

A Structured Literature Review of the Tourism Area Life Cycle Concept

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ABSTRACT

The tourism area life cycle is used to map the changes within the tourism destination on a temporal basis. The paper reviews the literature on the tourism area life cycle from 2003-2020. Articles appearing in journals having a cite score of 1.0 or higher were considered for the review process. The paper uses a structured review methodology and a widely accepted technique of content analysis to review the articles. The tourism area life cycle, as a concept, has traced its lifecycle. However, the use of the tourism area life cycle for tourism planning and strategy analysis is lacking. The authors recommend tourism area life cycle based research on macro-environmental and tourism-specific factors to identify strategies at the destination. Ex-post-facto research seeks to reveal the correlational relationship between the variables responsible for destination development. The paper also suggests tourism area life cycle research on accommodation units, restaurants, transport, infrastructure, market segments, and tourism attractions.

KEYWORDS

Tourism Area Life Cycle, Resort Cycle, Destination Life cycle, Tourism Destination, Patterns, Mapping.

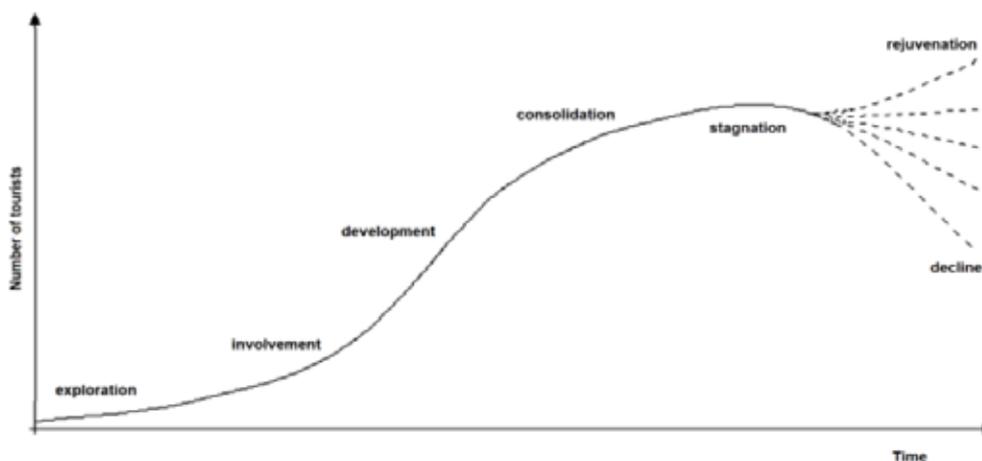
ARTICLE HISTORY

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1. Introduction

Butler (1980) developed the concept of the tourism area life cycle (TALC) having an 'S' shaped curve and six developmental phases. The exploration stage of the tourism area life cycle is the beginning of tourism at the destination. The destination gains popularity due to its natural and cultural environment. As tourism grows, the destination transforms itself into a class of many different tourism products. The most critical stage of the tourism area life cycle is the development phase. The development phase signifies if tourism is sustainable or not. Tourism at the destination stabilises during the consolidation stage. Destination managers can prolong the consolidation phase by developing better tourist facilities. The stagnation stage is characterised by the reduction in popularity of the destination as many economic, social, and cultural problems crop up. After the stagnation stage, the destination may either decline, rejuvenate, or reposition itself by introducing a new market segment or new tourism product. Figure 1 shows the growth of the destination as it moves from one phase to the other through time.

Figure 1. Tourism Area Life Cycle



Source: Butler (1980) used with permission

The tourism area life cycle is one of the most researched models in tourism literature. A literature survey on the work done by authors on the TALC model is done by Lagiewski (2006), wherein the author included papers published in English until 2002. However, a literature review post-2002 has not been attempted to the best of the authors' knowledge. Therefore, the principal objective of the paper is to present a literature review on the tourism area life cycle, recognise research gaps, and propose future research areas.

2. Methodology

The paper discusses a theory-based structured review of the literature (Rosado-Serrano, Paul & Dikova, 2018; Gilal, Zhang, Justin & Gilal, 2019; Paul & Rosado-Serrano, 2019). The paper follows the literature review process similar to Gilal et al. (2019) and suggested by Paul and Criado (2020). The journals with a combined cite score (2017, 2018, 2019) of one or greater than one were selected for the review. It was done to ensure that only good quality, high-impact articles were picked. Selecting journals with an impact factor of 1.0 is a criterion used extensively in most cited articles (Paul & Rosado-Serrano, 2019).

Journals in travel and tourism were identified from the Scopus database. The database included all the travel and tourism journals listed in Web of Science. Five hospitality journals from the Scopus database that matched the above criteria (Cornell Hospitality Quarterly, Hospitality and Society, International journal of contemporary Hospitality Management, International Journal of Hospitality management and journal of Hospitality Marketing Management) were excluded from the study as the scope of these journals was not found to be consistent with the subject under study. The authors also did not find any article on

TALC published in these journals. Out of the forty-three travel and tourism-based journals listed in Scopus, twenty-nine qualified the above criteria. The journals belonged to Science Direct, Taylor and Francis, Sage, and Emerald publications. The articles were searched with the keyword's tourism area life cycle, tourism cycle, resort cycle, and destination life cycle appearing anywhere in the full text (Paul & Criado, 2020).

From the list of twenty-nine journals, seventeen journals published papers on the tourism area life cycle. Seventy-seven articles were found relevant to the study. Later, the reference list of the papers was used to search (Paul, Parathasarathy & Gupta, 2017) for other articles by Butler. From the above search, six more articles were added to the list. These articles were primarily used to evaluate the change/progress in the conceptual framework of the TALC over the years and the author's views concerning future research avenues. Finally, a total of eighty-three articles were included in the literature review. The literature survey by Lagiewski (2006) discussed the applicability of the TALC, research methods used and works that supported or challenged the model. Papers from 2003 onwards are discussed in this review.

A widely accepted methodological process for content analysis was used to review the articles and identify the research gaps. Content analysis is a procedure used to organise text into predefined groups to link the text's components (Shelley & Krippendorff, 1984). Microsoft Excel was used to sort the articles into categories through data tables. The articles are categorised based on the methodology used (case studies, comparative analysis, theory-based, conceptual, survey, quantitative analysis, mixed methodology, quantitative and theory-based models), units of analysis, variables, concerns/difficulties, and future research areas. Under the methodology involved in the TALC section, the paper discusses articles that use qualitative and quantitative studies. The qualitative study includes papers based on a theory, a model, conceptual papers, case studies and comparative analysis. The quantitative papers are categorised as surveys, time series, and models. Articles using mixed methodology are also mentioned. Appendix 1 provides the details of the journals and the articles included in the review.

3. Results and Discussion

3.1 Methodologies Involved in TALC Research

The following subsections present the studies on the TALC and Table 1 lists the different methodologies used for TALC research.

3.1.1 Case study

Authors have used case study method to describe the evolution process of the destinations (Cohen-Hattab & Shoval, 2004; Aguiló et al., 2005; Andriotis, 2006; Kapczyński & Szromek, 2008; Ivars I Baidal et al., 2013; Hunt & Stronza, 2014; Lee & Weaver, 2014; Omar et al., 2014; Yang et al., 2014; Strom & Kerstein, 2015). The analysis period has varied from a year (Adamiak, 2020) to over a hundred years (Omar et al., 2014, Omar et al., 2015; Chapman & Light, 2016). Authors have discussed bombings (Moss et al., 2008), the evolution of national parks (Zhong et al., 2008; Liu et al., 2016), growth of conference centres (Whitfield, 2009), amusement arcade (Chapman & Light, 2016), sports tourism (Heuwinkel & Venter, 2018), and Airbnb distribution (Adamiak, 2020) as the unit of analysis. Weiermair et al. (2007) map the growth pattern of entrepreneurs in the Alpine regions of Europe. Tourism development and utilisation of water resources at Mallorca are discussed by Essex et al. (2004). A few authors suggest variations to TALC research. Hunt and Stronza (2014) suggest that increased participation in tourism leads to more favourable outcomes and attitudes among the residents of a developing country. Andriotis (2006) proposes using morphological change models in coastal areas. Authors also suggested using a scalable and fad life cycle (Moss et al., 2008) and a cyclical TALC model (Whitfield, 2009). Chapman and Light (2016) suggest researching resorts at the destination as assemblages, each having its life cycle. Yang et al. (2014) analyse social harmony with the concept of just destination in tourism planning and management.

Table 1. TALC Studies

Methodology	Authors
Qualitative Studies	
Case Studies	Adamiak, 2020; Aguiló et al., 2005; Andriotis, 2006; Chapman and Light, 2016; Cohen-Hattab and Shoval, 2004; Essex et al., 2004; Heuwinkel and Venter, 2018; Hunt and Stronza, 2014; Ivars I Baidal et al., 2013; Kapczyński and Szromek, 2008; Lee and Weaver, 2014; Liu et al., 2016; Moss et al., 2008; Omar et al., 2014; Omar et al., 2015; Povilanskas and Armaitiene, 2011; Strom and Kerstein, 2015; Weiermair et al., 2007; Whitfield, 2009; Yang et al., 2014; Zhong et al., 2008
Comparative Analysis	Bardolet and Sheldon, 2008; Henderson, 2008; Kristjánsdóttir, 2016; Lundberg, 2015; Vargas-Sánchez et al., 2015
Theory-Based	Cochrane, 2010; Garay and Cànoves, 2011; Kozak and Martin, 2012; Lane and Kastenholz, 2015; Ma and Hassink, 2013; Oreja Rodríguez et al., 2008; Pavlovich, 2003, 2014; Russell and Faulkner, 2004; Tang and Jang, 2010; Weiermair et al., 2006; Zahra and Ryan, 2007
Conceptual	Albaladejo and Martínez-García, 2015; Avdimiotis and Poulaki, 2019; Butler, 2006, 2009a, 2009b, 2011, 2012, 2014, 2019; Butler, Gilal and Weidenfeld, 2012; Fan et al., 2019; Gouveia and Rodrigues, 2005; Kubickova and Martin, 2020; Lozano et al., 2008; Marsiglio, 2018; McKercher, 2005; Papatheodorou, 2004; Weaver, 2012
Model (Theory-based)	Cohen, 2007; Ma and Hassink, 2014; Pritchard and Lee, 2011
Quantitative Studies	
Quantitative analysis based on Surveys	Cruz-Milán, 2019; Diedrich and García-Buades, 2009; Ferreira and Hunter, 2017; Lee and Jan, 2019; Nazneen et al., 2020; Yun and Zhang, 2017
Quantitative analysis based on Time Series	Baggio and Sainaghi, 2016; Báez-García et al., 2018; Cole, 2012; Karplus and Krakover, 2005; Philander and Roe, 2013; Sastre, et al., 2015
Model (Quantitative)	Albaladejo et al., 2016; Albaladejo and Martínez-García, 2017; Albaladejo and González-Martínez, 2019; Almeida and Correia, 2010; Falk and Lin, 2018; Moore and Whitehall, 2005; Pratt, 2011; Romão et al., 2013
Mixed Methodology	Chhabra, 2010; Cole, 2009; Lee and Weaver, 2014; Pulina et al., 2006

Source: Own Elaboration

3.1.2 Comparative study

Bardolet and Sheldon (2008) compared two similar archipelagos at Balearic Island and Hawaii, experiencing maturity stage. The authors discussed sustainability and ecological issues and suggested monitoring tourism activities by the government and the private sector. Henderson (2008) compared Singapore and Dubai, two destinations experiencing a completely different growth cycle. The author supported the use of the TALC model. Lundberg (2015) used a case study methodology and survey to compare three destinations in West Sweden. The author concluded that the life cycle of tourism destinations is more complex and chaotic. In another study, social exchange theory and resident attitude were measured to evaluate two destinations in Algarve (Portugal) and Huelva (Spain) (Vargas-Sánchez et al., 2015). Finally, Kristjánsdóttir (2016) compares Norway and Iceland's tourism development to other OECD countries and evaluates the potential tourist's peaks. The studies use a mixed methodology, including both qualitative and quantitative analysis.

3.1.3 Theory

The authors use several theories to map the destination evolution pattern. Some studies support the TALC and suggest integrated models (Russell & Faulkner, 2004; Weiermair et al., 2006; Oreja Rodríguez et al., 2008; Cochrane, 2010; Tang & Jang, 2010; Garay & Cànoves, 2011; Kozak & Martin, 2012). Others negate the TALC and suggest a different theory (Pavlovich, 2003; Zahra & Ryan, 2007; Tang & Jang, 2010; Povilanskas & Armaitiene, 2011; Ma & Hassink, 2013). Lane and Kastenholz (2015) review the literature on rural tourism using the TALC model. A study of entrepreneurship education in the Alpine region and the TALC is also done (Weiermair et al., 2006). Table 2 represents the different theoretical perspectives presented with TALC research.

Table 2. Theories Integrated with TALC Research

Theory	Articles
Complexity and Chaos Theory	Chhabra, 2010; Cole, 2009; Russell and Faulkner, 2004; Tang and Jang, 2010; Zahra and Ryan, 2007
Regulation Theory	Garay and Cànoves, 2011
Network Theory	Pavlovich, 2003, 2014
Evolutionary Economic Geography-Path Dependence and Coevolution	Ma and Hassink, 2013, 2014
Teleology	Oreja Rodríguez et al., 2008; Romao et al., 2013
Customer Pyramid (Loyalty)	Kozak and Martin, 2012
Economic Growth Theory	Lozano et al., 2008
Social Exchange Theory	Chhabra, 2010; Fan et al., 2019
Doxey's Irridex, Ecotourism Cycle	Hunt and Stronza, 2014
Force Field Analysis	Butler, 2009b
Sharing Economy	Avdimiotis and Poulaki, 2019; Adamiak, 2020
Resilience Cycle	Cochrane, 2010
Plog's Venturesomeness	Cruz-Milán, 2019
Social Disruption	Chhabra, 2010
Stakeholder Theory	Nazneen et al., 2020
Porters Competitive Strategy	Weiermair et al., 2006

Source: Own Elaboration

3.1.4 Conceptual

Most conceptual papers propose using another theory /model along with the TALC. McKercher (2005) presents his opinion on the application of the TALC. The author argues that tourism destinations are a product class and discusses the principles for the TALC research. Authors have suggested economic growth models (Gouveia & Rodrigues, 2005; Lozano et al., 2008), integration and study of tourism organisations (Butler & Weidenfeld, 2012; Marsiglio, 2018; Kubickova & Martin, 2020), the study of endogenous and exogenous variables (Albaladejo & Martínez-García, 2017; Marsiglio, 2018), evolutionary economic geography (Papatheodorou, 2004), and sharing economy (Avdimiotis & Poulaki, 2019) as some of the ways to research TALC. Albaladejo and Martínez-García (2017) and Marsiglio (2018) suggested innovation as a variable for analysing tourism growth. Weaver (2012) posited three paths by which the destination can achieve sustainable mass tourism. The organic path is similar to TALC, whereas induced and incremental paths need to be planned. Fan et al. (2018) use social exchange theory to justify Doxey's Irridex concept through the utility maximisation model. Research and clarifications on the aspects of the TALC are highlighted by Butler (2004; 2006, 2009a; 2009b; 2011, 2012, 2014, 2019). The author broadened the scope of TALC to include change over time, the process of change, change initiators, management for long term perspective actions, spatial components, and universal applicability as vital variables for the TALC research.

3.1.5 Surveys

Identifying residents' attitudes toward destination growth has been the most used basis of conducting surveys. The surveys are based on impacts of tourism (Diedrich & García-Buades, 2009), perception of infrastructure, local facilities and sustainability (Lee & Jan, 2019). Ferreira and Hunter (2017) use the weighted framework and TALC to analyse the development of wine tourism in South Africa. Yun and Zhang (2017) analysed conservation attitudes based on local perception and related positive feelings.

3.1.6 Quantitative analysis

Authors have used tourism time-series data such as demand and trends in tourists arrivals and accommodation. The analysis includes the use of regression analysis like stochastic analysis (Karplus & Krakover, 2005), 5th-degree polynomial (Kristjánsdóttir, 2016), logarithmic (Báez-García et al., 2018), trend analysis (Pulina et al., 2006; Cole, 2012) to TALC. Sastre et al. (2015) used the income elasticity of demand (Gini Index) to analyse the effectiveness of tourism legislation and policies. Research-based on horizontal visibility graph networks was used to identify critical turning points in the destination growth model (Baggio & Sainaghi, 2016). Philander and Roe (2013) suggested labour cost as an essential factor for tourism destination competitiveness. The studies supported using the integrative approach for analysing destination evolution patterns.

3.1.7 Mixed methodology

A few authors have combined more than one technique to map the pattern of growth. Cole (2009) applied a discreet logistic equation to highlight chaos in the development of the destination. Lee and Weaver (2014) analysed TALC indicators and explored the resident's satisfaction. Plog's venturesome concept was tested with the consumption needs of American citizens travelling to Mexico (Cruz-Milán, 2019). Chhabra (2010) used social exchange theories and interviewed senior and young citizens to measure residents' attitudes. Finally, Pulina et al. (2006) assessed agrotourism development through case study and trend analysis. The finding supports the use of the TALC framework with other methodologies.

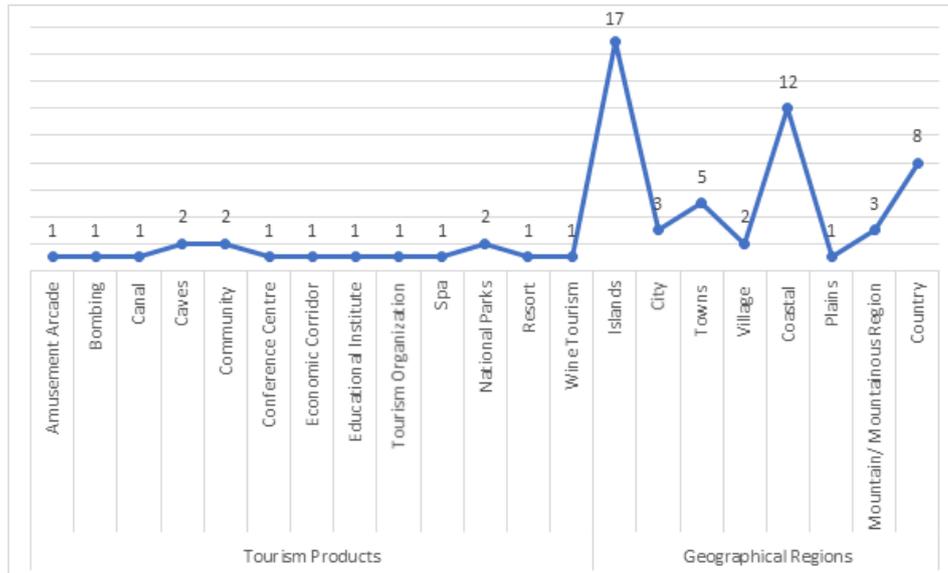
3.1.8 Models

The econometric models used time series data on tourism demand, expenditure, tourists' arrivals and income (Moore & Whitehall, 2005; Almeida & Correia, 2010; Pratt, 2011; Albaladejo et al., 2016; Albaladejo & Martínez-García, 2017; Albaladejo & González-Martínez, 2019). Congestion at tourist places is also analysed as a variable (Cole, 2012; Albaladejo et al., 2016; Albaladejo & González-Martínez, 2019). The authors posit the integration of the model with the TALC (Moore & Whitehall, 2005; Pratt, 2011; Pritchard & Lee, 2011). A few authors consider the limitations of TALC and propose a novel method of measuring destination growth, like econometric estimation and multi logistic growth model (Almeida & Correia, 2010; Albaladejo et al., 2016; Albaladejo & Martínez-García, 2017; Albaladejo & González-Martínez, 2019). Cohen (2007), Pritchard and Lee (2011), and Ma and Hassink (2014) have used theoretical models and advocated an integrative methodology.

3.1.9 Unit of analysis

TALC analysis includes analysis of different types of tourist areas. The studies vary from the more traditional use of TALC at coastal areas (Andriotis, 2006; Albaladejo & Martínez-García, 2017) to analysing terrorism events (Moss et al., 2008) or specific tourism products (Kapczyński & Szromek, 2008; Whitfield, 2009; Chapman & Light, 2016) and also natural disasters like the tsunami in Thailand (Cohen, 2007). Figure 2 provides information on the units of analysis for TALC research categorised as tourism products and geographical regions, and appendix 2 represents the countries where TALC research is carried out.

Figure 2. Unit of Analysis



Source: Own Elaboration

3.1.10 Variables

Authors have used different variables at different locations. It is argued that variables need to be destination-specific to understand the growth pattern thoroughly. Berry (2001) stressed that the variables under study depend on several factors that will be different for each region and depend on the researcher's informed decision. Table 3 describes the different variables used by the authors while applying the TALC to individual destinations.

Table 3. Variables in the TALC Research

Variables	#	Articles
Tourists Arrivals	16	Almeida and Correia, 2010; Albaladejo and Martínez-García, 2017; Albaladejo et al., 2016; Aguiló et al., 2005; Barolet and Sheldon, 2008; Cohen–Hattab and Shoval, 2004; Fan et al., 2019; Kapczyński and Szromek, 2008; Kristjánsdóttir, 2016; Lee and Weaver, 2014; Lozano et al., 2008; Ma and Hassink, 2014; Moore and Whitehall, 2005; Papatheodorou, 2004; Pratt, 2011; Zhong et al., 2008
Historical Analysis	16	Andriotis, 2006; Cohen, 2007; Chapman and Light, 2016; Cochrane, 2010; Garay and Cànoves, 2011; Henderson, 2008; Kapczyński and Szromek, 2008; Lee and Weaver, 2014; Ma and Hassink, 2013, 2014; Omar et al., 2014; Omar et al., 2015; Papatheodorou, 2004; Pavlovich, 2014; Tang and Jang, 2010; Zhong et al., 2008
Accommodation	12	Almeida and Correia, 2010; Aguiló et al., 2005; Cohen–Hattab and Shoval, 2004; Cole, 2009, 2012; Falk and Lin, 2018; Henderson, 2008; Ivars I Baidal et al., 2013; Karplus and Krakover, 2005; Kristjánsdóttir, 2016; Lozano et al., 2008; Romão et al., 2012
Role of Government/ Policy	11	Barolet and Sheldon, 2008; Cohen–Hattab and Shoval, 2004; Henderson, 2008; Ivars I Baidal et al., 2013; Kristjánsdóttir, 2016; Kubickova and Martin, 2020; Ma and Hassink, 2013, 2014; Pavlovich, 2003; Pulina et al., 2006; Yang et al., 2014
Host Attitude	11	Andriotis, 2006; Barolet and Sheldon, 2008; Chhabra, 2010; Diedrich and García-Buades, 2009; Hunt and Stronza, 2014; Lee and Weaver, 2014; Lee and Jan, 2019; Lundberg, 2015; Vargas-Sánchez et al., 2015; Yun and Zhang, 2017; Zhong et al., 2008
Tourism Demand	9	Albaladejo and Martínez-García, 2017; Báez-García et al., 2018; Baggio and Sainaghi, 2016; Cole, 2009; Liu et al., 2016; Moore and Whitehall, 2005; Philander and Roe, 2013; Sastre et al., 2015; Zhong et al., 2008
Tourism Products	8	Barolet and Sheldon, 2008; Cole, 2012; Henderson, 2008; Ma and Hassink, 2013, 2014; McKercher, 2005; Pritchard and Lee, 2011; Whitfield, 2009
Economic Factors	6	Barolet and Sheldon, 2008; Gouveia and Rodrigues, 2005; Philander and Roe, 2013; Liu et al., 2016; Romão et al., 2012; Zhong et al., 2008
Tourism Organisations	6	Ma and Hassink, 2013, 2014; Oreja Rodríguez et al., 2008; Pavlovich, 2003, 2014; Weiermair et al., 2007; Zahra and Ryan, 2007
Tourists Perception	5	Aguiló et al., 2005; Andriotis, 2006; Cohen–Hattab and Shoval, 2004; Lee and Weaver, 2014; Zhong et al., 2008
Sales and Revenue	4	Cole, 2009; Falk and Lin, 2018; Pratt, 2011; Strom and Kerstein, 2015
Land Use	4	Barolet and Sheldon, 2008; Ferreira and Hunter, 2017; Papatheodorou, 2004; Romão et al., 2013

Endogenous and Exogenous Forces	4	Karplus and Krakover, 2005; Zahra and Ryan, 2007; Chapman and Light, 2016; Marsiglio, 2018
Social and Cultural Factors	3	Strom and Kerstein, 2015; Yang et al., 2014; Zhong et al., 2008
Politico-Legal Factors	3	Liu et al., 2016; Oreja Rodríguez et al., 2008; Zhong et al., 2008
Tourist Expenditure	3	Aguiló et al., 2005; Cole, 2012; Pratt, 2011
TALC Indicators	2	Chhabra, 2010; Lee and Weaver, 2014
Infrastructure Development	2	Albaladejo and Martínez-García, 2017; Kristjánsdóttir, 2016
Marketing Plan	2	Albaladejo and Martínez-García, 2017; Whitfield, 2009
Role of Entrepreneur	2	Ma and Hassink, 2014; Russell and Faulkner, 2004
Environment	2	Essex et al, 2004; Ma and Hassink, 2013
Sustainability	2	Hunt and Stronza, 2014; Lee and Jan, 2019
Tourism Scape	2	Povilanskas and Armaitiene, 2011; Strom and Kerstein, 2015
Labour Cost	1	Philander and Roe, 2013
Tourist Needs	1	Cruz-Milán, 2019
Tourist Consumption	1	Kozak and Martin, 2012
Workforce	1	Hunt and Stronza, 2014; Romão et al., 2012
Transport	1	Henderson, 2008

Source: Own Elaboration

3.1.11 Concerns with TALC research

The authors have discussed a few difficulties while doing TALC research. At the same time, others give possible solutions to overcome those problems. Table 4 presents the problems with TALC research

Table 4. Concerns with TALC Research

Concern	Raised by	Solution	Given by
Identification of stages	Adamiak, 2020; Lundberg, 2015; Papatheodorou, 2004	Estimation of stages based on the standard deviation of growth	Haywood, 1986
Data availability	Adamiak, 2020; Báez-García et al., 2018; Kubickova and Martin, 2020	Destination Specific	Berry, 2001
Identifying variables	Adamiak, 2020	Destination Specific	Berry, 2001
Time Frame	Adamiak, 2020; Butler, 2014;	Destination Specific	Berry, 2001; McKercher, 2005
Practical Utility (Theoretical Model)	Aguiló et al., 2005	TALC as an analytical tool.	McKercher, 2005
Calculating Carrying Capacity	Butler, 2009a, 2019; Ma and Hassink, 2013	Depends on the type of carrying capacity	Mowforth and Mutt, 2009; Swarbrooke, 1999
Destination as a product	Chapman and Light, 2016; Cole, 2009, 2012; Ma and Hassink, 2013	Destination as a product class having multiple attractions	Butler, 2009a; McKercher, 2005

Source: Own Elaboration

3.2 Future Research Areas

The conflicting literature provides an opportunity for further research into the TALC (Pavlovich, 2003; Zahra & Ryan, 2007; Albaladejo et al., 2016). Table 5 shows the future research areas suggested by the authors. This paper also suggests a few propositions for TALC from the supply side perspective and believes

that the proposed research areas would help the current scholars get new perspectives on the TALC model. Figure 3 presents a model, including variables proposed for TALC research at a tourism destination.

Table 5. Future Research Areas Suggested by Authors

Research Areas	Authors
Host Perception	Diedrich and García-Buades, 2009; Chhabra, 2010; Lundberg, 2015; Vargas-Sánchez et al., 2015; Yun and Zhang, 2017; Fan et al., 2019; Lee and Jan, 2019
Tourist Perception	Tang and Jang, 2010; Nazneen et al., 2020
Employee Perception	Hunt and Stronza, 2014
Peer to Peer Accommodation	Avdimiotis and Poulaki, 2019; Adamiak, 2020
Role of Government	Liu et al., 2016; Kubickova and Martin, 2020
Competitiveness	Philander and Roe, 2013; Kubickova and Martin, 2020
Structural Changes	Gouveia and Rodrigues, 2005; Marsiglio, 2018
Tourism Products/ Attractions	Heuwinkel and Venter, 2018; Pritchard and Lee, 2011
Types of Tourism and Development	Ferreira and Hunter, 2017; Lane and Kastenzholz, 2015; Sastre et al., 2015; Tang and Jang, 2010
Tourism Investments	Liu et al., 2016
Tourism Systems	Butler and Weidenfeld, 2012; Ma and Hassink, 2013, 2014; Pritchard and Lee, 2011
Tourism Impacts	Pratt, 2011
Triggers of Change	Butler, 2014
Managing and Transition of stages	Butler, 2014; Liu et al., 2016
Local Community Participation	Vargas-Sánchez et al., 2015
Politics of Development	Butler, 2004; 2014
Entrepreneurship	Butler, 2004; Russell and Faulkner, 2004; Weiermair et al., 2007
Economic Growth Model	Lozano et al., 2008
Mediating and Moderating Variables	Ma and Hassink, 2013

Source: Own Elaboration

3.2.1 Variables for identifying TALC stages

Pearce (1998), while researching the tourist district in Paris, stated that the popularity of a particular destination is reason enough to research that destination. Many authors have suggested different geographical areas for TALC research (Ma & Hassink, 2014; Vargas-Sánchez et al., 2015; Albaladejo et al., 2016; Baggio & Sainaghi, 2016; Báez-García et al., 2018; Adamiak, 2020). TALC research involves inquiries in developed countries. Coastal areas are at the core of TALC research. An investigation of other types of tourism areas is limited. Very few studies are on developing and third world countries. Tourism is said to be “the passport to development.” It needs to be investigated how the development took place and whether it is sustainable. The research on developing countries could bring out a different perspective on the TALC concerning planning and decision-making processes. Tourism destinations can be compared and contrasted with other famous destinations to draw generalisations. Investigating the fast-growing economies like Taiwan, UAE, and Chile can also provide insights and a new viewpoint on TALC research.

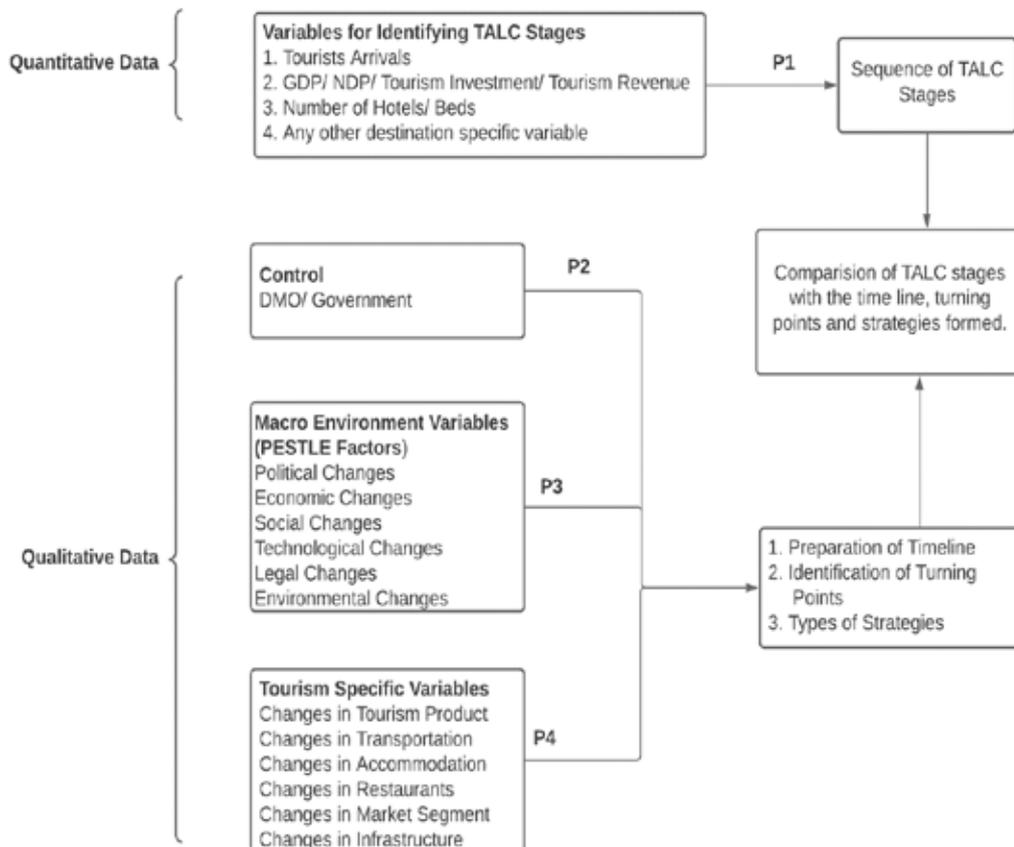
Future TALC research should involve triangulating data based on qualitative and quantitative analysis. The determination of the stages of the TALC is based on time series data specific to the destination. Authors have used the number of tourists arrivals, gross domestic product, net domestic product, tourism investment/ income, number of hotels/hotel beds as some of the variables to identify the TALC stages.

The use of an appropriate variable is necessary to analyse the destination growth. For example, concerning GDP and NDP, it is typically suggested that GDP provides an economic growth pattern of a place. However, for mapping, the welfare of a destination NDP is more appropriate (Hulten, 1992; Spant, 2003). Similarly, accommodation capacity is suggested to be a more appropriate variable than tourists arrivals (Romão et al., 2012; Baggio & Sainaghi, 2016; Falk & Lin, 2018; Marsiglio, 2018). However, the use of the data set is destination-specific and depends on data availability. Multiple variables can be used to map and compare the TALC graphs. In addition, data can be correlated to check the relationship between variables and the growth of the destination. Thus, the following proposition is drawn to identify the sequence of stages of the TALC.

Proposition 1: The stages of the TALC at a tourism destination are similar to the stages of the TALC suggested by Butler.

Individual stages of the TALC can be analysed. TALC research includes research based on the consolidation and post-consolidation stages. Investigating other stages like exploration, development, and rejuvenation merit an investigation. The development stage is the most critical stage for the destination. Sustainable development of a destination is a big challenge for tourism planners. Research on tourist arrivals, generating markets, trending tourism products, and tourist spending at the development stage can be evaluated. The development stages could be strategically planned for the destination so that the benefits of the development can be shared by the local community and the tourist equally. Research on archetypal destination’s development strategies can give visions to developing and underdeveloped countries. The development and rejuvenation strategies have scope for investigation on whether they are deliberate or ad-hoc developments. Authors have also suggested analysing the early stages of development (Almeida & Correia, 2010; Adamiak, 2020).

Figure 3. Future Research Propositions



3.2.2 Control of tourism/ strategic decision making

Getz (1992) advocated the use of the TALC for tourism planning. Authors have used marketing plans with the TALC (Whitfield, 2009; Albaladejo & Martínez-García, 2017). However, very few papers use tourism plans to analyse destination development (Cohen-Hattab & Shoval, 2010). The research evaluating the tourism plans based on the TALC is also neglected. TALC can investigate tourism plans, timings of the plans, implementation details, and impacts on the destination. The central or local government is at the heart of tourism planning activity for a developing country (Hall, 2008). Tourism requires investments in the infrastructural project for transportation, accommodation and public facilities. The private sector is often not in a position to put in investments. Thus, the government has to invest public money in providing the necessary infrastructure and facilities. The government is also responsible for forming policies conducive to tourism growth. Hence, future TALC research would require studying the role of the government in forming tourism policies. An inquiry into the government's decision-making process could give vital information on destination development. The government has many constitutional bodies which carry out its work. It is essential to recognise and evaluate the role and function of these bodies. The role of government and destination management organisations can be assessed along with the TALC stages. The process and pattern of planning in the development of the destination can be mapped on the TALC. They can be compared and contrasted to bring out critical differences and insights into their functioning. The government's role in forming policies in tourism development like coastal zone management plans and regional development plans and its effect on TALC can be evaluated. TALC can be used as a tool for tourism planning audits.

Strategies involving the local communities as stakeholders in the decision-making process can be analysed. Similarly, the role of the public sector or private sector stakeholders in the planning process and its impact on the TALC could be explored. Furthermore, the role of regional organisations and local bodies can also be mapped on the TALC, as most decisions concerning tourism may be taken at the regional or local level. Finally, evaluating how decision-making power is shared between regional and central governments could also have implications on the development of the destination. Thus, the following proposition is drawn concerning evaluating the role of the state and the central government in tourism planning and decision-making.

Proposition 2: Strategic decision-making in tourism is the responsibility of the state government rather than the central government.

Butler (2014) supported an integrative approach to TALC research. McKercher (2005) suggested using strategic management tools like the BCG matrix for destination development. Cooper (1992) and Baum (1998) proposed using the TALC for strategic planning. However, the authors did not find any study that evaluates tourism strategies using the TALC. The research gap on strategic tourism management could be bridged by planning, implementing, and evaluating tourism strategies using the TALC (Cooper, 1992; Henderson, 2008). Strategies are the cause and effect of the destination's life cycle and are developed for each stage of the life cycle to prolong the life of the destination (Kotler, Bowen, Makens & Baloglu, 2018). Thus, the types of strategy formed for the destination for each stage of the TALC could be identified. The strategies required to lessen the negative impacts of tourism can be researched based on each life cycle stage. Strategy evaluation based on TALC stages, tourists' segments, and tourism products can be undertaken. The turning points, periods of strategic change, and the types of strategies formed at the destination can be mapped on the TALC. Deliberate and emergent strategy analysis (Mintzberg, 2007) based on the stages of the TALC could give an insight into the planning process. Developmental and preventive strategies based on the different stages of the TALC at the destination could also be explored.

3.2.3 Variables for TALC analysis

PESTLE analysis that includes studying all elements within and outside the destination is not found in TALC literature. Many authors have suggested the use of longitudinal data and different data sets for TALC research (Baggio & Sainaghi, 2016; Yun & Zhang, 2017; Báez-García et al., 2018; Adamiak, 2020). Authors have advocated using exogenous and endogenous factors for researching the life cycle (Butler,

2009b; Almeida & Correia, 2010; Fan et al., 2019), but very few have explored a combination of the external or internal factors at one destination. Tourism is a multidisciplinary subject and impacts every aspect of a destination. The government's economic, social, environmental, and legal policies impact tourism and vice versa. Tourism planning usually happens in the context of an organisation (Kotler, Haider & Rein, 1993; Porter, 2002; Hall, 2008). Hence, scanning the external environment for political, economic, social, technological, legal and environmental (PESTLE) factors will provide information on the changes in the past. The chronology of changes in PESTLE factors would involve both internal and external analysis for the destination.

The political situation of a country or a region is a determining factor in tourism growth. A few authors have investigated the political factors at the destination (Oreja Rodríguez et al., 2008; Zhong et al., 2008; Liu et al., 2016). Political factors can be investigated to determine how the policies have impacted tourism at the destination and whether the international political environment had any role in tourists arrivals. Legal policies regarding foreign tourists, trade practices, and visa regulations have influenced tourism. An investigation into the types of policies formed by the government, especially concerning foreign tourists, will help to get vital information on the TALC.

The economic factors are most researched with TALC (Gouveia & Rodrigues, 2005; Zhong et al., 2008; Bardolet & Sheldon, 2008; Cole, 2009; Liu et al., 2016; Lee & Jan, 2019). Tourism and the economy have a direct relationship with one another. Authors have suggested four hypotheses related to tourism and economic growth (Lee & Chang, 2007; Ohlan, 2017; Dash, Tiwari & Singh, 2018). Tourism led growth hypothesis, conservation hypothesis, feedback hypothesis and neutral hypothesis (Ohlan, 2017). The authors have a contrasting view of the nature of the relationship between tourism and economics. Many agree to a feedback relationship between tourism and economics in a developing country (Katircioglu, 2009; Seetanah, 2011; Yazdi, Salehi & Soheilzad, 2017). Research also shows that the financial benefits of tourism supersede all the ill effects of tourism in a developing country. Hence, the type of hypothesis applicable to the region needs an investigation along with the TALC.

Technology, as a variable, is not much researched in the TALC literature. Gore, Borde and Desai (2021) investigated the technology strategies formed at the destination and TALC research. The authors concluded that technological factors were instrumental in changing the nature of tourism at the destination. Advances in technology brought in new tourist segments and products. Developments in technology provide new forms of tourism that are more carbon neutral. An investigation into how technology will change the destination life cycle can be carried out. The evaluation of changes in the landscape using GIS and Landsat satellites is also not found in the literature. Technology roadmaps along the TALC stages could be developed to manage destination competitiveness.

Tourism has a substantial effect on the development of villages and the lifestyle of the people. In addition, tourism changes the land use pattern and traditional occupations of people living on the coast. These fundamental changes in the social structure merit an investigation (Russell & Faulkner, 2004; Zhong et al., 2008; Diedrich & García-Buades, 2009; Romao et al., 2013; Lundberg, 2015). The role of the government in the socio-economic transformation of the destination also needs to be investigated. Tourism also undeniably impacts the environment. Therefore, a continual study is required to investigate the effect of tourism development on the beaches, dunes, and weather patterns. Carrying capacity as a construct for TALC research is suggested by Butler (2019) and Diedrich and García-Buades (2009), while Kristjánsdóttir (2016) suggests identifying limits for tourists. However, evaluation of the carrying capacity of the destination is not found while reviewing papers. Therefore, the following proposition is drawn to analyse the PESTLE factors.

Proposition 3: PESTLE variables have a relationship with the development of tourism and TALC.

3.2.4 Destination specific variables

Several variables require an investigation with the TALC, for example, the growth in transportation, infrastructure and changes in attractions at the destination. Transport infrastructure development affects how tourists perceive a destination (Henderson, 2008). Transport infrastructure includes international standard entry points, fast roads and bridges, standard accommodation facilities, and a reliable

inter-modal transportation system. The role of transportation (within the destination and transportation used for transit) in the development of the tourism region needs an investigation (Bardolet & Shelodon, 2008). The authors have researched attractions and accommodation units at the destination (Pritchard & Lee, 2011; Romão et al., 2012; Cole, 2012; Ma & Hassink, 2013, 2014; Marsiglio, 2018). However, there is no study done on the restaurant sector. There is scope to research food and accommodation outlets individually and as a sector. Based on the types of attractions, TALC can map the pattern of changes to the attraction and tourist area. The destination life cycle can be drawn based on the life cycle of all the attractions. The number of attractions at a place or type of attractions could be used as a variable (Ma & Hassink, 2013; Sastre et al., 2015; Heuwinkel & Venter, 2018). Manmade or natural attractions can also be evaluated in the TALC. Future research objectives could examine how different tourism products are differentiated in the life cycle. Destination management organisations and constituents of the tourism system, including accommodation, transport operators, restaurants, can be evaluated as separate entities on the TALC. Hence, the following proposition is drawn

Proposition 4: The tourism-specific infrastructure improvement positively impacts the TALC at the destination.

TALC research concerning tourist segments has focussed on tourists generating markets. The TALC can be mapped on the types of tourists (domestic or foreign) and the purpose of their visit. Different tourists segments and how they have influenced tourism growth at the destination is also not given much attention. TALC research based on tourist segments would involve mapping the life cycle stage of each segment separately. The segments could be based on nationality (domestic and foreign), interests (leisure, business, adventure, heritage, religion, visiting friend and family), spending power, lifestyle (preference for star category hotels), duration of stay (weekend tourist and long stays), number of visits (first-time visitors, regulars) and tourist having second homes. Tourist consumption patterns or tourist experiences are evaluated to analyse the stage of TALC (Aguiló et al., 2005; Zhong et al., 2008; Kozak & Martin, 2012; Lee & Weaver, 2014; Cruz-Milán, 2019). A comparison study with tourist typology models (Cohen, 1972; Plog, 1974) that capture the tourist consumption patterns could analyse similarities and differences in tourism development. The research on each of these segments will have different implications for the TALC. Also, each tourist segment would require different strategic interventions. Research on the types of strategies formed for each market segment will help enrich the TALC literature. Destination managers or governments may also develop specific tourism products for specific tourist segments. A mapping of the development pattern of a particular tourist segment with a particular tourism product can be done to assess the most impactful tourists.

TALC can be used as a predictive tool (Butler, 2004). However, the forecasts are not used for developing future roadmaps. Future positioning strategies based on the present and future competitors and the stage of the TALC can be identified. Positioning strategies can also be predicted for other stages like rejuvenation or development. The destination positioning could also be decided based on the stage of the TALC. Benchmarking, along with the TALC, can help a tourism destination establish standards and increase its competitive advantage. The literature review did not highlight any paper that used benchmarking as a tool for TALC research. Benchmarking helps assess tourism sustainability and reorganise tourism activities (Kozak, 2002; Assaf & Dwyer, 2013).

4. Research Implications, Conclusion and Limitations

TALC research is a retrospective analysis that gives us essential details about the growth of the tourism area. The analysis based on the TALC model is one of the most researched areas under the tourism literature. Despite the minor problems in operationalising the TALC, authors have used it to map the pattern of tourism development. During the early stages of the TALC research, the studies mainly concentrated on different geographical areas. New studies have integrated and used different qualitative and quantitative research methodologies. The TALC model cannot be generalised based on variables or the sequence of stages, as each tourism area is unique. However, similar destinations can be compared and contrasted for

getting valuable insights into the development process. The life cycle span depends on tourism planning and policy initiatives at the destination. TALC research helps to bring about a complete understanding of the past. It helps the stakeholders involved in tourism planning evaluate and learn from past strategies. The TALC can also help predict the tourism area's future trajectory through various forecasting methods. Destination managers can use this information to avoid a decline.

There is ample scope for TALC research in Asian and African countries, specifically developing economies. Comparative studies, case studies, integrative analyses involving the TALC can be done. Such research will provide a new standpoint and expand the literature on TALC. The research model presented will help identify different research areas within the parameters of the TALC. Multidisciplinary research that links TALC to strategic management, sociology, political science, environmental studies, or technology will provide a better understanding of the growth of the tourism area. The mapping of the growth pattern would help the tourism planners evaluate their strategies and use the information from the past to formulate better strategic roadmaps in the future. The interrelated elements of PESTLE analysis would help to understand the antecedents of growth.

The authors have attempted to present vast literature on TALC concisely. Nevertheless, this research is not free from limitations. The study uses a systematic research review technique for analysing the TALC research. The results and analysis of this study were restricted to the list of journal articles that satisfied the criteria. Therefore, the analysed review cannot be generalised to the entire volume of TALC research from 2003 onwards. Employing other databases, articles in other languages, working papers, and books would augment the findings of this paper. Despite the limitation, it is hoped that the future research areas discussed in this study would help researchers advance towards new avenues in TALC research.

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Dr. Babu George is Professor in the School of Business of Alcorn State University, MS, USA. He has a Ph.D. in Management, a DBA in International Business, and an EdS in Higher Education Innovation and Leadership. Previously, he taught at Fort Hays State University, University of Nevada Las Vegas, University of Southern Mississippi, among others. He has published more than 300 research papers in international scholarly journals. Tourist behaviour and the changing nature of touristic consumption constitute one of his major areas of research interest.

Appendix

List of Journals and Articles Disseminating TALC Research

Journal	#	Articles
Tourism Management	19	Aguiló, Alegre and Sard, 2005; Albaladejo, González-Martínez and Martínez-García, 2016; Baggio and Sainaghi, 2016; Chapman and Light, 2016; Cole, 2012; Diedrich and García-Buades, 2009; Ivars I Baidal, Rodríguez Sánchez and Vera Rebello, 2013; Kapczyński and Szromek, 2008; Kozak and Martin, 2012; Kubickova and Martin, 2020; Lee and Jan, 2019; Oreja Rodríguez, Parra-López and Yanes-Estévez, 2008; Pavlovich, 2003, 2014; Pulina, Dettori and Paba, 2006; Vargas-Sánchez, Oom do Valle, Da Costa Mendes and Albino Silva, 2015; Weaver, 2012; Zahra and Ryan, 2007; Zhong, Deng and Xiang, 2008
Annals of Tourism Research	11	Andriotis, 2006; Bardolet and Sheldon, 2008; Cole, 2009; Garay and Cànoves, 2011; Ma and Hassink, 2013; Moore and Whitehall, 2005; Papatheodorou, 2004; Povilanskas and Armaitiene, 2011; Pratt, 2011; Russell and Faulkner, 2004; Strom and Kerstein, 2015
Tourism Economics	10	Albaladejo and Martínez-García, 2015, 2017; Almeida and Correia, 2010; Falk and Lin, 2018; Fan, Liu and Qiu, 2019; Gouveia and Rodrigues, 2005; Lozano, Gomez and Rey-Maqueira, 2008; Marsiglio, 2018; Philander and Roe, 2013; Sastre, Hormaeche and Villar, 2015
Tourism Recreation Research	5	Butler 2009a; Butler and Weidenfeld, 2012; Cochrane, 2010; McKercher, 2005; Weiermair, Peters and Schuckert, 2007
Journal of Sustainable Tourism	5	Essex, Kent and Newnham, 2004; Hunt and Stronza, 2014; Lane and Kastenholz, 2015; Liu, Vogt, Lupi, He, Ouyang and Liu, 2016; Yang Ryan and Zhang, 2014
Tourism Analysis	5	Chhabra, 2010; Cohen, 2007; Moss, Ryan and Moss, 2008; Pritchard and Lee, 2011; Whitfield, 2009
Tourism Geographies	4	Cohen-Hattab and Shoal, 2004; Ferreira and Hunter, 2017; Ma and Hassink, 2014; Tang and Jang, 2010
Scandinavian Journal of Hospitality and Tourism	3	Adamiak, 2020; Kristjánsdóttir, 2016; Lundberg, 2015
Tourism Review	3	Báez-García, Flores-Muñoz and Gutiérrez-Barroso, 2018; Butler, 2019; Nazneen, Xu and Ud Din, 2020
Current Issues in Tourism	2	Albaladejo and González-Martínez, 2019; Romão, Guerreiro and Rodrigues, 2013
International Journal of Culture Tourism and Hospitality Research	2	Avdimiotis and Poulaki, 2019; Omar, Othman and Mohamed, 2014
Tourism Planning and Development	2	Omar, Othman, Mohamed and Bahauddin, 2015; Yun and Zhang, 2017
Journal of Travel and Tourism Marketing	2	Cruz-Milán, 2019; Henderson, 2008
Asia Pacific Journal of Tourism Research	1	Lee and Weaver, 2014
Journal of Teaching in Travel and Tourism	1	Weiermair, Siller and Mossenlechner, 2006
Journal of Sports and Tourism	1	Heuwinkel and Venter, 2018
Tourism and Hospitality Research	1	Karplus and Krakover, 2005
Others	6	Butler, 2004; 2006; 2009b; 2011; 2012; 2014
Total:	83	

TALC Research Based on Geographical Area

Region	Publications	Percentage
Alpine Destinations	2	3%
Australia	2	3%
Belize	1	1%
Caribbean Island	1	1%
China	6	8%
Denmark	2	3%
Europe	1	1%
Greece	1	1%
Hawaii	2	3%
Iceland	1	1%
India	1	1%
Indonesia	2	3%
Israel	3	4%
Italy	2	3%
Korea	1	1%
Laos	1	1%
Lithuania	1	1%
Malaysia	2	3%
New Zealand	3	4%
Norway	2	3%
Nicaragua	1	1%
OECD	1	1%
Pakistan	1	1%
Portugal	2	3%
Singapore	1	1%
South Africa	2	3%
Spain	12	16%
Sri Lanka,	1	1%
Sweden	2	3%
Switzerland	1	1%
Taiwan	1	1%
Thailand	1	1%
Turkey	1	1%
United Arab Emirates	1	1%
United Kingdom	3	4%
United States of America	4	5%

Source: Own Elaboration