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BOOK REVIEW

The Tourism Area Life Cycle Vol. 1: Applications and Modifications

Richard W. Butler, editor (2006). Channel View Publications, Clevedon, England

The TALC model is one of the best known theories of destination growth and change within the field of tourism studies, while it remains one of the most often cited subjects and a contentious area of tourism knowledge. The importance that Tourism Area Life Cycle (TALC) model has for the study of how destinations and their markets change highly correlates the model to the study of tourism development. Although the subject is well developed and analyzed the book of The Tourism Area Life Cycle (vol. 1 and 2) contributes significantly to the science providing a brief review of the foundations and the applications of the model. This particular volume consists of five sections each of them is consisted of three to five chapters related to the ways that TALC has been applied in particular situations and settings. The introductory section provides sufficient detail on the background and foundations of the TALC, while the rest of the sections applying the TALC in a variety of situations and locations, at different scales, and through different approaches.

The first part of the volume consists of four chapters which focus on the introduction of TALC. Chapter 1 is dedicated to the concept of TALC providing a reproduction of the original article by Butler. The origins of TALC are given in Chapter 2 with an overview of the academic literature from which the TALC model has evolved. Chapter 3 categorizes and documents a selection of major works related to Butler's original article. It is characterized as a literature 'survey' of the application of the TALC model. Chapter 4 is dedicated to the application of TALC in specific areas such as destination development, policy and strategy formulation, and destination management, while it concludes by linking the TALC to sustainability.

The implementation of TALC is given in the next section. Chapter 5 discusses the application of TALC and its relationship to concepts of sustainability, in an important diversified tourism destination in the

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Northeastern USA, the Lancaster County in Pennsylvania. Chapter 6 investigates the separate life cycles of independent tourist products in an area, such as sport tourism or event tourism, and how they affect the life cycle of a tourist destination, the province of Quebec in North American in particularly. Chapter 7 refers to the application of TALC in China's tourism planning and development. Specifically, it examines the revitalization of a tourist destination which faces a deterioration period by exploiting new attractions that can increase visitation.

The importance of the TALC concept becomes even more critical when it is about tourist destinations that depend on their heritage resources. According to this the third part of the volume is dedicated to the application of TALC in heritage settings. Chapter 8 illustrates the implementation of the TALC model on national parks by providing a case study of the development of the Canadian national park system with respect to sustainability concepts. Chapter 9 is using the example of Venice, a representative mature heritage tourism destination, in order to illustrate the overdevelopment or overuse of a tourist destination. It describes the 'vicious circle' that a destination can face from the negative effects of its tourism development and how TALC can efficiently contribute to avoid them. The implementation of TALC in the marketing field is given in Chapter 10. The chapter discusses the differences between public and private sector in their marketing strategies related to heritage sites of a tourist destination or product.

The level and the nature of political, local and economic involvement in the development of an area, as well as the results of this development on the political decisions undertaken in return for the area, are discussed in the fourth part of the volume. Chapter 11 records the implementation of TALC in a small-island Caribbean where was tested the deviation of real life from the 'ideal' TALC model on an area which had experienced a plantation type of initial economic development before its transformation to a tourist destination. Chapter 12 is a case study of TALC in Kona, Hawai'i Island that investigates the role of local residents and tourists on the growth, and its direction, of an area's tourist development. Chapter 13 deducts a quantitative, longitudinal research on how residents' attitudes can affect local tourist development in the early stages of TALC. For this reason were applied four different models of residents perceptions on economic, social and environmental tourist impact on an area, which was diversified from natural resources extraction to tourism sector. Chapter 14 examines the perceptions and attitudes of the residents of Hilton Head, South Carolina on the political decisions for tourist development and the subsequent influences resulted on the TALC of the destination. Chapter

15 is dedicated to a South East Asia area, the Tai hill village. It investigates the role of residents in the stage of the transformation and development of a new tourist destination while ensuring sustainability.

The final section deals with the strategies that an area can follow in order to avoid the decline of its tourism development and visitation and the usefulness of TALC in this direction. Chapter 16 discusses the case of Opatija Riviera on the Adriatic Sea of Croatia, an area which had to rejuvenate itself several times due to the intervention of three wars. Chapter 17 describes the most popular rejuvenation of a mature tourist destination, the example of Atlantic City. The area had exploited the legalized gambling as a tool of successfully reposition itself in the completion of its TALC. Chapter 18 describes the successful process repositioning a mature tourist destination with the collaboration of private and academic sectors in the Gold Coast of Queensland in Australia.

The volume concludes with Chapter 19 where TALC is successfully integrated with issues of sustainability, ecology and Elvis Presley. The chapter shows how empirical observation, experience and theory are interwoven.

This is an interesting book for those interested in tourism development, destination life cycle and tourist destination and/or product repositioning and rejuvenation. The value of the book, above all, is that it gives a comprehensive review of the TALC model, a subject well developed but with few completed releases, starting with the reproduction of the original article of Butler 'The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources' from *The Canadian Geographer*. In this way the volume increases the availability and the access of younger students to the origin of the concept, a fact that becomes even more important with the enrichment of the valuable comments and discussion of the author. In this manner the book constitutes a helpful guide even for those who have just started studying or working on destination development and they are somehow unfamiliar with the subject. Another advantage of the volume is the short length of each chapter, as well as the different areas of TALC that each of them treats in an integrated and brief manner. This provides one more benefit for the book since each chapter can be read separately from the others, while they can also be used as case studies for students. In addition, the overview of some of the ways in which TALC has been applied and the several theoretical and conceptual developments given by the volume set the basis for the future development of the model and make the book even more challenging for scholars, students and practitioners. The applications and the modifications of TALC model have been the central issues of the

current volume. Nevertheless, the volume is good to be read in combination with its complementary second volume which deals with the conceptual and theoretical issues of the TALC model in the explanation of the destination change during its life.

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