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Mapping tourism strategy patterns on tourism area life cycle

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Abstract

Purpose

Tourist destinations are constantly changing products, evolving as per the controls exerted by the stakeholders. The study aims to map the pattern of tourism development and identify the strategies formed at the destination over a seven-decade period for a state as a unit of analysis.

Design/methodology/approach

The paper evaluates tourism development through the tourism area life cycle (TALC) model and uses Mintzberg's strategy analysis process to identify strategies. The study involves time series analysis, pattern matching and explanation-building techniques. The TALC is plotted for the number of tourist arrivals from 1947 to 2019, and strategies are mapped for each stage.

Findings

The TALC shows a cycle-recycle pattern of tourism development. The research revealed several strategies at different stages. Both the central and state governments and entrepreneurs, distinctively and in conjunction, have formed strategies. The pattern shows the period of piecemeal and global strategic changes contributing to tourism development.

Research limitations/implications

The research unearths the strategies that drive the development curves of TALC, emphasising the integration of TALC with other theories. The research also assesses the strategy formed in the pre-tourism stage.

Practical implications

The research brings to light the use of TALC as a strategic road-mapping tool. In addition, the study emphasises the significance of global and piecemeal strategic periods and stakeholder's regulatory and operational roles.

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Originality/value

The research uses a unique methodology that maps the strategies, periods of strategic changes and incremental strategies for each stage of TALC, along with identifying the stakeholders.

Keywords

Tourism area life cycle Strategy Policy Pattern Goa
Development Planning

Citation





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