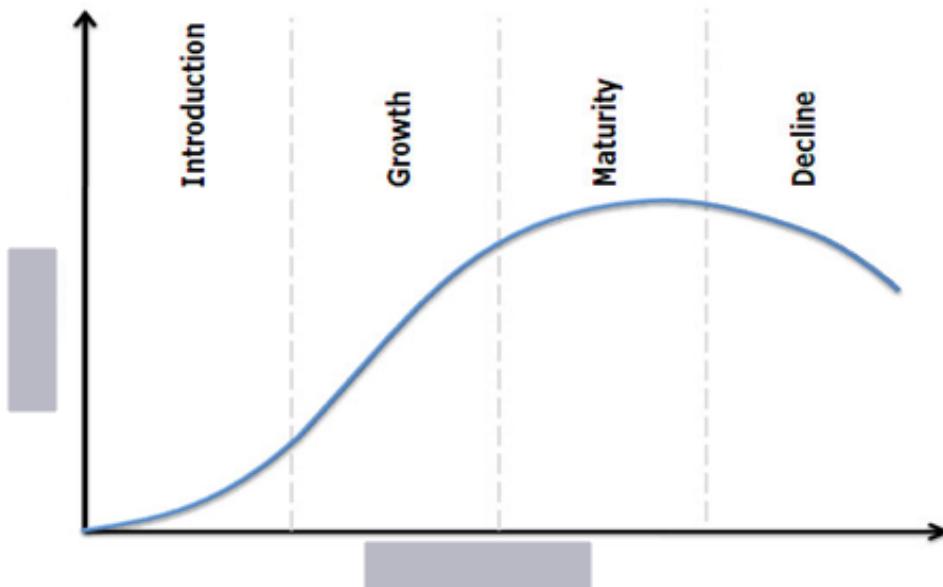


Product Life Cycle Tourism Area Life Cycle (TALC)

- Like all products, a visitor attraction goes through a **L**_____ cycle (remember Business Planning)
- These different stages require different strategies
- It is called a **Product Life Cycle** (PLC)



Important points of the PLC:

- The shape is not always the same
- Sometimes **g**_____ is after a long time etc.
- The **time span** can vary a lot
- Many products never enter the **growth** stage; they are tested and **fa**_____
- **D**_____ isn't always sure; some products are **re-launched** before they decline

Let's consider:

- Major attractions attract **maximum** visitors quite **qu**_____ due to media attention and mass market – i.e. **Disneyworld**
- **Competition** from other attractions is likely after a while
- Increased **com**_____ could mean a **re-launch** after only 1 or 2 years
- Some products are just '**killed off**' as they **d**_____ (private market) as the revenue decreases or stops

Worksheet 2B

- It is possible to keep *re-launching* a product or product line ... consider iPods, Apple successfully do this every year
 - Theme parks will introduce new rides for example
 - Museums offer different themes and exhibitions
 - Restaurants may be refurbished and redesigned

Tourism Area Life Cycle (TALC):

As part of this area of **business strategy**, there is another more detailed model called the TALC.

It is specifically designed for a Tourism Area, for example Sanya or even Wuxi. The idea is similar to the PLC. New areas are discovered or they start to allow tourism for example. **This leads to:**

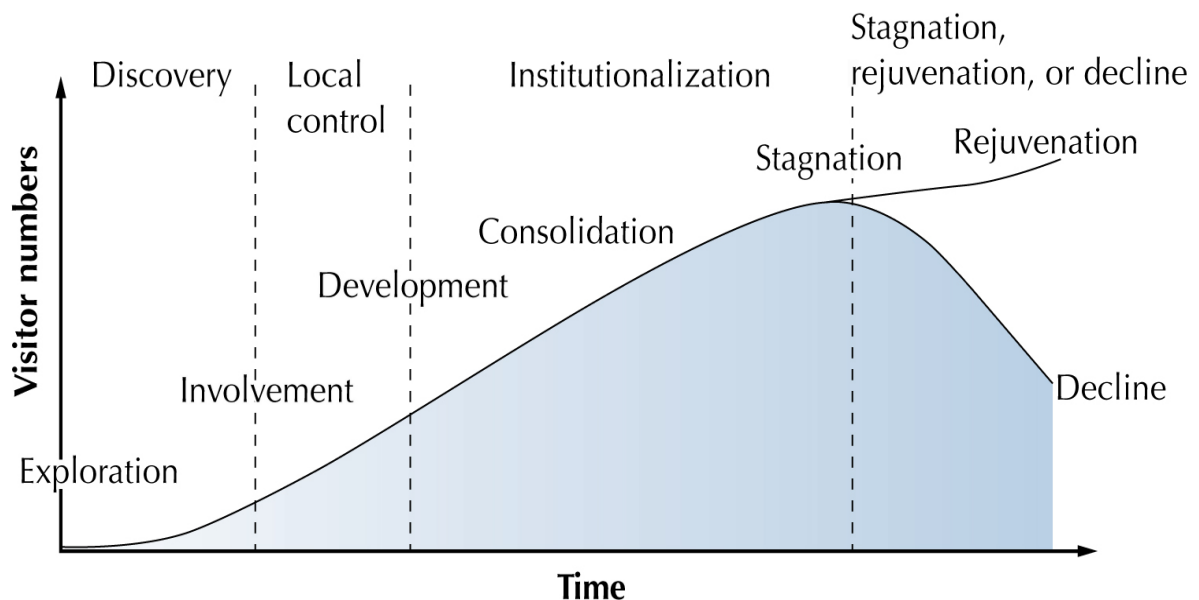
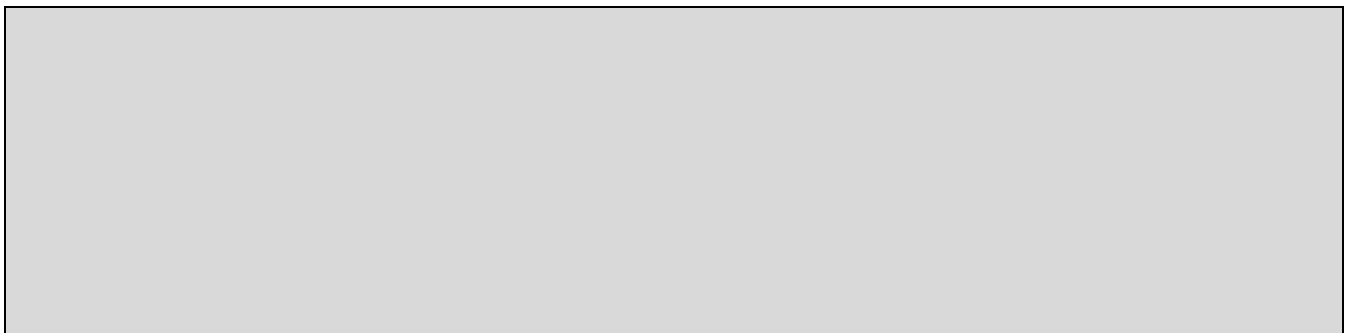


Figure 12.1 The Tourist Area Life Cycle

Source: Butler, R. W. (1980), adapted by Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (1993). *Tourism: Principles and practice*. London: Pitman, 90.



Tourism Area Life Cycle (TALC)

As we have learnt, a tourist destination is a city, town resort or area the economy of which is dependent to a significant extent on the revenues accruing from it. The **destination** is a grouping of products, not just one.

The stages a destination goes through, from:

English	Chinese
• exploration	•
• involvement	•
• development	•
• consolidation	•
• stagnation	•
• rejuvenation or decline	•

TALC phases	Attributes:
• exploration	–The new tourist product/s is intr _____ –A sm _____ number of visitors start coming
• involvement	–Identifiable tourist season begins to emerge –Visitor numbers st _____ building –Impacts start to become apparent
• development	–Public policy and inv _____ is required if destination is to sustain continuing dev _____
• consolidation	–Visitor numbers continue to inc _____ –Tourist services are provided by lar _____ national or international companies –Local operators still play a role

<ul style="list-style-type: none"> • stagnation 	<ul style="list-style-type: none"> –Critical point – decisions have to be made –Visitor num_____ peak –Visitors att_____ by familiarity and extensive facilities – Prom_____ is needed – Adaptation of products and markets
<ul style="list-style-type: none"> • rejuvenation or decline 	<ul style="list-style-type: none"> •Decline or ? –Visitor numbers fall –Move down market –More promotion to meet capacity Decline or rejuvenation?

Please draw the following:

The TALC for The Bund in Shanghai:	
The TALC for Sanya:	
The TALC for Dubai, UAE:	
The TALC for Nanchang Jie, Wuxi	

Summary of worksheet	Summary of worksheet in Chinese

In your opinion, what is the most important thing to remember?

What are the keywords from this worksheet?

English:	Chinese translation:

