

## UNLOCKING THE POTENTIAL OF THE TOURISM AREA LIFE CYCLE: A COMPREHENSIVE REVIEW OF ITS DYNAMICS, CHALLENGES, AND FUTURE IMPLICATIONS

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### **Abstract:**

In this in-depth theoretical review of the literature relating to the TALC model, the first purpose is to identify its fundamental ideas and motivations, followed by the most controversial aspects of the model. Then, to study the model and its characteristics in various tourism areas with specific and practical cases, and to explore the factors and mechanisms that facilitate the evolution of tourism areas as well as the countermeasures to sustain the model and its usefulness for certain tourism areas. At last, in light of the emerging tendencies in the field of contemporary tourism research along with the changes in future tourism development research, the primary focus of future research in the field of the TALC model will be discussed toward the sustainability of development in various tourism areas at each stage, and the decline mechanisms and renovation policies of tourism areas, and the repositioning of tourism development.

**Keywords:** Tourism Area Life Cycle Model; Tourism Area Evolution; Tourism Development; Tourism Sustainability; Tourism Management.

### **1. INTRODUCTION**

The TALC model, an acronym for the Tourism Area Life Cycle, is a fundamental schematic diagram that describes the dynamic evolution of tourism area systems. It is not only an important part of the tourism academic community, but it is also an effective tool that guides the practice of sustainable development of tourism areas. The TALC model originated in western academia, and the systematic TALC model was first published in 1980 by Richard W. Butler, a geographer and a professor of tourism. And it has aroused the interest of tourism scholars from all over the world, and the research enthusiasm continues to the present day. As

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of 2020, Google advanced searches show that the TALC model has been cited more than 6,000 times.

Many popular tourism areas in Europe have experienced varying degrees of decline since the turn of the 21st century. As a result, the administration has started to pay attention to the dynamic evolution of tourism areas and has encouraged scholars to investigate the TALC model in greater depth. In recent years, some well-known tourist locations in North America, such as Atlantic City, have begun to stagnate or even seriously decline, as the patterns of their tourism development match the model very accurately. The TALC model has gradually become a classic theoretical model, and it has been integrated into tourism geography textbooks in numerous countries. Additionally, it has become an essential basis and reference for the administration of many tourism areas (Butler, 1980).

The purpose of this study is to analyze and evaluate the recent developments and future directions of TALC research, from its origins through its potential and practical applications, and finally to its limitations. The primary goal is to provide a comprehensive evaluation of the TALC model and its applicability to the field of tourist research by conducting a comprehensive assessment of the theoretical literature on the topic. In this article, the TALC model's overarching concepts and motives will be analyzed, as well as the aspects and mechanisms that promote the development of tourism areas. Despite the TALC model's widespread adoption and universal acclaim, many questions and concerns remain about its relevance and effectiveness across several contexts. By analyzing the methodology used to develop Butler's TALC model, this research will contribute to the current body of knowledge in the field of tourism studies.

## **2. THE ORIGIN OF THE IDEA OF THE TALC MODEL**

The earliest recognition of the dynamic evolution of tourism areas dates back to the late 19th century. When Godkin published an article in *The Nation* entitled *The Evolution of the Summer Resort*, he depicted a "tragedy of area development" (Butler, 2019), which begins as tourists continue to arrive, inhabitants then start to improve their ability to provide better hospitality, which leads to a rapid rise in tourism expenses, and inevitably, low-income people would gradually lose their ability to rent, and multiple issues would emerge accordingly. This article caused a heated debate at the time and attracted more scholars to pay extra attention to the dynamic changes in tourism areas (Butler, 2019).

The following half-century resulted in the emergence of descriptive studies of specific tourism areas, among which Gilbert was the first to explore the general laws of tourism development, despite the fact that his research was only applicable to England. Nevertheless, this investigation was indeed the origin of the exploration of the general laws of tourism evolution (Gilbert, 1939).

After World War II, the evolution of tourism has progressively become a popular topic of research in Western academia. The academic backgrounds of researchers focusing on this topic primarily come from the field of geography, while others come from sociology, governance, psychology, and other fields. Notable researchers who have contributed to this field include Christaller, Plog, and Noronha. Christaller provides a vivid description of the traditional process of tourism development, which goes as follows: painters discover an unknown area; then poets, photographers, and cinematographers follow; the area becomes "fashionable" (Christaller, 1964) and recognizable to the outside world; local inhabitants then begin to make a profit by

providing simple facilities for travelers to stay; and the investment in accommodations eventually becomes a hospitality business. The influx of tourists brought in additional financial resources, which tourism agencies used to expand their portfolio of travel-related offerings. At this point in the progression of the area, the place was abandoned by the initial group of explorers, then the public grew tired of the place, while elsewhere, the cycle of discovery by "forgotten" - pioneers - followers - mass - abandonment - "forgotten" (Christaller, 1964) had begun. Christaller's discovery-development-decline model is a recognized blueprint for the study of the TALC model, despite the fact that it is based on a generalization of the development patterns of tourist locations in Europe, particularly in the Mediterranean area (Butler, 1980). The research conducted by Plog (1972) provides an in-depth analysis, from a psychological point of view, of the distinctive personality traits of tourists attracted to different periods of tourism development. Later on, Noronha (1976) suggested a strategy for the development of tourism that consisted of three stages: the first stage was the discovery phase; the second stage was a phase of local response and active engagement; and the third stage was a phase of regularization and “institutionalization” (Noronha, 1976).

### **3. KEY ELEMENTS AND IMPLICATIONS OF THE TALC MODEL**

Butler was the first researcher to introduce the phrase "tourism area life cycle" (Butler, 1980) and formally propose the TALC model in 1980, inspired by the famous product life cycle theory in marketing and the life cycle theory in biology. The development of tourism was modeled as an "S" shaped curve, and the article used the fluctuation in the number of tourists as the primary indicator for its analysis. There are six stages that form the evolution of a tourist location. These stages, according to Butler, are namely “exploration, involvement, development, consolidation, stagnation, decline, or rejuvenation” (Butler, 1980). The elements of the tourism system, such as tourist demand, the number of tourism products supplied, the content of tourism products, the community of the host area, foreign capital, and the socio-economic situation, are subject to consistent change throughout the various stages of tourism development. This is because the development of tourism is directly correlated with the evolution of the tourist industry (Butler, 1980).

Butler's TALC model can be highlighted in four main aspects: first, the spatial and temporal changes of tourism areas, including the temporal "S" shape changes of tourist arrivals and the diffusion of tourism elements from the center to the parameter; second, the evolutionary trajectory of tourism areas is characterized by six stages of change; third, the fundamental factors that have an influence on the development of tourism areas; and fourth, the direction of area evolution, that is, tourism development, is inevitably followed by a decline in attractiveness. Rejuvenating and extending the life cycle are also options that may be implemented by governance, but once the threshold for carrying capacity has been exceeded due to the intensification of the tourism industry, the decline is inevitable.

The formulation of the TALC model marks the latest advancement in the study of the evolution of tourism areas over a certain amount of time. In the discipline of tourist planning and administration, the "S" evolutionary navigation graph is frequently used due to its simplicity and adaptability (Singh, 2011).

#### **4. MAJOR CONTROVERSIES OVER THE TALC MODEL**

The TALC model is universally acknowledged and has earned Butler major academic accolades, but it has also triggered intense controversy and criticism. A review of the scientific literature suggests that the controversies mostly center on divergent interpretations of the theoretical foundations, the identification of evolutionary stages, and the methodologies for identifying stages and transitional junctions.

##### **4.1. The controversy over the fundamental principles**

One of the main points of disagreement and criticism about the TALC model is its theoretical framework. For instance, Ritchie and Crouch (2000) suggest that although tourism areas are inanimate, their development process is gradual and they must adapt themselves to survive in a competitive environment; therefore, they are analogous to Darwin's theory of evolution. Others believe that Darwin's theory of evolution emphasizes natural selection but the development of tourism areas is the result of market research, which is less consistent with the theory of evolution and more relevant with the genetic qualities proposed by Jean-Baptiste Lamarck, the founder of the theory of biological evolution, in which organisms constantly mutate, and some of these mutations generate competitive advantages (Ritchie & Crouch, 2000). The subject of tourism development has the will and desire to evolve while being selected or eliminated depending on its external circumstances, and these traits are highly compatible with the rules of cultural and technological evolution.

In addition to early controversies about the model's validity, the long-running discussion over the fundamental notion focuses on whether to refer to it as "the life cycle of tourism areas" or "the life cycle of tourism products." The following three arguments are the most compelling for academics who support the concept of "tourism products": (1) In terms of origin, the TALC model may be linked back to the product life cycle, and it is best understood as an application of the product life cycle to the field of tourism research; (2) In terms of types, tourism products can be divided into tourism areas, tourism itineraries, and tourism festivals and events, etc. The so-called TALC should thus be a branch or subtype of the tourism area product life cycle; (3) In terms of operational efficiency, western researchers such as Butler himself used the term "tourism area" (Butler, 1980) instead of a broader sense of "tourism product." There are three primary points of evidence that support the "life cycle of tourism places" concept that has been proposed by academics. (1) Tourism areas, destinations, resorts, or tourist attractions are the subjects of research that is conducted using this model. Researchers, such as Butler, have always referred to the life cycle of tourism areas in their research, and Singh even argued that the expression "tourism area" is not appropriate, and that tourism areas include tourism destinations and tourism "satellite" destinations, meaning "excursionists, who are part of the tourism phenomenon, but are not tourists, going by the definition of a minimum overnight stay" (Singh, 2011) at a foreign destination; (2) the contribution of geographers, such as Christaller, Butler, and other researchers, who have adopted TALC as an essential model of tourist geography, cannot be disregarded during the process of the conception, development, and promotion of the model; (3) the TALC model investigates the evolution of a sophisticated system consisting of local environmental, social, and economic variables, which are not typically included in tourism products, and it may be an oversimplification to determine the life cycle of tourism products solely based on the change of tourist arrivals. There is a neutral opinion that both concepts are acceptable because the life cycles of tourism areas and tourism products are closely related. There is no need to make a strict distinction because the difference

is insignificant, and leading academics nowadays are willing to apply the TALC model to the analysis of tourism product development without creating confusion (Butler, 2006).

## **4.2. Controversy over the division of stages of evolutionary processes**

There have been different opinions in the tourism academia about the evolution of tourism areas. Generally speaking, there are three aspects: the debate on the division of stages, the existence and determination of the transitioning point, and the relationship between the decline and the carrying capacity of tourism areas.

### **4.2.1. The controversy over how to divide the different stages**

The earliest stage-division method is the three-stage theory. Christaller believes tourism areas primarily go through the three stages of discovery, development, and decline, and Plog and others classify the development of tourism areas into three stages based on the differences in the characteristics of tourists received (Butler, 1980). Afterward, influenced by the product life cycle theory, many scholars divided the development of tourism revenue into four stages: exploration, growth, development, and decline. But the most classic is the six-stage division, where leading scholars such as Butler demonstrate that the development of tourism will experience exploration, involvement, development, consolidation, stagnation, decline, or rejuvenation, depending on changes in the number of tourists. This is the most prominent and extensively utilized scientific research and practical guidance source currently accessible. After Butler's TALC model was developed, various academics discovered that the evolutionary stages of certain tourism areas were not compatible with the TALC model, so the various stages of TALC have been adjusted and integrated into the four-stage and five-stage models. In addition, the seven-stage and eight-stage (Butler, 2006; Oreja Rodríguez et al., 2008) methods were adopted, which included the "post-stagnation stage" (Priestley & Mundet, 1998) or "redirection stage" (Agarwal, 2002) following the stagnation stage. And following the decline stage, there should be an "exit stage" (Baum, 1998), which is now known as the transition stage.

After examining the many arguments against the classification of various stages, it is determined that the existence of the so-called decline stage and the validity of the tourist development paradox are the most contested questions among researchers. Some researchers claim that the decline hypothesis is invalid because political and managerial intervention can prevent the saturation of capacity and the loss of attractiveness. Studies by Strapp (1988) and Getz (1992) indicate that the performance of some tourism areas can be maintained in a developed condition for an extended period of time, along with the features of the development, consolidation, rejuvenation, and decline stages. Numerous researchers have emphasized that areas with substantial worldwide impact cannot decline, and the presence of such enduring tourism areas is the strongest rebuttal of such a decline hypothesis. Nevertheless, following the widespread fatigue of the tourism industry in Europe, North America, and Asia, the reality of the existence of the decline stage was perceived, and the early warning importance of the theory was eventually acknowledged (Butler, 2006). It is true that high-quality tourism areas can counteract the effects of the decline mechanism for a period of time, but such longevity is only relative in time, and in reality, this so-called counteracting decline only serves to maintain the development and consolidation stages for a relatively longer period of time.

There is no doubt in the stage model that the specific evolution of a tourism area varies due to internal and external factors of the development environment. As evidenced by Choy's research in 1992 on the tourism development of the Pacific island destinations, the tourism development paths of the islands are diverse but evolve in a predetermined direction. When designing plans for the development of tourism areas, tourism planners and decision-makers may greatly benefit from the stage evolution in the TALC model.

#### ***4.2.2. The existence and determination of stages and transitioning points***

The primary accomplishment of the TALC model is to provide a good overview of the evolutionary process of tourism areas, although the questions of when each stage of transition occurs and whether there is a transitioning point remain unanswered. Some researchers argue that identifying each stage and its transitioning point is vital for the practical importance of the TALC model. Due to the overlap of characteristics among stages and the uncertainty of the transition between stages, researchers have long pondered the problems of when the transitioning point occurs and how to pinpoint the precise moment of the transitioning point. There are two shortcomings in Butler's methodology: first, the transitioning point can only be determined qualitatively, not quantitatively; second, the collection of tourist data may inhibit the development of tourism areas; it is impossible to estimate the number of tourists at some tourist destinations. However, some researchers, such as Johnston, have suggested that insisting on a transitioning point in the evolution of tourism areas is "mechanistic" (Johnston, 2001). As a matter of fact, the stage transition of tourism areas is more likely to be a blurred transition, similar to the evolution of organisms, and there is not necessarily a distinct transitioning point, as it is impossible to pinpoint the exact moment when the stage transition of a particular individual's life occurs. Consequently, determining the point of stage transition in tourism areas is not exactly important.

#### **4.3. The relationship between the carrying capacity of tourism areas and their decline**

Tourism area carrying capacity is an important subject in tourism research, but it has not been a hot topic in further TALC studies, mostly because researchers have concentrated more on S-shaped temporal transitions in TALC models. Butler did not carry out comprehensive research on the carrying capacity of tourism areas, nor did he underline the correlation between TALC and carrying capacity in his findings (Butler, 1996; Saarinen, 2006). Due to the complicated composition of the carrying capacity mechanism, the difficulty of measurement, and the changeability of the concept, many researchers believe that the evolution of tourism areas exceeding the carrying capacity threshold will not necessarily lead to a decline.

Numerous researchers claim that the decline in many tourism areas is triggered by the emergence of new tourism areas, which draw tourists from the original tourism areas, or by external factors such as the change in inbound tourism and the drop in tourism consumption capacity. The carrying capacity of tourism areas can be avoided from being exceeded by means of deliberate governance. Therefore, breaking the carrying capacity threshold is not the only cause of the decline of tourism areas (Butler, 2006).

### **5. KEY ASPECTS OF RESEARCH RELATED TO THE TALC MODEL**

Since the introduction of the TALC model, researchers have applied it to a variety of scales, types, and contexts of tourism to test it in practice, and from a multidisciplinary perspective,

they have proposed specific critiques, additions, adjustments, and redefinitions that have enriched and improved the TALC model system. Even though the significance and limitations of TALC have been extensively studied by researchers, Butler (2006) subsequently emphasized that TALC still requires ongoing academic testing and multi-perspective investigation to properly assess its theoretical and practical relevance in new development situations.

### **5.1. Studies on tourism area cases or governance practices**

TALC has been applied to a variety of spatial scales of tourism areas, ranging from single tourist attractions to scales such as counties, municipalities, regions, and territories. The largest proportion is the application of TALC to various types of tourism areas, including islands, coastlines, mountains, valleys, natural and man-made tourism resources, and many more. Before the 21st century, studies focused primarily on applying TALC to tourism areas or analyzing the current status of tourism areas based on TALC, whereas after the 21st century, TALC is pretty much exclusively used as the fundamental approach to study the sustainable development and governance measures of tourism areas.

In recent years, it has been revealed that the resource characteristics of tourism areas are essential factors in the evolutionary pattern and stage length of these areas. Generally speaking, those tourism areas with greater attractiveness, stronger uniqueness, larger spatial scales, and more tourist products and itineraries to offer have a longer consolidation stage, and their later stages of development are often characterized by the coexistence of multiple characteristics of development, consolidation, and stagnation; Nevertheless, tourism areas, including subterranean caverns or entertainment venues, have a relatively short life cycle and are vulnerable to decline due to their smaller scales, limited tourist products, and easy imitation (Butler, 2006; Caldicott & Scherrer, 2013; Garay & Cànoves, 2011). Geographers concentrate on the spatial changes of various components in tourism areas at various stages of development (Butler, 2006; Garcia-Ayllon, 2016; Tang & Jang, 2010), and it is considered that these elements engage in a process of “agglomeration” (Cole, 2012) and diffusion. Especially during the middle and late stages of evolution, tourist elements spread from the center to the perimeter, creating emerging “sub-communities” (Butler, 1980, 2006; Cole, 2012).

### **5.2. Studies on the factors influencing the evolution of tourism areas and the mechanisms of their actions**

The TALC model is an effective framework for directing and organizing the growth of tourism areas, and it attempts to investigate the causes and dynamics influencing the evolution of tourism areas. Consequently, the leading issues in the field of the TALC model study are the influencing causes and processes of each stage of tourism area evolution under various contexts and circumstances (Butler, 2006).

As an open and complex territorial structure, the variables that drive the growth of tourism areas at each stage are in constant change, and therefore the composition of the influencing variables is extremely complicated (Russo, 2002; Butler, 2009). According to previous research, the variables impacting the evolution of tourism areas may be broken down into four key categories: macro-environmental forces, demand factors, competitive circumstances, and the portfolio of tourism conditions. The macro-environmental forces consist of social and economic growth, the natural environment, the political and legal context, and technological circumstances; demand factors include the overall situation and changes in market demands;

similar tourist sites, alternative tourist destinations, and prospective tourism resources are examples of competitors; a tourism area's portfolio is a collection of historical, economic, and social factors, the capacity, location, and infrastructure of the tourism areas, the quality of tourism resources, local government, inhabitants, and the involvement of investors (Butler, 1980 & 2006; Pratt, 2011; Kozak & Martin, 2012). Different influences are demonstrated by the aforementioned variables on the direction and longevity of tourism area development. Occasionally, a single factor can have a decisive effect; for instance, Debbage's study found that “oligopoly” capital has a significant impact on tourism development in Paradise Island, Bahamas (Debbage, 1990), and Moore and Whitehall (2005) found that changes in government policy can have a significant impact on tourism area development. Therefore, tourism area evolution is characterized by a variety of differences and uncertainties.

Tourism area evolution mechanisms are a tough subject in TALC research. Given that the evolution of tourism areas is both foreseeable and spontaneous, how can evolutionary mechanisms influence the growth of tourism areas? This challenge is more difficult to detect and address, and the changes in evolutionary mechanisms between stages of evolution make it more complex to investigate. According to researchers, the three steps from the supply side to the demand side and then to the conflict between supply and demand are the primary drivers behind the evolution. In the exploration and involvement stages, demand is typically in the dominant position, but in the development and consolidation stages, with the support of capital investments, supply progressively gains the overwhelming advantage, altering the nature of demand and driving its increase. When the stagnation stage is reached, the dynamics of supply weaken; the natural and social capacity of the tourism area restrains the excessive increase of supply; and foreign competition and internal pressure on supply change the direction of the potential demand market and decrease its size, respectively. On the other hand, evolutionary economic geography recognizes "innovation" (Hassink, 2010) as a primary motivator for the evolution of areas, and the trajectory can encourage the growth of an area in a certain direction but can also lead to the decline of its sustainability (Butler, 2006; Hassink, 2010).

To further the study of the TALC mechanism, academics generally concur that tourism areas ought to be viewed as an integrated territorial system in which tourism elements interact, reflect, support, restrict among themselves, and sometimes even evolve or transform into one another. Openness, complexity, non-linearity, and "path dependence" (Ma & Hassink, 2013) characterize the evolution of tourism areas (Kristjánsson, 2016; Cole, 2009). As the amount of literature on TALC model analysis and practical application decreases, considering the interactions, impacts, and mechanisms of each element of the tourism area system from a long-term perspective, simulating TALC and proposing sustainable development countermeasures has become an important future research direction (Butler, 2006).

## **6. FUTURE DIRECTIONS IN THE STUDY OF THE TALC MODEL**

The study of the TALC model is restricted by the circumstances of tourism development. As technology advancement has profoundly altered people's lives, many variables of tourism development now differ from those of the past, and the regulations and objectives of TALC model research will change accordingly. The current growth of evolutionary economic geography, the new cultural geography, and several others, as well as the reinterpretation of ethical theory behind development, will contribute to the progress of the TALC model study.

### **6.1. Focus on the comprehensive sustainable development of the tourism areas**

The classic TALC model highlighted the impact of tourism on local communities by addressing changes in tourist capacity and tourism revenue and by promoting long-term prosperity through governance. Currently, the viewpoint and method of local development management have shifted drastically, transitioning from the pursuit of nothing but economic growth to inclusive development with social equity and sustainable development with social, environmental, economic, and cultural harmony. Regional governance has been more concerned with the effects of tourism growth on the physical, spiritual, medical, and well-being of community members as well as the opportunities for mutual benefit between tourism development and local cultures and landscapes. As an instance, "community-based tourism" has frequently been referenced as an "alternative to mass tourism" and is considered a more sustainable, empowering, and economically beneficial strategy for the local communities (R. Dodds et al., 2018).

Changes in human cognition have had a substantial influence on the direction and content of tourism studies. Nowadays, the TALC model is regarded as the preliminary step for research that focuses on the development of elements within the tourism territorial system, such as paying attention to the types of stakeholder conflicts at various stages of evolution, differences in the social network of tourism areas, the role of government, and examining the participation of inhabitants in tourism practices and development in general (Butler, 2006). Consequently, researchers are more interested in exploring the correlation between carbon emissions, environmental changes, and economic systems at various stages of evolution, as well as studying adaptive solutions to sustainable tourism development. From such a modern viewpoint on development, the TALC model can not only conduct quantitative analysis but also offer guidance for the coordinated development of various elements within a tourism area.

### **6.2. In-depth study on the mechanism of "decline" of tourism areas and reform measures**

The conventional TALC model implies that overdevelopment of tourism areas, environmental deterioration, and the loss of attractiveness of tourism areas are the primary causes of their decline. Further examination of the TALC model reveals that multiple causes, such as external demand circumstances and the intensity of competition, can potentially lead to the decline of tourism areas.

Following in Europe's footsteps, iconic tourist attractions in North America are experiencing a downturn and are facing significant industrial rejuvenation challenges. The tourism businesses in areas such as Atlantic City and Las Vegas are slowly collapsing; the unemployed have trouble finding employment opportunities; and high-tech companies are reluctant to invest due to the unhealthy local employment environment (Butler, 1980, 2019, & 2020). How can the tourism sector make a successful transition in tourism development and social stability if tourism areas are experiencing an irreversible decline? Questions like this require further in-depth and comprehensive research on the TALC model.

### **6.3. Repositioning tourism development issues**

The traditional TALC model considers tourism attractiveness to be the most influential factor on tourism development, and the greatest difficulty of tourism management throughout the consolidation and stagnation stages is to sustain and enhance the attractiveness (Butler, 2006, 2020). Some areas have a reasonable long-term advantage due to their well-maintained

attractiveness and uniqueness. If economically undeveloped areas have such advantages, it is conceivable that tourism is meant to be a pillar of their economic growth, and they have made significant efforts to attract both private and public investment. Tourism practice demonstrates that the elasticity of demand for tourism is quite high and is quickly impacted by a variety of external circumstances; hence, tourism is a highly sensitive sector. Regardless of the degree of development of the tourism area, the tourism market is always changing. A recent study suggests that in today's rapidly developed society of science and technology, social media plays an important role in boosting and maintaining the popularity of a tourism area; not only does it collect mass data and information regarding tourists' new demands, but it also promotes and sustains the area's best-selling products (Tenkanen et al., 2017).

In contrast to demand, tourism supply is inflexible due to the sunk-cost nature of tourism investment. As a result, regional growth will be fraught with uncertainty if tourism is positioned as a leading or pillar industry. In particular, the attraction of foreign capital on favorable terms might rapidly endanger the diversity of local tourism involvement. Questions such as how to control the intensity of investment and the pace of attracting investment in the tourism industry, how to coordinate the development of the tourism industry with the local economy, and how to innovate without losing authenticity must be considered for many areas, especially the underdeveloped ones. Future research on the TALC model might be guided in new directions by these reflections on the interlinks among elements at the regional scale.

## **7. CONCLUSION**

The Tourism Area Life Cycle (TALC) model has evolved as a pillar of the tourism academic community, giving a thorough knowledge of the dynamic evolution of tourism area systems and a foundation for directing sustainable development activities. Since its introduction in 1980 by Richard W. Butler, the TALC model has been the subject of much investigation and analysis, resulting in a greater comprehension of its origins, applications, and limitations. The TALC model provides a framework for understanding the dynamic interrelationship of elements that contribute to the development and evolution of tourism areas. It is an invaluable resource for practitioners, policymakers, and scholars because it provides insights into the many stages of tourism development and the difficulties and opportunities that exist at each stage. The TALC model offers a blueprint for addressing the complexities of tourism development and the possible interactions of factors that determine its future direction. The ongoing study and evolution of the model have demonstrated the necessity for a comprehensive and sustainable tourist management strategy.

In conclusion, the research process on Butler's TALC model is evaluated, with an emphasis on the original and fundamental ideas, currently most controversial aspects, and future directions discovered and foreseen on the subject. The findings revealed that the TALC model still serves as a valid and effective tool for interpreting the dynamic evolution of tourism area systems and directing sustainable programmes and initiatives. As investigations progress, it is crucial and necessary that researchers continue to enhance and expand the TALC model, adding to the current body of information and making significant contributions to the field.

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