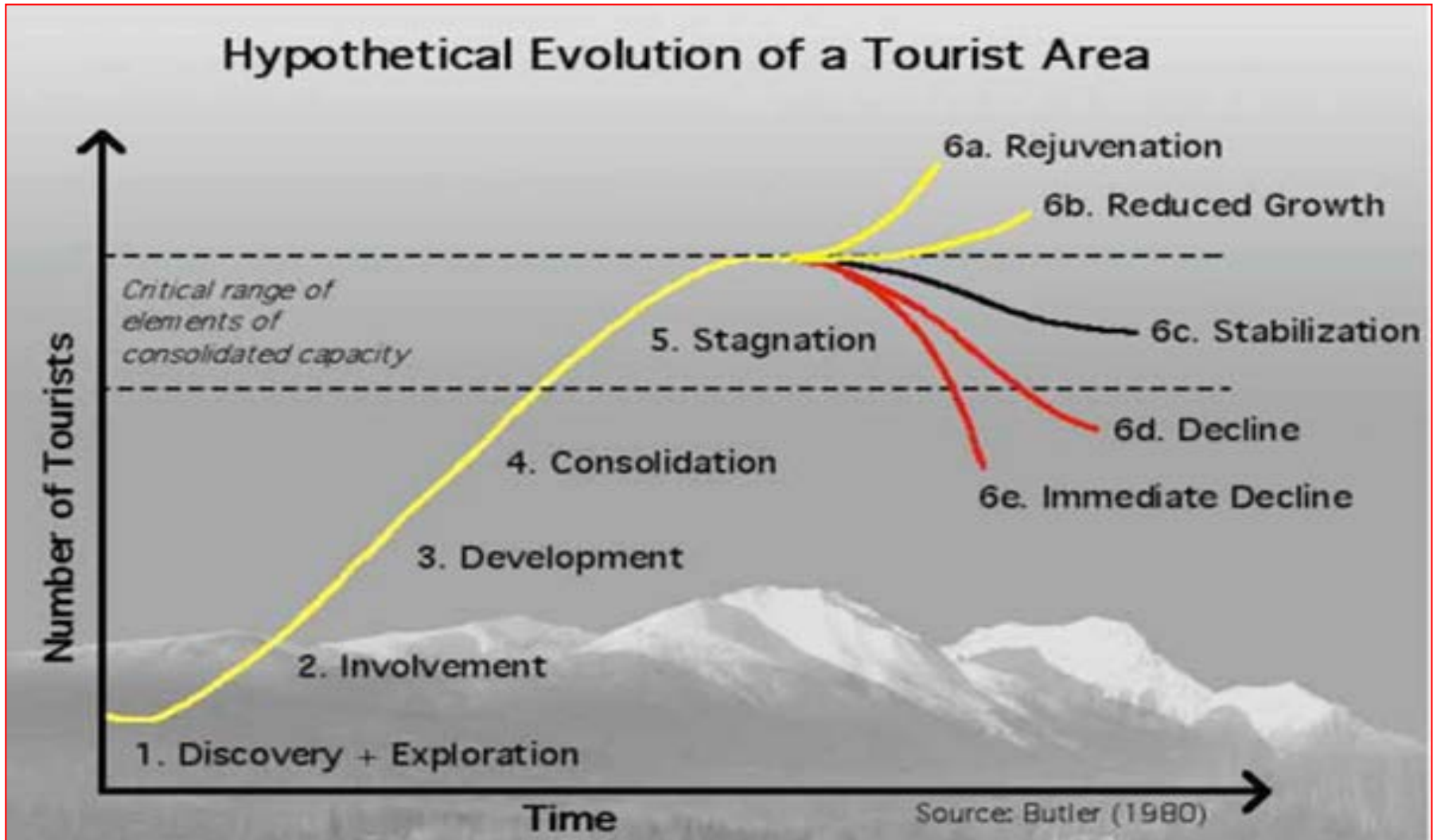


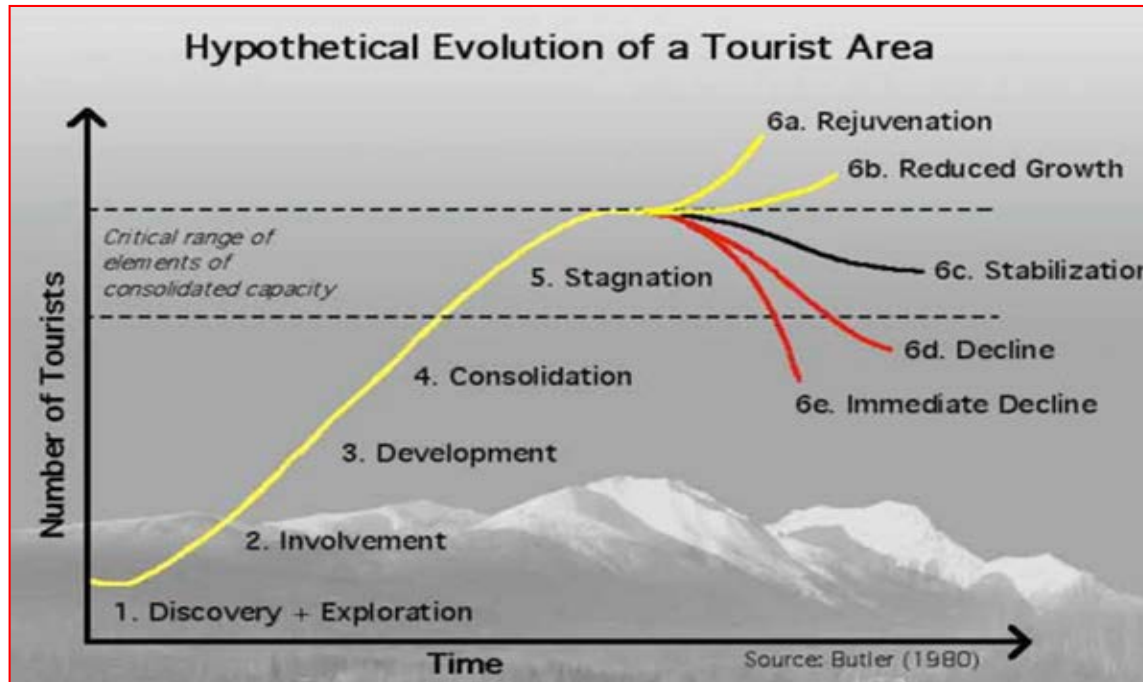


The Tourism Area Life Cycle Model: Where is your community at?

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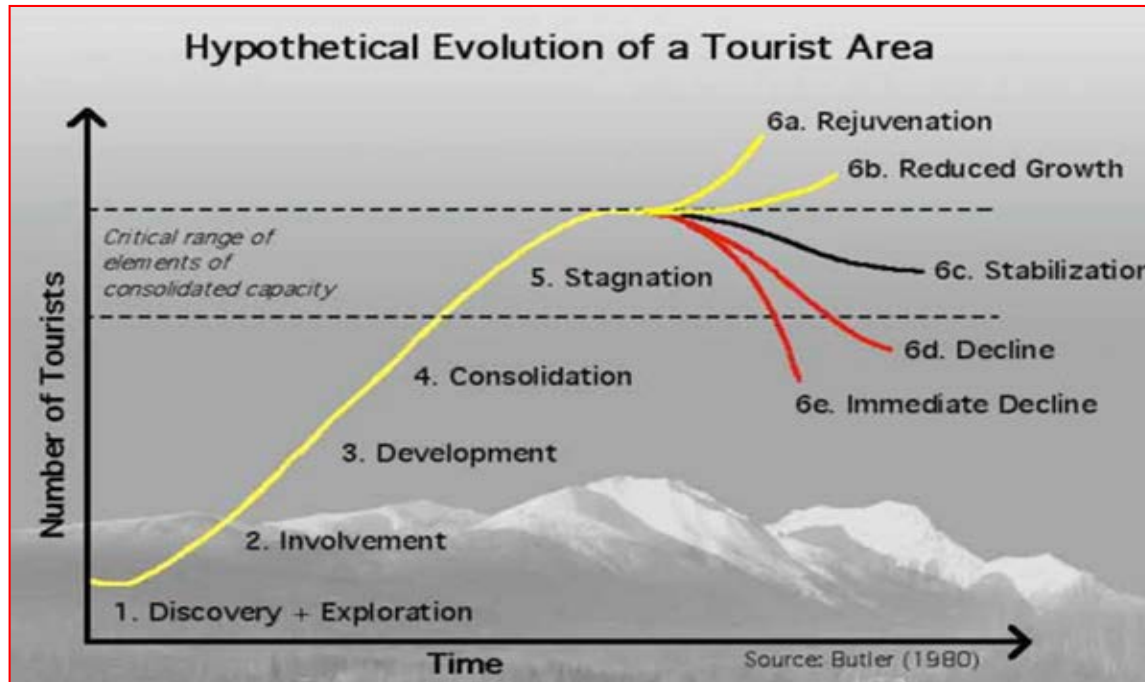






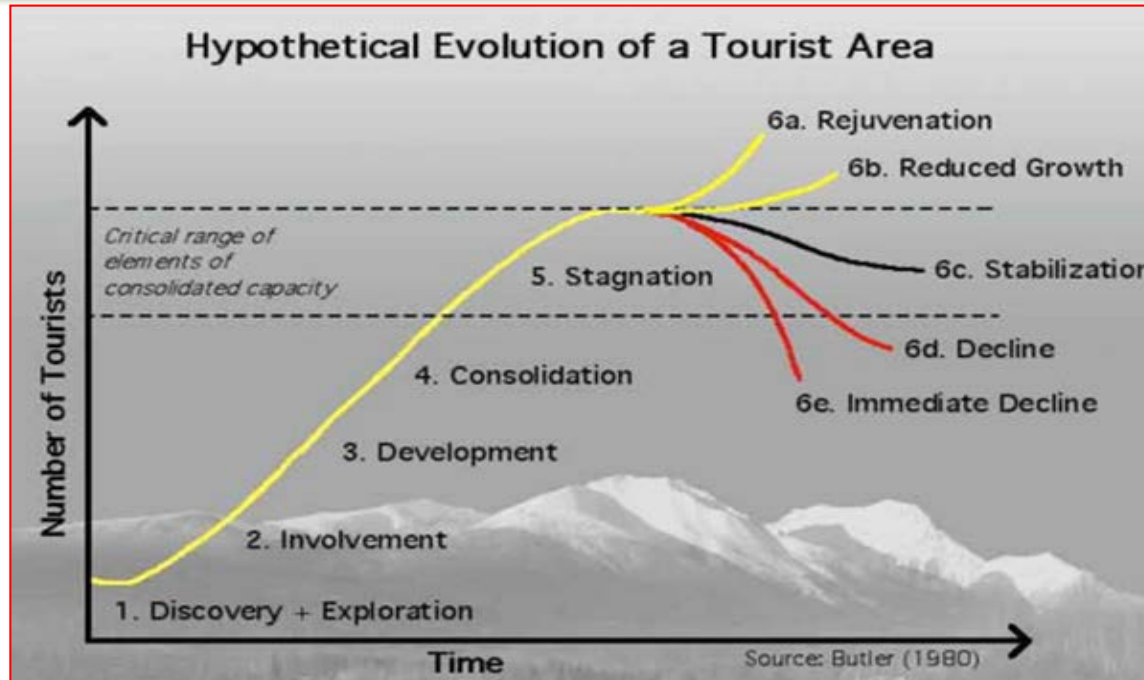
Exploration:

- Small tourist numbers making individual arrangements, no tourist facilities
- Irregular visitor patterns, high contact with locals
- Physical and social fabric of the area is unchanged by tourism
- Arrival/departures of little significance to local economics and social life



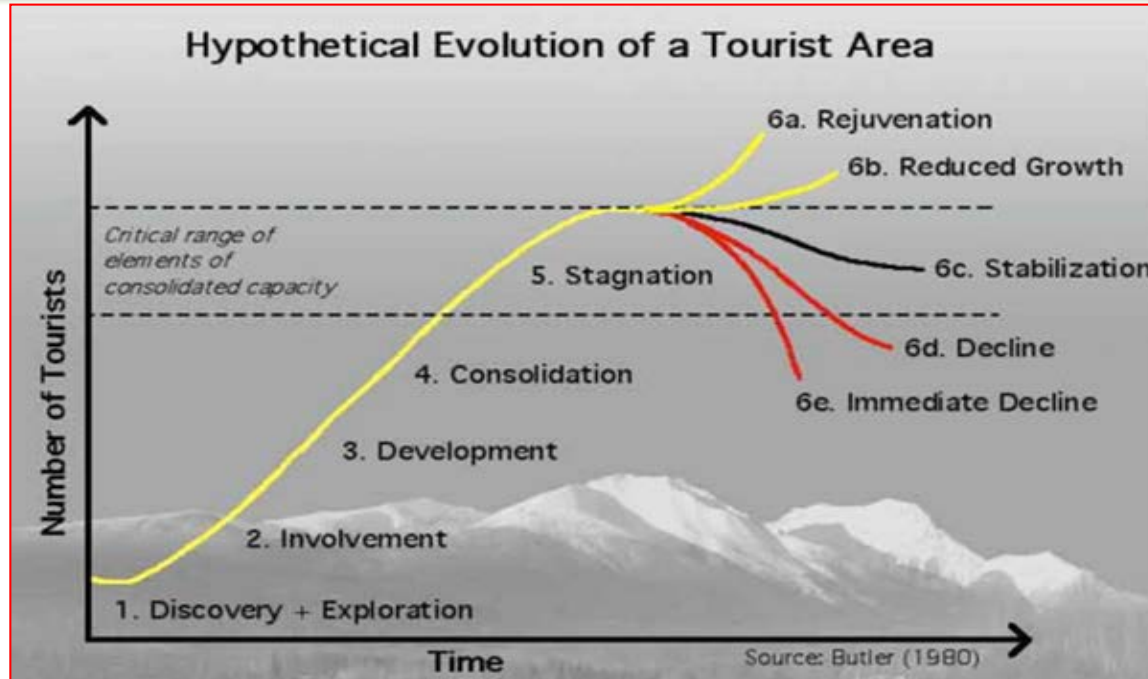
Involvement:

- A tourist season can be expected to emerge
- Increase in number of visitors, still high levels of contact with locals
- Some locals provide facilities, services for visitors
- Social patterns change for residents involved with tourism
- Pressure put on government and public sector to provide for visitors



Development:

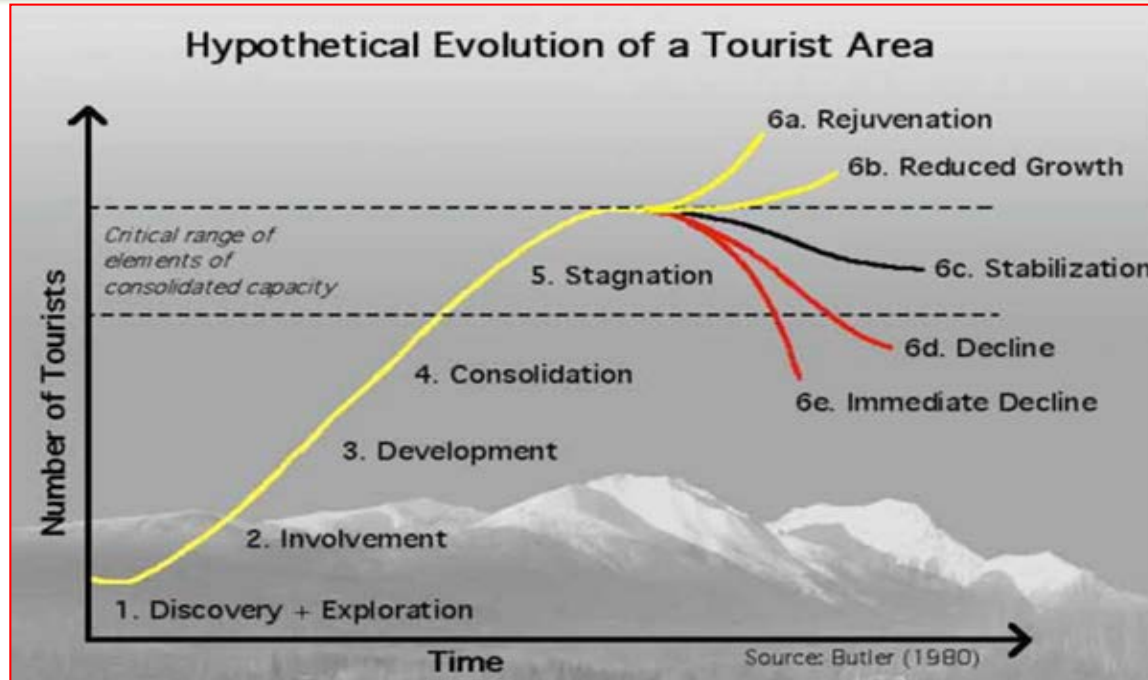
- Well defined tourist market area, heavy advertising
- Decline in local involvement and control of development
- Local facilities replaced by larger by external orgs, investors...
- Changes will be noticeable and not approved by locals.
- Number of tourists may equal/exceed local permanent population
- Imported labor, wider tourism market reached...



Consolidation:

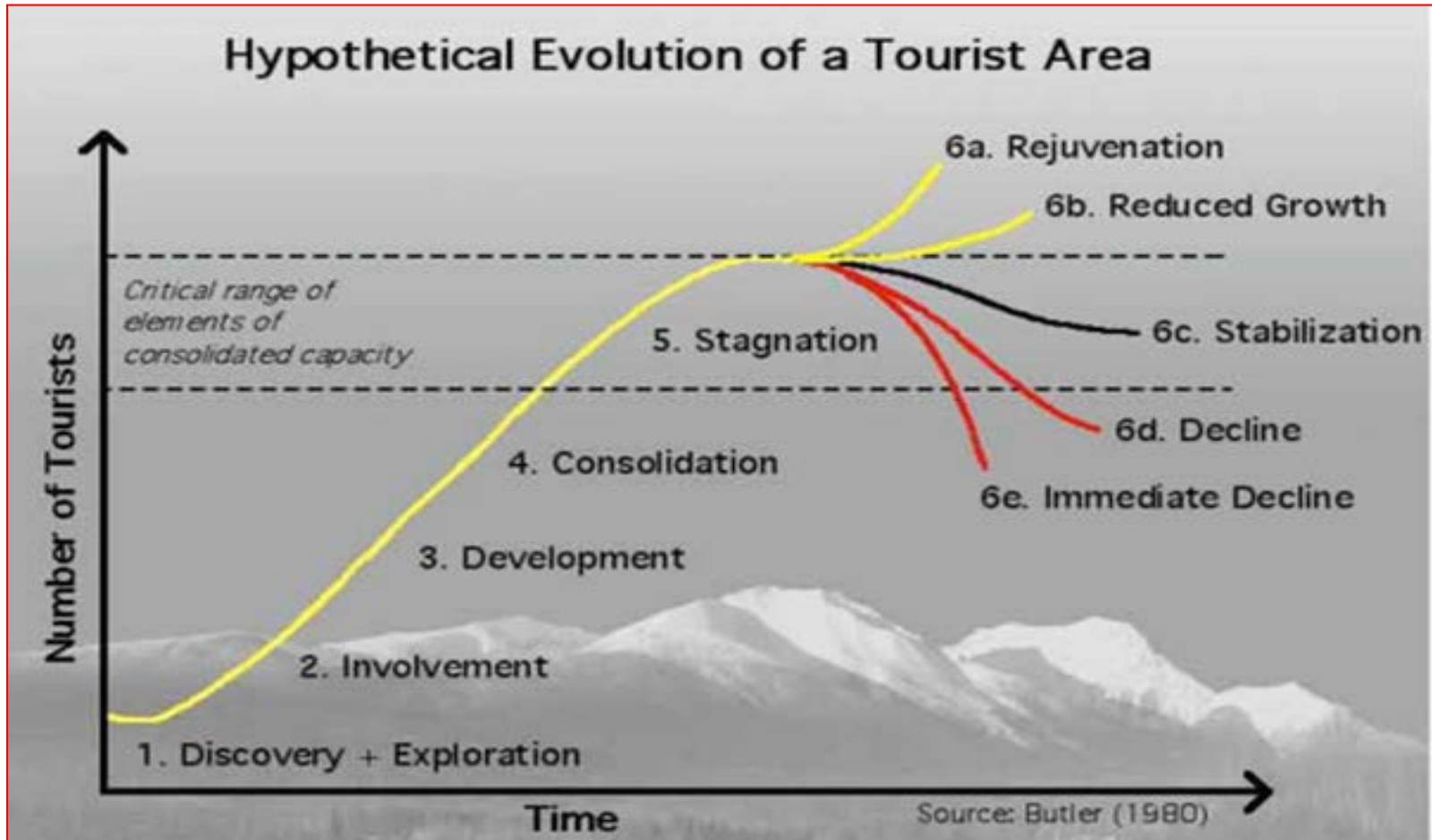
- Rate of increase in numbers will decline, but total numbers will still increase
- Total visitor numbers exceed number of residents (during seasons)
- Major part of the economy will be based in tourism (dependency)
- Large emphasis on marketing and advertising, but less development
- Well-defined tourism season(s)





Stagnation:

- Peak numbers and capacity levels will have been reached
 - = ecology, social, and economic problems
- Heavy reliance on repeat visitors (i.e. festivals, conventions, etc.)
- Surplus bed capacity will be available.
- Strenuous efforts needed to maintain levels of visitation,
- Well-established image, but perhaps no longer fashionable/attractive



Decline Stage

- Used for weekend/day trips
- Can't compete
- High property turnover
- Market price declines
- Tourist facilities replaced
 - Hotel -> Retirement home
- Local involvement increases
 - Employees/Residents are able to purchase

Rejuvenation Stage

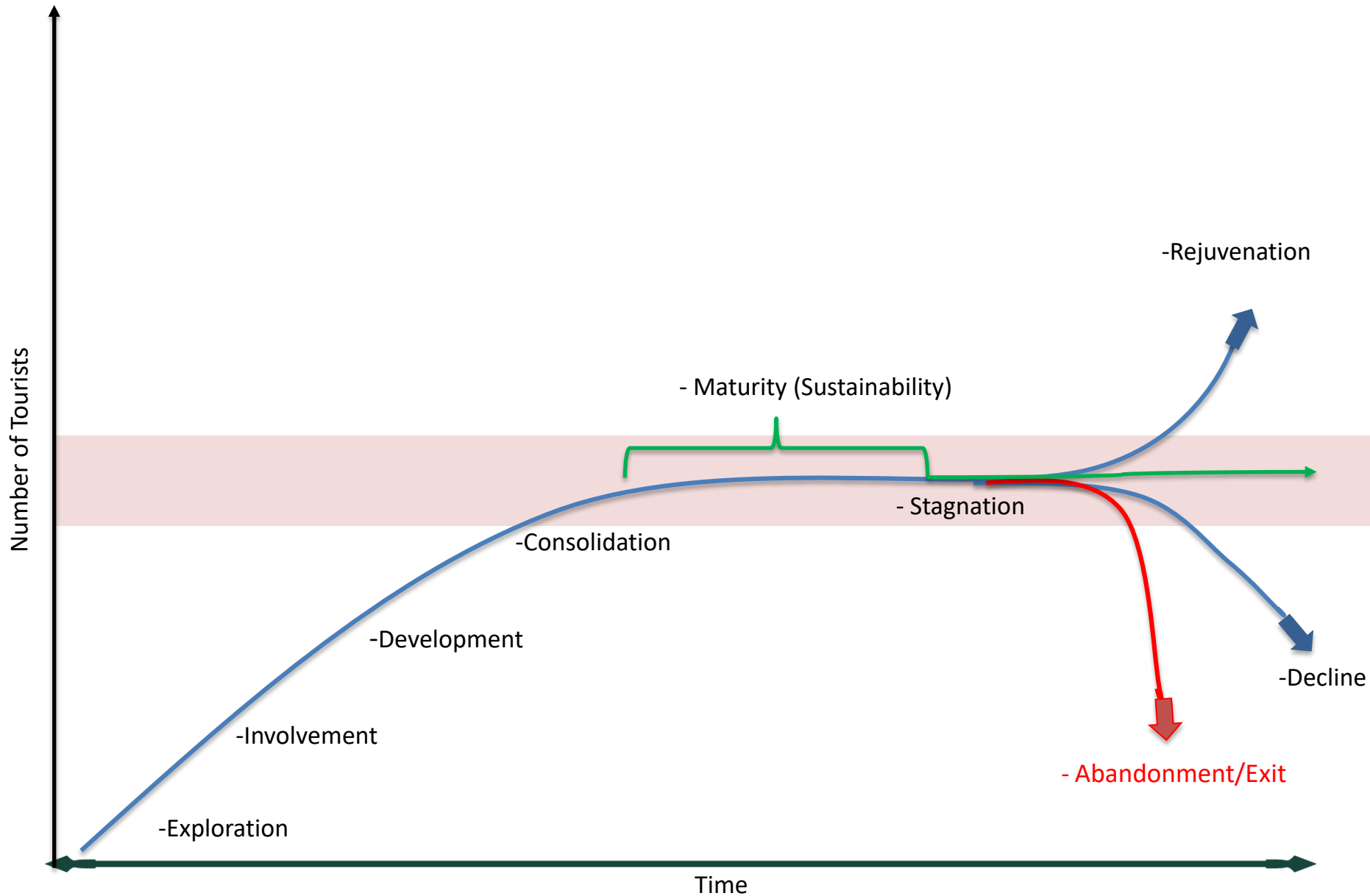
- Public/Private partnerships usually necessary
- Requires a complete makeover to existing assets
- Change to entire original tourism attractions
- Artificial environments may develop
- Rare to see fully implemented

Considerations:

- *TALC originally for resorts*
- *Applied in USA and International Destinations*

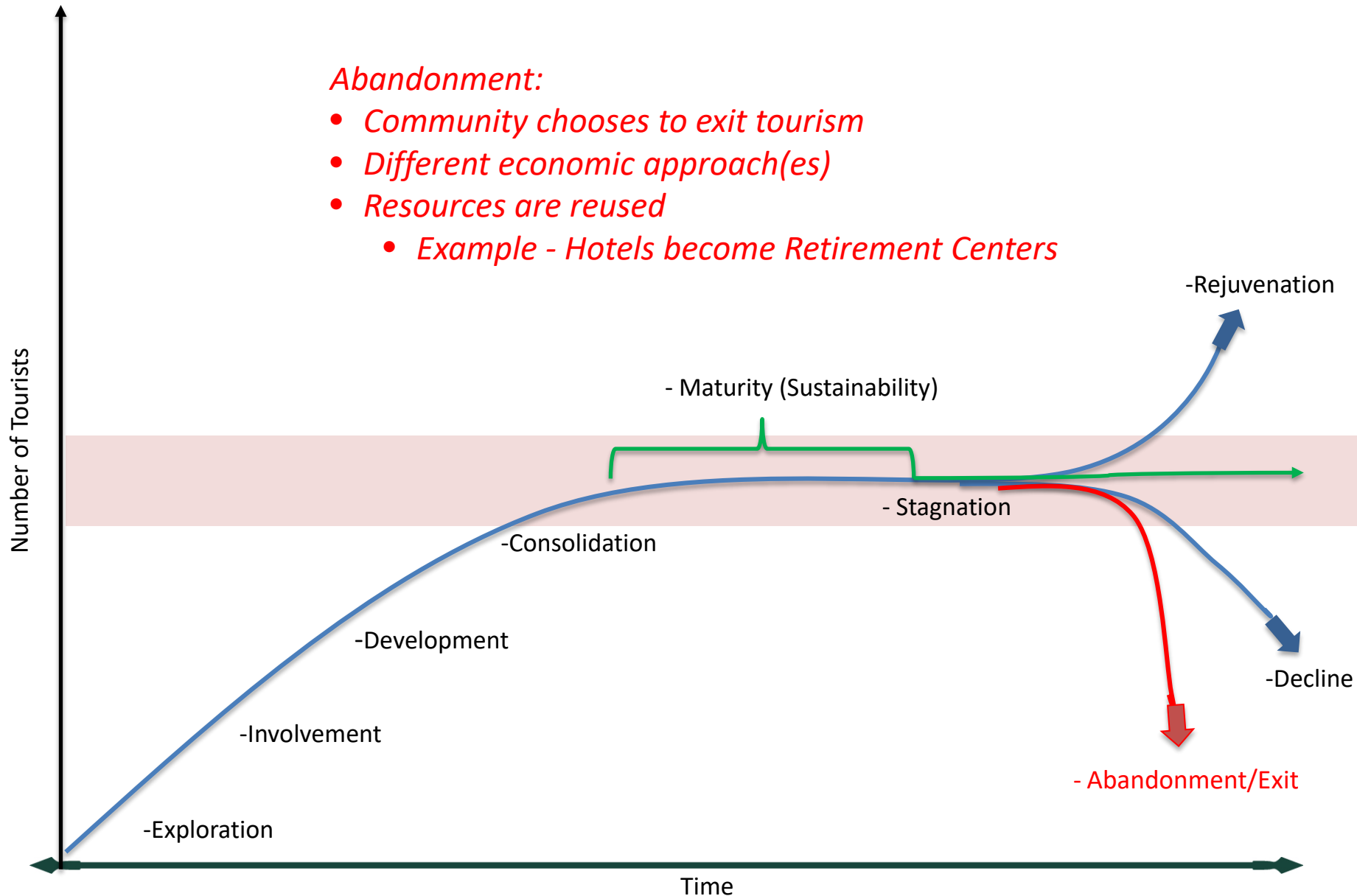
- TALC modified over time
 - *New/additional stages added*

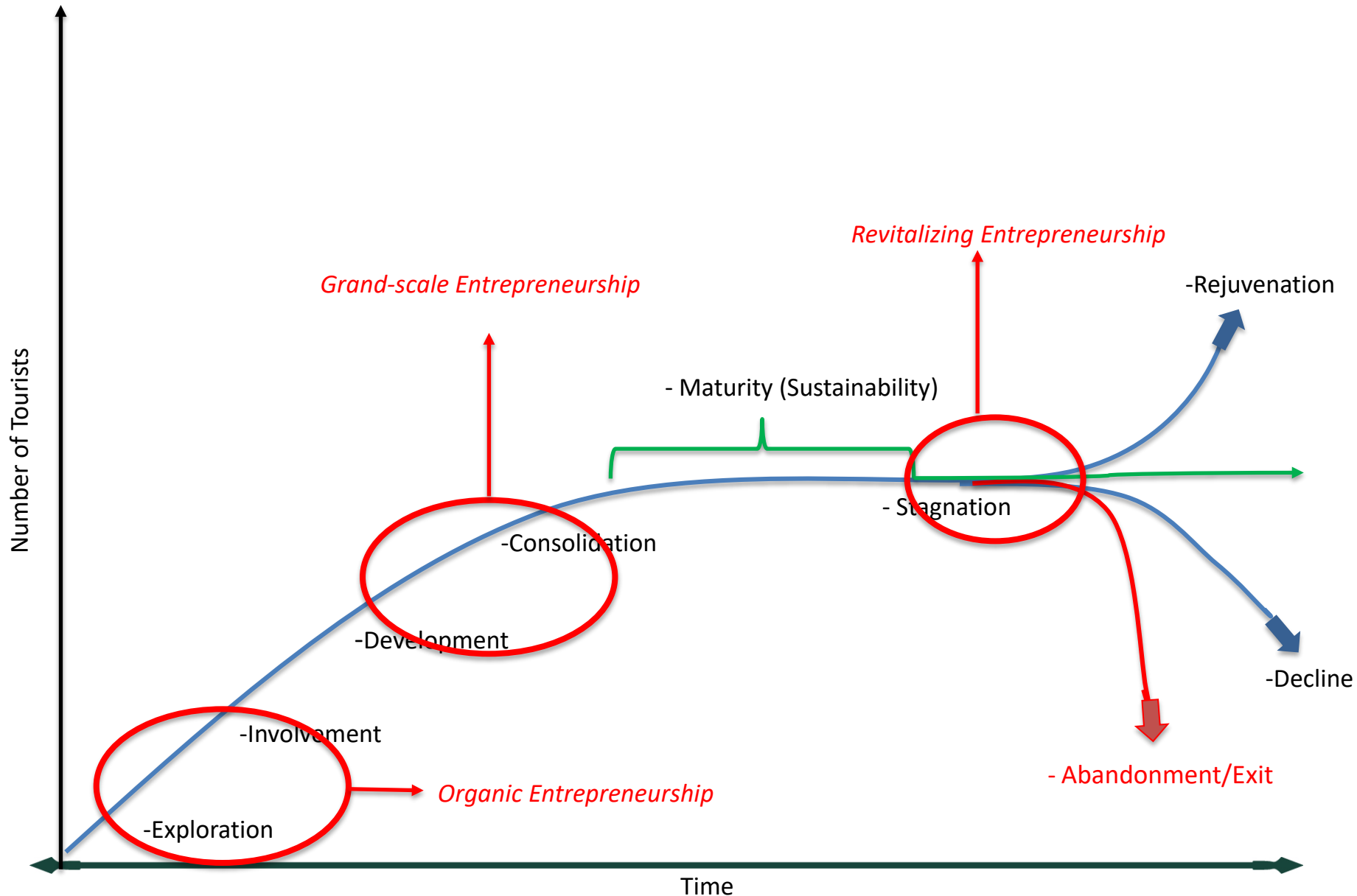
 - *Triggers, Chaos...*
 - *Natural Disasters, Politics, Economies, etc.*
 - *Lead to Innovation and Entrepreneurship*



Abandonment:

- *Community chooses to exit tourism*
- *Different economic approach(es)*
- *Resources are reused*
 - *Example - Hotels become Retirement Centers*





More Considerations:

- No definite timeline
- Not all destinations experience change at same time
- No smooth transitions between stages
- TALC illustrates what would happen if destinations were developing uncontrollably
- TALC can be used for planning

Implications:

- Assumptions that tourist areas will remain attractive appears to be implicit in planning.
- Resources are finite, not infinite...Destinations are too!
- Anticipated life spans are rarely referred to
 - ...increasing visitor numbers are taken for granted.
- To be a truly sustainable, timeless attraction and withstand tourism pressures, visitor preferences would have to remain constant over time.



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