

APPLYING THE BUTLER'S TOURIST AREA LIFE CYCLE MODEL TO CLASSIFY TOURIST DESTINATIONS ON THANH HOA-NGHEAN'S COASTLINE

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Abstract: *The author applied Butler's model of the life cycle of Tourst destinations, score-based measures and visitor satisfaction surveys to classify tourism destinations along 184 km of Thanh Hoa - Nghe An's coastline. The results of a total of 32 tourism destinations were evaluated and classified in this region with 21 sites, during the exploration phase, 9 sites at the involvement stage and only 2 sites, is Sam Son and Cua Lo, reached the development stage. The study also proposed solutions to 21 points in the exploration stage to other stages and 9 points in the phase to participate in the development phase within 5-10 years.*

Keywords: *Tourist Destination, Thanh Hoa - Nghe An Coastline, Classification, R.W Butler.*

1. Introduction

Based on the theory of "Stages of Economic Growth" by W. W Rostow (1960) [14] and "Product Life Cycle" by Raymond Vernon (1966), Applied in the field of tourism, in 1980, R. W Buttler developed the Tourist Area Life Cycle (TALC) theory [3]. From that point up, many studies have applied this theory to evaluate and classify tourism destinations in different territories of the world in order to find solutions to manage and promote tourist destinations [1], [4], [7], [9] ... However, such studies in Vietnam, Thanhhoa and Nghean are quite rare, only few works master theses [11], [12] ...

In December, 2016, the Ministry of Culture, Sports and Tourism issued a set of criteria for tourism destination assessment, but this set of criteria only applies to "The number of tourist arrivals is expected to reach 500,000 tourist arrivals per year and tourism destinations have been invested to develop tourism, attracting more than 50,000 tourists a year. "[10]. Tourist destinations with smaller numbers of visitors are not classified. In fact, that is the motivation for our study to classify the tourism destinations along the coast of Thanh Hoa-Nghe An on Butler's theory - a theory that has great scientific and practical significance.

2. Scope

All tourist destinations along 184 km of Thanh-Nghe coastline, including the tourist destinations have met the criteria by the Ministry of Culture, Sports and Tourism (currently the two provinces have not yet evaluated), already planned and not planned tourist destinations.

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3. The concept of Butler's tourism area cycle life

According to Butler's TALC model a tourism destination goes through six stages.

The first stage is exploration. This stage involves a few tourists discovering a new tourism area (Butler, 2011). This stage is usually characterized with minimal number of visitors due to limited access, limited knowledge and inadequate facilities. Tourists visiting such areas are mainly the allocentric or adventure seeking tourists.

The second stage, involvement, begins when local community starts to participate in the tourism development process. On seeing a few tourists interested with their area, members of the local community begin to develop simple infrastructures and facilities such as access roads and small accommodation and catering facilities (Butler, 2011). More tourists gain knowledge of the area and the number of visitors begin to rise. At this stage the area is still popular among the allocentric type of tourists.

The development stage begins to set in when the government and small scale investors take notice of the interest of tourist on this area (Butler, 2011). The government set in to provide necessary infrastructure such as roads and electricity while investors begin to provide sophisticate infrastructures such as accommodation and transport facilities. The areas also become widely marketed as tourism destination further increasing the number of tourist visiting the area. The mid-centric tourists begin to have confident with this area and start visiting further increasing the number of visitation.

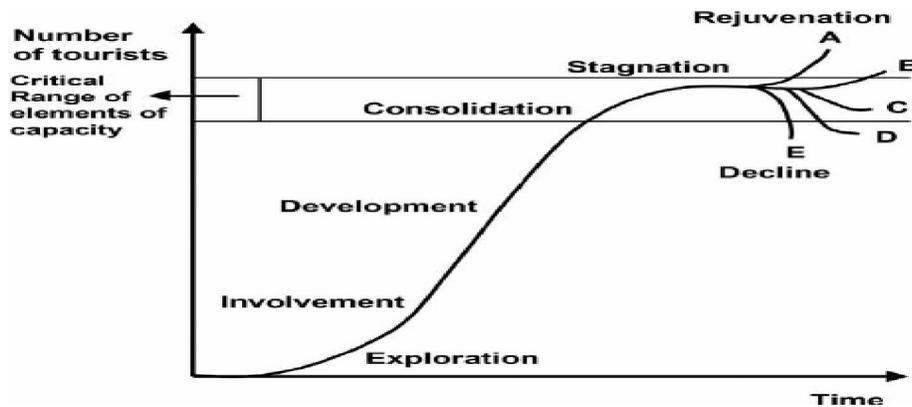


Diagram 1. The theoretical life cycle of a destination [4]

Consolidation stage is marked by the entry of the big players in the tourism industry into this area (Butler, 2011). Small facilities are replaced by large tourism establishments design to serve large masses of tourist. More and more tourist flock into the areas as the psychocentric begins to gain confident with this destination.

The stagnation stage is marked by stabilization in the growth of the number of tourist (Butler, 2011). This is mainly as result of the allocentric tourist leaving the area as it begins to lose its novelty status and their number is replaced by the psychocentric tourists who are appealed by the comfort and familiarity offered by the area. The rising number of tourists begins to irritate locals as they begin to feel the pressure associated with the large number of tourists. There are no further tourism developments as the area reaches its carrying capacity (Lagiewski, 2004).

Decline or rejuvenation stage may follow the stagnation stage. Decline stage results from the tourism areas undergoing degradation as result of increased pressure from the large number of tourists. Environmental and social problems begin to haunt the area leading to the area losing its appeal. However, the areas tourism appeal may be rejuvenated through various means such as developing new products beside the product that had initially attracted tourist into the area.

4. Methods

In order to reflect the complexity of the development of the Tourist Destination, the study used seven groups of criteria and specified 32 criteria. Of these, 31 criteria (total 85 points) were assessed by experts and 1 by criteria (15 points). Compared with the criteria set by the Ministry of Culture, Sports and Tourism, we added criteria for the number of visitors to the destination (30 points) with both domestic and foreign visitors. Therefore, the structure of each group of criteria, criteria (Table 1) is changed. For the satisfaction of visitors, we use the National Tourism Administration's questionnaire [10] and survey each site to 20-50 visitors.

Table 1. Criteria for Tourism Destination assessment

Criteria group	Criteria	Describe criteria	Score achieved/ Total score																				
Tourist Resources (15 p)	The diversity and uniqueness of the resource	There are beautiful or phenomenal scenery, special relics, including cultural buildings, historical monuments recognized national specialties or world heritage, national landscape, conservation garden country/ biosphere reserve/ world natural heritage; or can develop more tourism activities / products.	/10																				
	Protect and enhance resources	The original, well protected, beautiful scenery, still retain the traditional culture, take measures to protect, create attractive attractions separately.	/2																				
	Capacity	At least 140 visitor/day	/3																				
Visitors (30 p)	Domestic visitor	<table border="0"> <tr> <td><i>Point:</i></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>.....</td> <td>24</td> <td>25</td> </tr> <tr> <td>visitor /day:</td> <td>0</td> <td>5</td> <td>10</td> <td>15</td> <td>20</td> <td>25</td> <td>.....</td> <td>115</td> <td>120</td> <td>125</td> </tr> </table>	<i>Point:</i>	1	2	3	4	5	24	25	visitor /day:	0	5	10	15	20	25	115	120	125	/25
	<i>Point:</i>	1	2	3	4	5	24	25														
visitor /day:	0	5	10	15	20	25	115	120	125													
	Foreign visitor	<table border="0"> <tr> <td><i>Point:</i></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>visitor /day:</td> <td>0</td> <td>3</td> <td>6</td> <td>9</td> <td>12</td> <td>15</td> </tr> </table>	<i>Point:</i>	1	2	3	4	5	visitor /day:	0	3	6	9	12	15	/5							
<i>Point:</i>	1	2	3	4	5																		
visitor /day:	0	3	6	9	12	15																	

<p>Products and services (17 p)</p>	<p>Provide information to visitor</p>	<p>Providing information for visitors via telephone 24/24, through website or social network, website, social network posting animations, videos, support download electronic publications of Tourism Destination, have FAQ., answers to frequently asked questions of visitors, online support, online contact email address, links to other related websites such as: travel agents, carriers ...; There is an informational brochure for visitors, a well-designed publication, an impressive image, unique, the right size to carry, complete information, easy to read, use friendly material. MT; Information in printed publications, electronic publications, websites or social networks is expressed by Vietnamese and English.</p>	<p>/1</p>
	<p>Information guide throughout the Tourist Destination</p>	<p>Having the rules of the entire Tourist Destination and detailed rules table in the functional areas; A map of the entire Tourist Destination and functional areas are located in many places; Having signage system leading to functional areas; Signboard in Vietnamese and at least 1 foreign language, designed with many images, symbols showing high information and information map location position of visitors.</p>	<p>/1</p>
	<p>Notes</p>	<p>Having tables of information on the subjects or having guest speakers; Having electronic information boards explaining to the visitors; Interpreters are able to use foreign languages to explain to guests/Having automatic interpretation services; There is support for hearing impaired guests.</p>	<p>/1</p>
	<p>Tourist information center</p>	<p>There is an information room with internet access for visitors looking for information about the DBDL; There are on-site staff providing information on receiving and settling complaints from tourists, ... There are additional information booths in the functional areas in the DDSL (display publications advertising the Tourist Destination for visitors, prices for information publication is designed compact, convenient for the publication...).</p>	<p>/1</p>
	<p>Facilities for accommodation</p>	<p>Accommodation facilities of 3 star level or higher.</p>	<p>/2</p>

	Varied services and preferential policies for visitors; No time limit for service; Employees have good skills, friendly, enthusiastic; Equal treatment for all customers; Dispense service prices.	/1
Services to guests in the residences	There are standard restaurants serving tourists, capable of serving 500 guests or more, are classified into restaurants, Asia, ...; Restaurant system is distributed to guests in the hotel and in functional areas.	/2
Restaurant system	Ensure food safety ; The menu is diversified and there are preferential policies for customers; Flexible service time; Qualified staff, good skills, friendly, enthusiastic; Equal treatment for all customers; Dispense service prices.	/1
Food Service	There is an amusement park with a variety of games such as outdoor amusement park, indoor playground, cinema, etc. for adults and children; Certificate of IAAPA.	/1
Entertainment facilities	Ensure absolute safety for tourists; Varied services and preferential policies for customers; Qualified staff, good skills, friendly, enthusiastic; Equal treatment for all customers; Equipment for recreational activities to ensure standards and standards of manufacturers; Dispense service prices.	/0,5
Entertainment services	There are demonstration activities, art performances serving guests with frequency ≥ 1 time/day.	/0,5
Performing arts activities	Ensure absolute safety for tourists; Employees have a wide knowledge, depth of the object, explore at the destination, good skills, friendly, enthusiastic; The tour program is rich, diverse and flexible; There is formal information about the participants; Equal treatment for all customers; Dispense service prices.	/3
Services to visit, explore, learn the value of nature, culture	Variety of services and incentives for customers; Flexible service time; Qualified, good skills, friendly, enthusiastic staff; Modern equipment, rich fit the nature of various types of events; Equal treatment for all customers; Dispense service prices.	/1
Event, conferences, seminars services	There is a shopping center for shopping needs of visitors or a shopping center with a registered standard for tourists; There are a variety of services catering to the needs of the guests (shopping, beauty, fashion consultancy, health consulting, personal	/1
Shopping service		

		equipment hire, ...); Flexible service time; Qualified staff, good skills, friendly, enthusiastic, responsible; Make public service charges; Treat all customers equally.	/1
	Management	Having a management board with clear organizational structure, functions and tasks; The Management Board shall handle the problems of tourist destinations in a smooth and responsible manner, ensuring the annual growth of the whole area; Issue and control the implementation of regulations and rules of behavior related to tourism related phenomena.	/1
	Natural environment and sanitation	Fresh air, no pollution; Surface water (lakes, ponds, rivers, streams, fountains, ...); Waste is not discarded along roads, tourist sites and surface water sources; Equipment in tourist destinations such as lights, signs, monuments, small scenes, clean and clean; The areas selling products, souvenirs, food items must ensure common sanitation; Waste is collected in the fixed locations; The area under construction is covered.	/1
Management (8 p)	Process rubbish	Having a plan to ensure environmental sanitation in tourist destinations; Having a system of waste collection, average of at least 01 garbage bin with cover / 300m along internal roads; There is a place where garbage is collected from both destinations; Having a separate waste treatment system in the tourist destination or a means of transporting garbage to local waste treatment sites with a frequency of once a day; Use of specialized high tech support tools (using chemicals allowed for pollution treatment, waste treatment, etc.) in appropriate areas.	/1
	Sanitation	There are standard public toilets for tourists at the functional areas and main attractions; There are mobile toilets in other public areas.	/1
	The friendliness of the local community	Local communities do not engage in harassing tourists (clinging to customers for sale, offering services ...); Communicating, behaving cultural identity and civilization of local people; Ready to support tourists (directions, directions, ...); Respecting culture, behavior of tourists from the region to the local; Be ready to introduce and guide tourists to integrate and experience the local culture style.	/1
	Organization of security and order	There is a security and order department, specialized teams are located at points	/1

		and there is a team of supervisors, specialized patrols.	
	A plan to ensure security and safety for tourists	Having a plan to ensure security and safety for travelers in normal conditions with simple, common problems; There is a hot line connected to local departments to coordinate the work of ensuring security and safety for tourists. (Support the resort in coordinating the problem solving over functions. of the resort), dispatch staff on the hotline 24/7; To take the initiative in evacuating people and property in case of natural calamities, fires and other serious incidents.	/1
	Facilities to ensure security and safety for tourists	Have security checkpoints in the tourist destination and at each functional subdivision; Security forces are equipped with uniforms and the minimum equipment to ensure security and safety for tourists; Modern, high-resolution, high-resolution camera system for surveillance of major tourist attractions and functional areas; Automatic fire alarm system in the buildings; Having a loudspeaker system for reporting incidents and emergencies; Have a system of barriers to isolate dangerous areas; Water fountains and water tanks for firefighting in functional areas; There are special vehicles for patrol and security control in the tourist destination .. and specialized equipment for transportation or rescue such as bicycles, motorbikes, lifeboats.	/1
Infrastructure (5 p)	Road system	Access to the site can be directly connected to the national transportation system through at least 2 of the 4 modes of transport: road, rail, water, air (not through the system). inter-district roads or short distances); There is a gateway to the resort; These gateways are distributed from many directions, many different locations bordering the tourist area to facilitate the means of transportation.	/1
	Signs approaching tourist destinations	Signage signs, access to the resort; Placement of suitable signs (in front of crossroads); The number and location of the appropriate instructions (with signs at all forks, crossroads leading to the resort); Clearly designed signboards (size of signboards, font size, information picture, color, etc.), informative content; Bilingual expressions.	/1
	Internal roads	100% of internal road system is covered with concrete / plastic and wide to ensure traffic safety for 2 lanes.	/1
	Power system	Design and installation of lighting systems with modern, environmentally friendly equipment, energy saving along internal roads, accommodation, functional areas and all attractions. in the resort; Having backup power system; There is an art lighting system.	

	Water supply and drainage system	Having clean water system to meet the demand of clean water; Water purification system according to international standards (can be taken immediately without boiling) to serve the needs of guests; water and pipe systems, fountains for fire fighting; drainage system to ensure environmental hygiene; wastewater treatment system to ensure environmental safety; Waste water treatment for reuse for needs such as watering plants, sanitation, etc.	/1
Local participation (10 p)	Workers are local people in tourist destinations	Employers are local people (from 3% of total workers in the whole resort or more); Deductions from the turnover of the tourist area to support the annual movement of the locality; To deduct the turnover of the tourist areas in support of the construction and upgrading of local public works annually; The percentage of local households participating in doing business in the tourist area is 5% or more.	/10
Visitor Satisfaction (15 p) (Vouchers from Vietnam Tourism Administration)			/15

The total number of points per Tourist Destination in the range of 1 to 100 and is grouped into five groups that are characteristic of the four categories that follow the development of Butler's TALC model. Tourist Destinations have a score of 1.0 - 24.9, which is classified as the discovered stages (exploration); Scores 25.0 - 49.9 are classified as periods of involvement stages; Scores 50.0 - 74.9 are classified as developmental stage; Scores 75.0 - 100,0 are classified as consolidation stage.

5. Classification results

The results of our study are summarized in Table 2.

According to the criteria tourism resources, Sam Son and Cua the highest scores (11/15 and 11/15 respectively). Followed by Hai Tien, Hai Hoa, Quynh Phuong, Quynh Bang, Cua Hien and Bai Lu reached 5/15.

According to the number of visitors, Sam Son is the best is followed by Cua Lo. These are also two destinations that have been developed for decades. The ones with fewer visitors are Hai Tien, Hai Hoa, Bai Lu, Cua Hien and Cua Hoi. From the criteria for tourism products and services, Sam Son and Cua Lo reached the highest score (15/17). Very few tourist products, or local products that have not yet become commodities such as mangroves, are new discoveries.

Up to 21/32 destinations without management board and management are spontaneous (managed by individuals or commune level). This is also the point where infrastructure is almost undeveloped, especially infrastructure for tourism purposes. It is noteworthy that the unmanaged areas and undeveloped infrastructure have quite active local participation in tourism activities. Of course, these activities are not managed.

Table 2. Summary of scores for each criterion group and classification of the Tourist Destinations by stage

No.	Score of each criterion group										Total	Stages	
	Tourist Destinations	1 (15)	2 (30)	3 (17)	4 (8)	5 (5)	6 (10)	7 (15)					
	Thanh Hoa province												
1	Ngason Mangroves	3	1	2	0	0	1	2				9	exploration
2	Daloc Mangroves, Hauloc	3	1	1	0	0	1	2				8	exploration
3	Haitien Seaside, Hoanghoa	5	5	5	4	2	3	6				30	involvement
4	Samson city	11	26	15	6	3	7	10				78	development
5	The South Samson Seaside	5	6	5	3	1	2	3				25	involvement
6	Quanghai Seaside, Quangxuong	3	2	2	0	0	1	1				9	exploration
7	Quanghai Seaside, Quangxuong	3	2	2	0	0	1	1				9	exploration
8	Quangloi Seaside, Quangxuong	5	6	4	3	2	2	4				26	involvement
9	Quangnam Seaside, Quangxuong	4	2	2	1	0	1	1				11	exploration
10	Haininh Seaside, Tinhgia	4	2	2	0	0	1	1				10	exploration
11	Ninhhai Seaside, Tinhgia	4	2	2	0	0	1	1				10	exploration
12	Haian Seaside, Tinhgia	4	2	2	0	0	1	1				10	exploration
13	Hailinh Seaside, Tinhgia	4	2	2	0	0	1	1				10	exploration
14	Tandan Seaside, Tinhgia	4	4	2	0	0	1	1				11	exploration
15	Hailhoa, Tinhgia	5	9	6	2	2	2	4				30	involvement
16	Haithanh Seaside, Tinhgia	4	4	3	0	0	1	1				13	exploration
16	Haibinh Seaside, Tinhgia	4	3	3	0	0	1	1				13	exploration
17	Dong Seaside, Tinhgia	5	6	5	2	1	2	4				25	involvement
	Nghe An province												
18	Dongthanh Seaside, Hoangmai Town	4	3	1	0	0	1	1				10	exploration
19	Quynhphuong Seaside, Hoangmai Town	5	6	5	2	1	2	4				25	involvement
20	Quynhlien Seaside, Quynhluu	4	3	2	0	0	1	1				11	exploration
21	Quynhbang Seaside, Quynhluu	5	4	4	0	1	2	1				17	exploration
22	Quynhluong Seaside, Quynhluu	4	3	2	0	0	1	1				11	exploration
23	Quynhminh Seaside, Quynhluu	4	3	2	0	0	1	1				11	exploration

24	Quynhghia Seaside, Quynhluu	4	3	2	0	0	1	1	1	11	exploration
25	Tienthuy Seaside, Quynhluu	4	3	2	0	0	1	1	1	11	exploration
26	Lachvan Mangroves, Dienchau	3	1	1	0	0	1	1	1	7	exploration
27	Dienthanh Seaside, Dienchau	4	3	2	1	0	1	1	1	12	exploration
28	Cuahien Seaside, Dienchau	5	6	5	1	1	3	4	4	25	involvement
29	Bailu Seaside, Nghiloc	5	7	5	1	1	3	4	4	26	involvement
30	Cualo city	11	24	15	6	3	7	9	9	75	development
31	Cuahoi, Nghiloc	5	6	5	2	1	2	4	4	25	involvement
32	Hunghoa Mangroves (Vinh city)	3	1	1	0	0	1	1	1	7	exploration

Notes for table 2: 1: Tourist Resources (15p); 2: Visitors (30p); 3: Products and services (17p); 4: Management (8p); 5: Infrastructure (5p); 6: Local participation (10p); 7: Visitor Satisfaction (15p)

6. Recommendations

To develop tourism into a key economic sector in the economic structure of Thanh-Nghe coastal areas. Through this study, we suggest that the following solutions be implemented:

Planning solution. For planned tourist destinations, it is necessary to continue reviewing, supplementing and adjusting the planning in the direction of both developing tourism and protecting the natural, cultural and social environment. For unplanned destinations, general planning and detailed planning of tourist destinations should be carried out and published on most media.

Promote the diversification and uniqueness of tourism products and services associated with the natural, cultural and social characteristics of each coastal tourism site.

Infrastructure investment, especially transportation system, restaurants, hotels, etc. in the direction of harmonizing between popular tourism and high-grade tourism.

Enforcing promotion and linkages in tourism development. Especially there are solutions to overcome the seasonal difficulties in the sea and the island tourism.

Strengthening the management of tourism destinations which are at the stage of participation and development. Establishment of management boards in the destination is still in the exploration stage. Promoting short-term tourism training for people living in or near tourist destinations.

Enhancing the competitiveness of tourism destinations.

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