ShapeTourism
LIFE CYCLE ASSESSMENT

OBJECTIVES

Identify types of destinations that need to be studied in order to assess their level of present and future competitiveness and attractiveness.

Define measures that will guarantee the sustainability of these destinations in the future.

APROACH

1

Review of the pertinent literature in relation to Butler's tourism area life cycle (TALC) model.

2

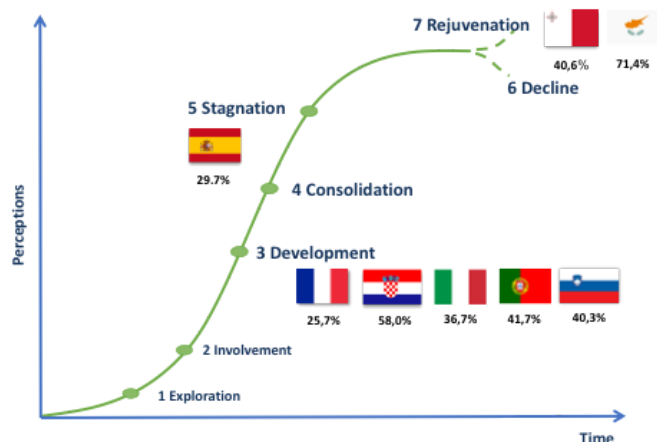**Methodology** was adapted to deal with the specific trends and applications in Mediterranean coastal areas.

3

The **report** ends with an analysis of stakeholders' perceptions regarding the life cycle stage of their destination.

ShapeTourism

RESULTS

📍 **STAKEHOLDERS' OVERALL PERCEPTIONS OF DESTINATIONS' LIFE CYCLE STAGE**

42,1% report that their **destination is still in one of the initial TALC stages**. These results indicate that stakeholders avoid saying that their destination is in a less favourable stage. The cluster analyses produced five destination clusters based on the perceptions of the stakeholders surveyed.

7 Rejuvenation 40,6% 71,4%

6 Decline

5 Stagnation 29.7%

4 Consolidation

3 Development 25,7% 58,0% 36,7% 41,7% 40,3%

2 Involvement

1 Exploration

Perceptions / Time

📍 The **first cluster** comprises the regions of **Andalucia**, **Veneto**, **Zahodna Slovenija**, **Campania**, the **Alentejo** and **Jadranska Hrvatska**. Stakeholders in these regions perceive their destinations as mostly in the development stage.

1

Andalucia
Veneto
Zahodna Slovenija
Campania
Alentejo
Jadranska Hrvatska

📍 Stakeholders in **Algarve**, **Lisbon**, **Malta** and **Provence Alpes Cote d'Azur** (**Cluster 2**) perceive that their destinations are still in the development stage, showing some signs of consolidation, stagnation and decline, yet revealing clear signs of rejuvenation.

2

Algarve
Lisboa
Malta
Provence Alpes
Cote d'Azur

📍 Regions in **Cluster 3** are well-established tourism destinations. Stakeholders express more pessimistic views, and the survey participants are more divided about the perceived current stage of development.

3

Murcia
Languedoc
Toscana

📍 **Cluster 4** includes only the **Vzhodna Slovenija** region. Stakeholders feel that the destination is still in a quite early stage of development.

4

Vzhodna Slovenija
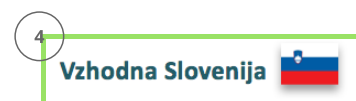
📍 **Cluster 5** has just one region – **Kypros**. Stakeholders believe that the destination the destination is rejuvenating

5

Kypros