Florence, Italy

Orlando map



Hypothetical Evolution of The Tourist Area Life Cycle



TALC – Phases

- **Exploration** – The new tourist product/s is introduced – A small number of visitors start coming
- **Involvement** – Identifiable tourist season begins to emerge – Visitor numbers start building – Impacts start to become apparent
- **Development** – Public policy and investment is required if destination is to sustain continuing development
- **Consolidation** – Visitor numbers continue to increase
 - Tourist services are provided by large national or international companies
 - Local operators still play a role
- **Stagnation** – Critical point – decisions have to be made – Visitor numbers peak
 - Visitors attracted by familiarity and extensive facilities
 - Promotion is needed – Adaptation of products and markets

Decline or rejuvenation – Visitor numbers fall – Move down market – More promotion to meet capacity

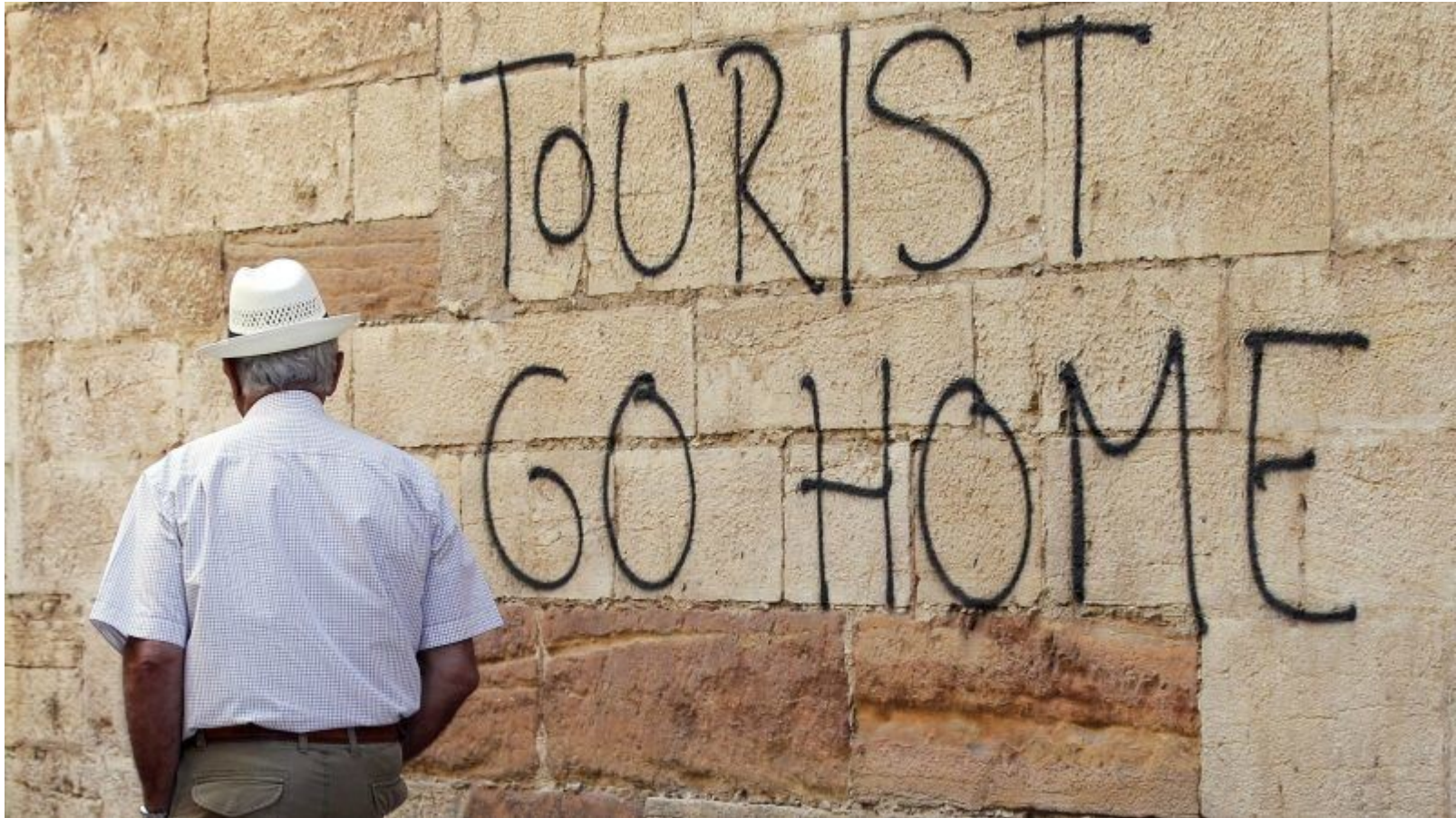
Weakness – It is a resort model – Progress through the life cycle is not inevitable – Places are not natural organisms – need not die

Host Community

As destinations go through a life cycle so to do the host community

- **Euphoria**: Visitors are welcome and there is little planning
- **Apathy**: Visitors are taken for granted and contact becomes more formal
- **Annoyance**: Saturation is approached and the local people have misgivings. Planners attempt to control via increasing infrastructure rather than limiting growth
- **Antagonism**: Open expression of irritation and planning is remedial yet promotion is increased to offset the deteriorating reputation of the resort

Barcelona



Overtourism - Antitourism



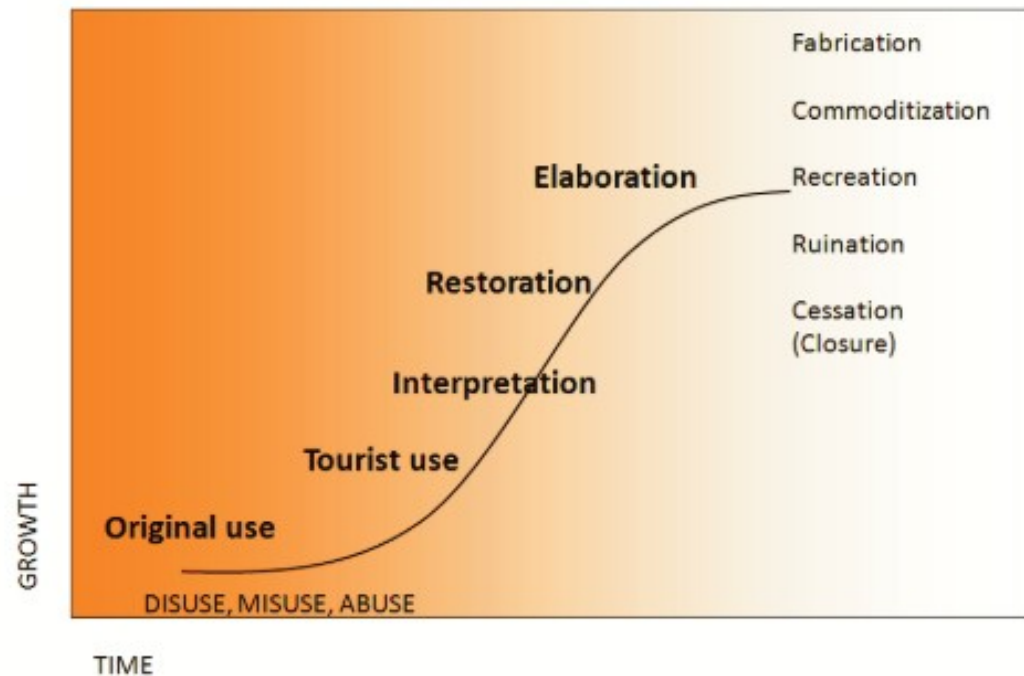
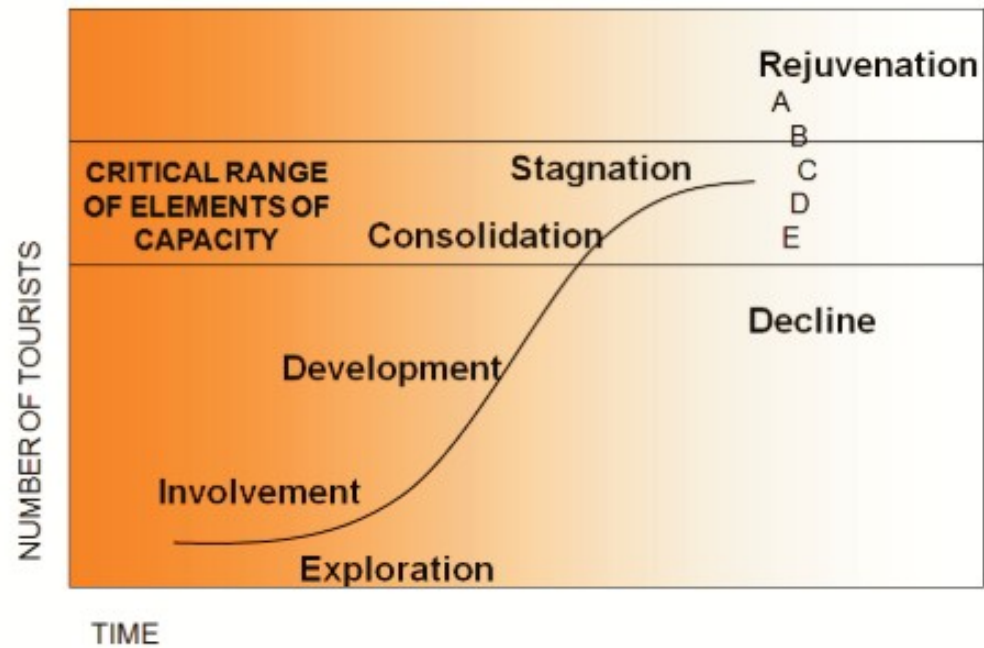
First Venice and Barcelona: now anti-tourism marches spread across Europe

Demos in San Sebastián and crackdowns in Rome and Dubrovnik as locals vent frustration at city-breakers and cruise ships



📷 Cruise ship visitors on the streets of Dubrovnik, where cameras now monitor the numbers of people in the old town. Photograph: muckylucky/Guardian Witness

With the continent sweltering under a heatwave nicknamed Lucifer, tempers have been boiling over, too, as a wave of anti-tourism protests take place in some of Europe's most popular destinations. Yet, as "tourism-phobia" becomes a feature of the summer, the World Tourism Organisation (UNWTO) has defended the sector, calling on local authorities to do more to manage growth in a sustainable manner.





Authenticity of Cultural Heritage





Authenticity of Cultural Heritage

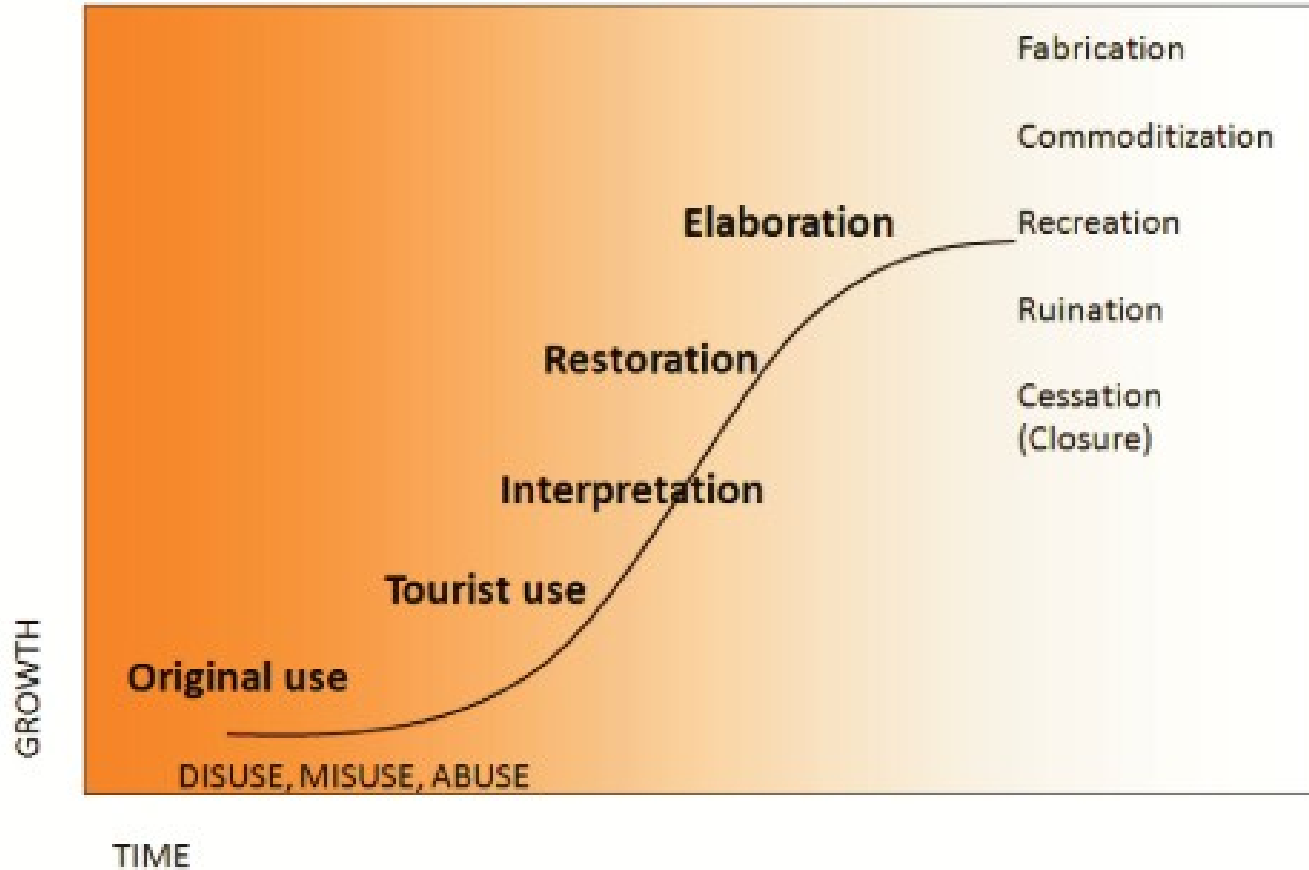




Authenticity of Cultural Heritage



Authenticity* of Cultural Heritage



* Oxford Dictionary: **the quality of being true or what somebody claims it is**

Authenticity* of Cultural Heritage

is subject to a change and potential revitalization process which consists of five stages:

- (1) the primordial state;
- (2) increasing involvement;
- (3) situational adaptations;
- (4) revitalization;
- (5) management for change, conservation or decline.

Tourism can help or destroy

Need **Awareness** and **Policies**