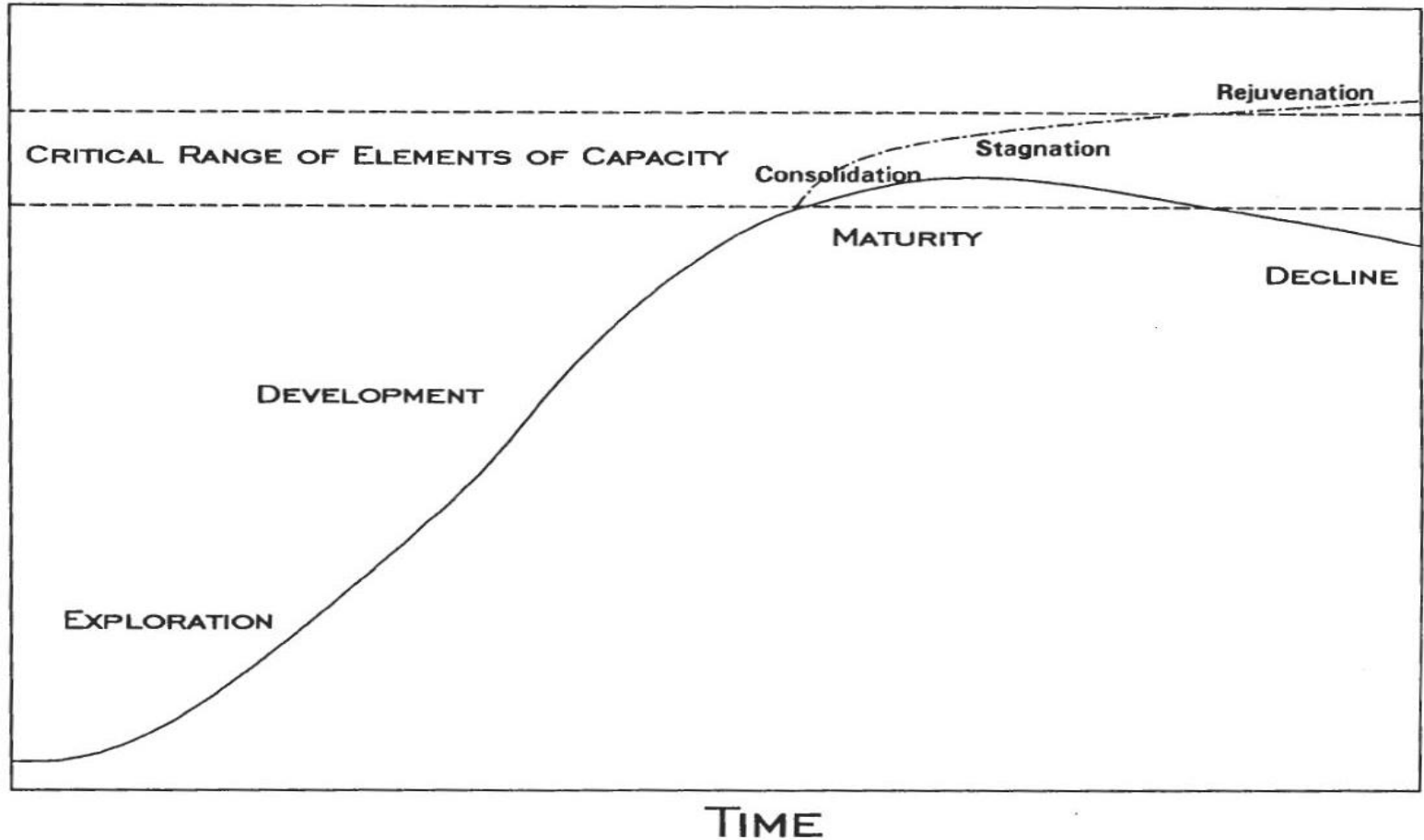




Okinawa, Hawaii & the Tourism Area Life Cycle



Butler's Tourism Area Life Cycle

- Butler's (1980) model continues to generate theoretical debate, empirical study, and student interest.
- “Resorts are essentially products...” (Butler, 2011)
- Original concept focused on identification of peak (i.e., need for intervention) rather than predictability.

Background

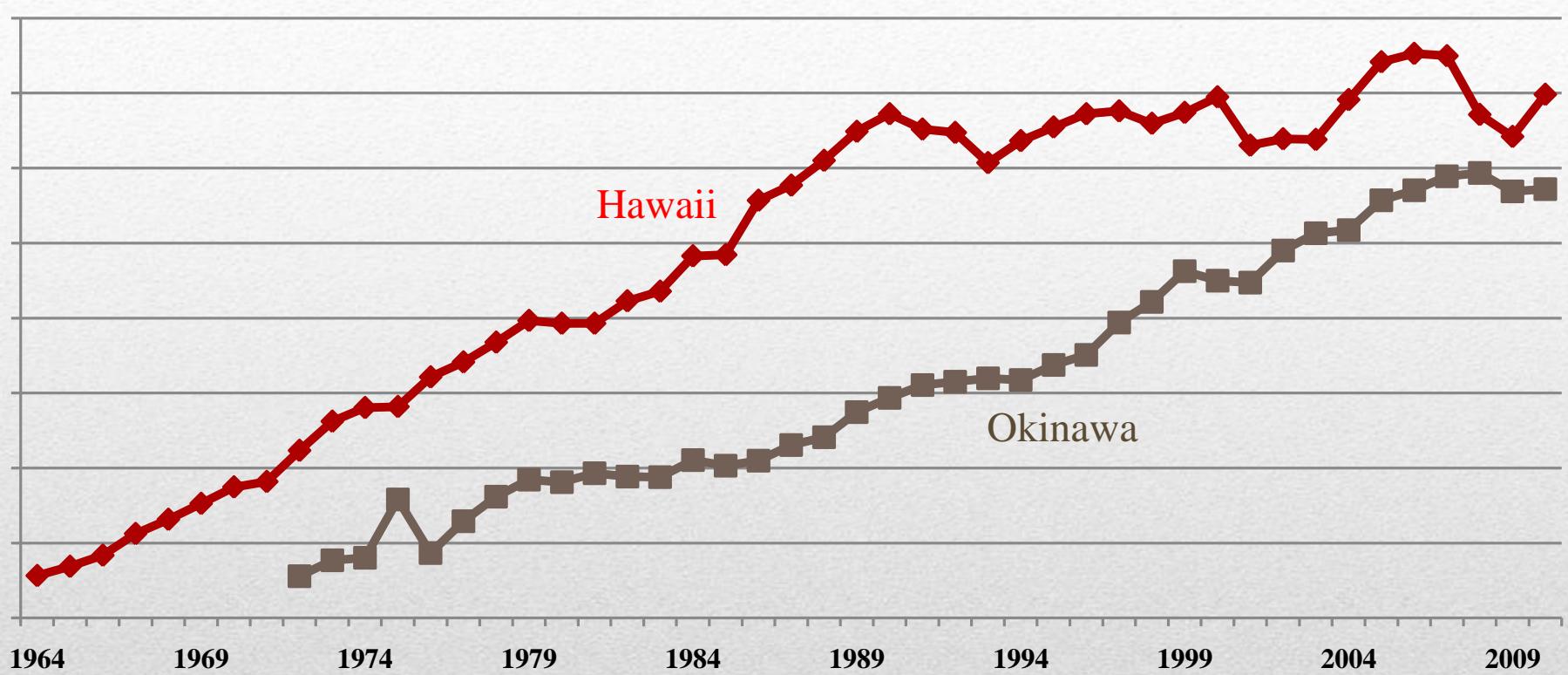
- Idea of carrying capacity was central to identification of peak and timing of intervention.
- Original subtitle, “Implications for Management of Resources,” indicated focus on intervention.
- Survival requires change and intervention (i.e., evolutionary paradigm)

Background

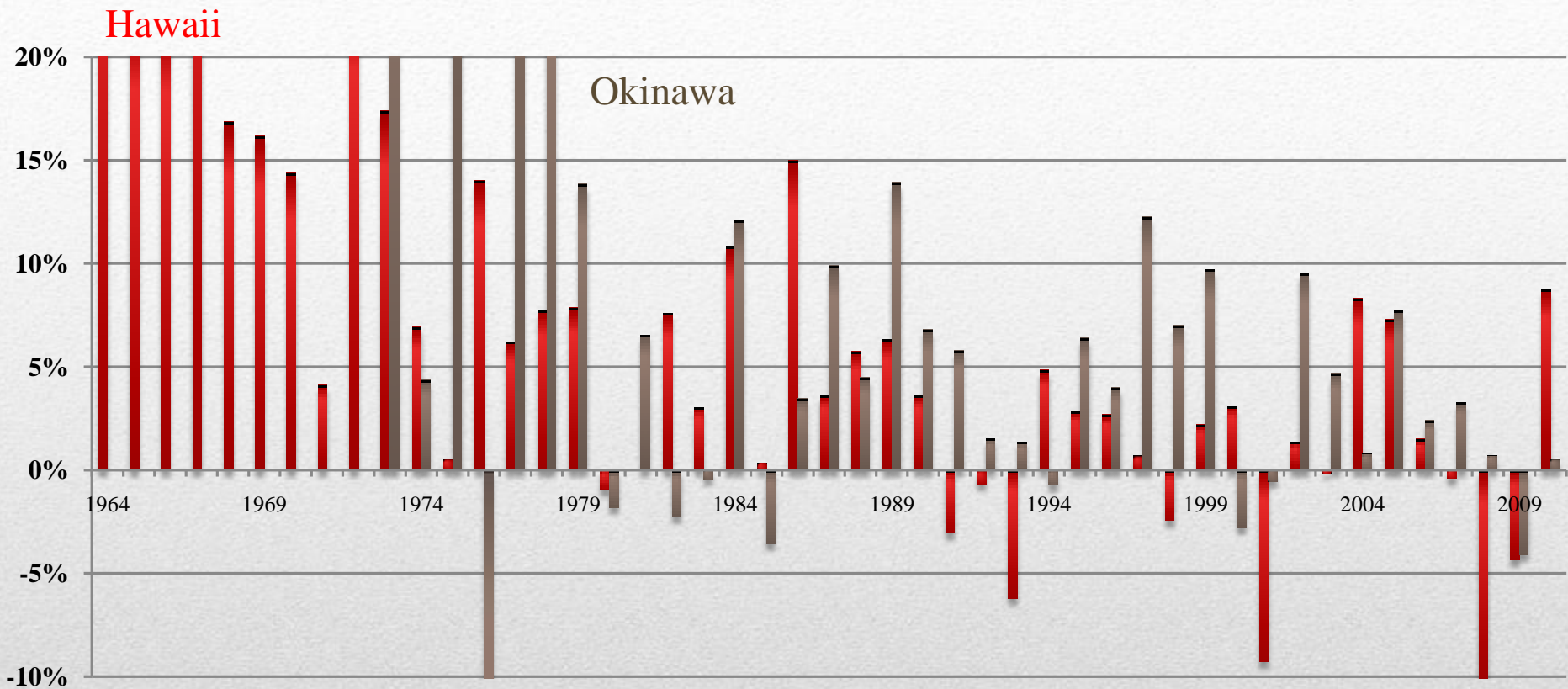
- Island destinations
- Comparable economic contexts
- Similar brand attributes
- Comparable arrival volume
- Share important visitor market

Okinawa and Hawaii

Mil.



Total arrivals, 1964-2010

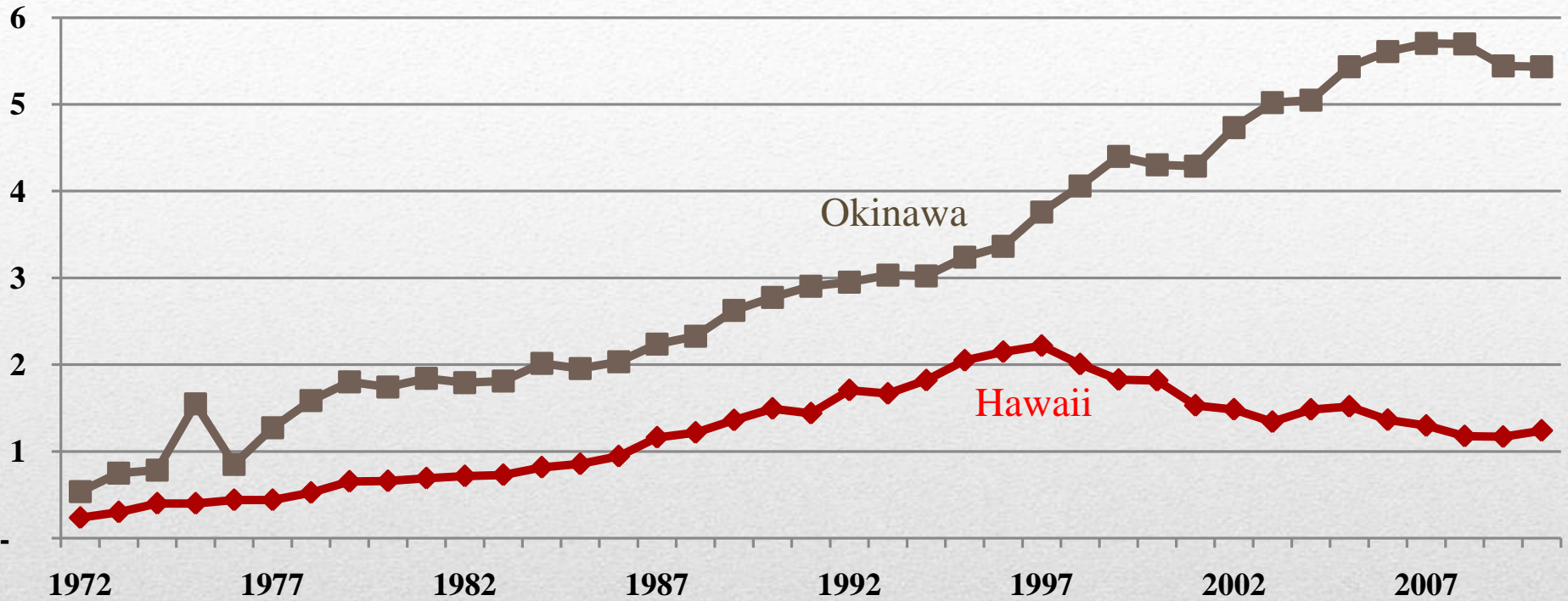


Annual growth rate of visitors, 1964-2010

- At what point is there evidence of an effort to manage or control the destination?
- What are the institutions of management/control?
- What are the elements of management/control? (i.e., zoning, marketing, product development)

Destination management

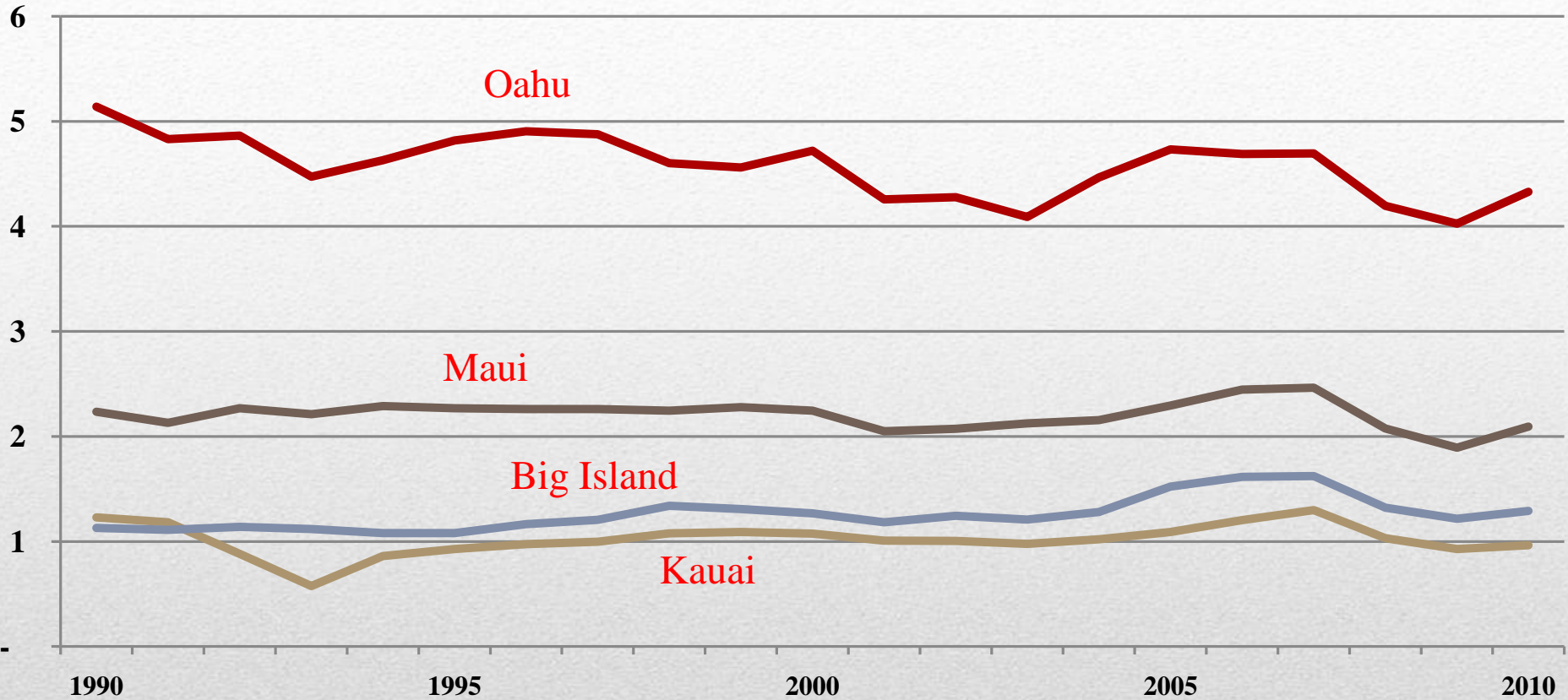
Mil.



Japanese arrivals, 1972-2010

- Are there implications of Hawaii's experience with the Japanese market for Okinawa?
 - Comparison of market “mix” strategies between the two destinations
- Butler (2009) suggests that destinations experience multiple cycles.
 - Evolution of products within the destination

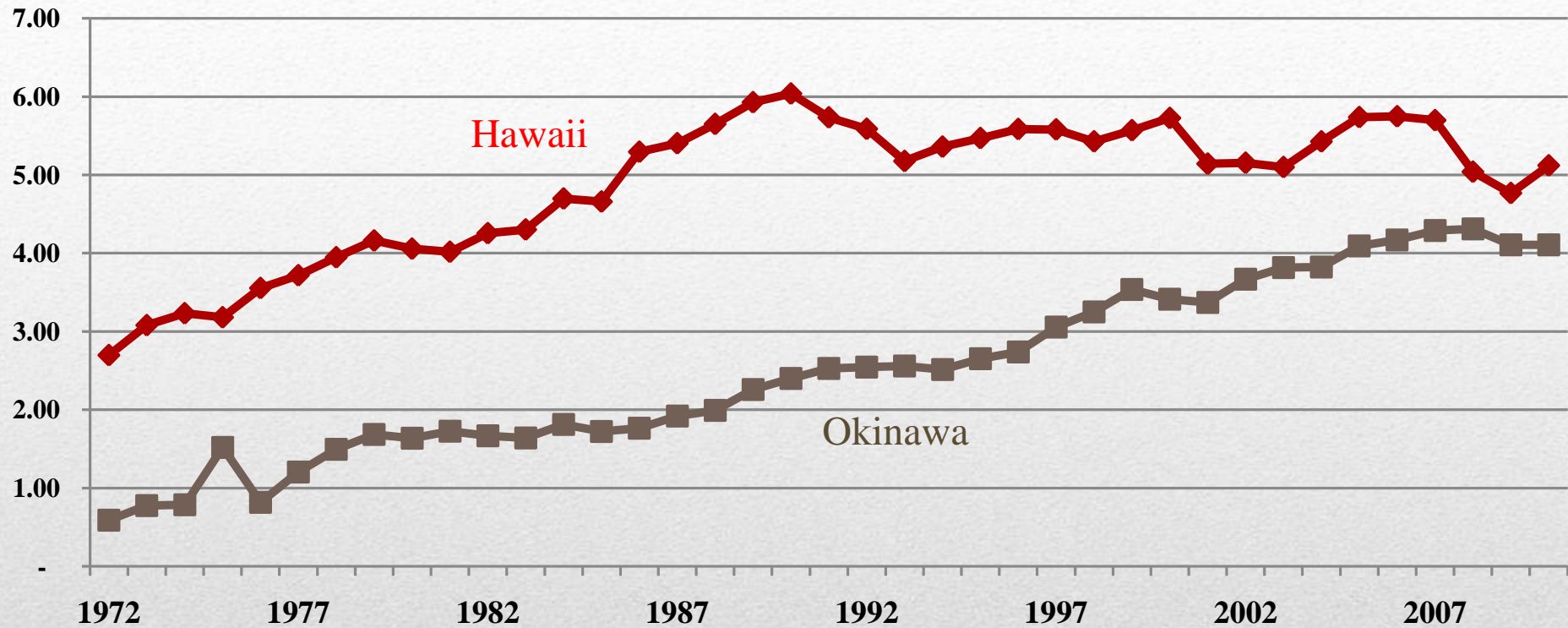
Visitor market dynamics



Arrivals by island, 1990-2010

- What is the relationship between the “primary” island destination and the other islands?
 - Product mix among different islands
 - Positioning islands for different target market segments

Spatial visitor patterns



Arrivals per resident, 1972-2010

- Are there comparable elements of capacity?
 - Transportation infrastructure
 - Spatial distribution of visitors (e.g., day vs. night)
 - Visitor satisfaction
 - Resident satisfaction

Visitor impact

- Toh et al. (2001) supplement TALC with “Travel Balance Approach” (Singapore)
- Johnston (2005) examines the community dynamics occurring during different stages (Kona, Hawaii)
- McElroy (2006) uses modified TALC as framework for analyzing SITEs using the Tourism Penetration Index
- Henderson (2006) uses TALC as framework to compare resources and government policies (Singapore and Dubai)

Recent research

- Rodriguez et al. (2008) combines TALC and a “teleological” model focusing on strategic planning for sustainability (Tenerife)
- Pratt (2010) employs TALC as framework for analyzing economic contribution of tourism (Hawaii)
- Huimin & Ryan (2012) points out need for TALC to incorporate “urban gentrification” (Beijing)

TALC Research

- Note critiques of the TALC esp. with respect to Hawaii and Okinawa (e.g., Kato and Mak, 2010).
- Focus on the specific elements and issues arising from status as island destinations (e.g., Kakazu).
- Carefully delineate the unit of analysis and the specific type of cycle (e.g., Butler, 1997; Xie and Lane, 2006).
- More qualitative and mixed-method approaches?

Moving forward
