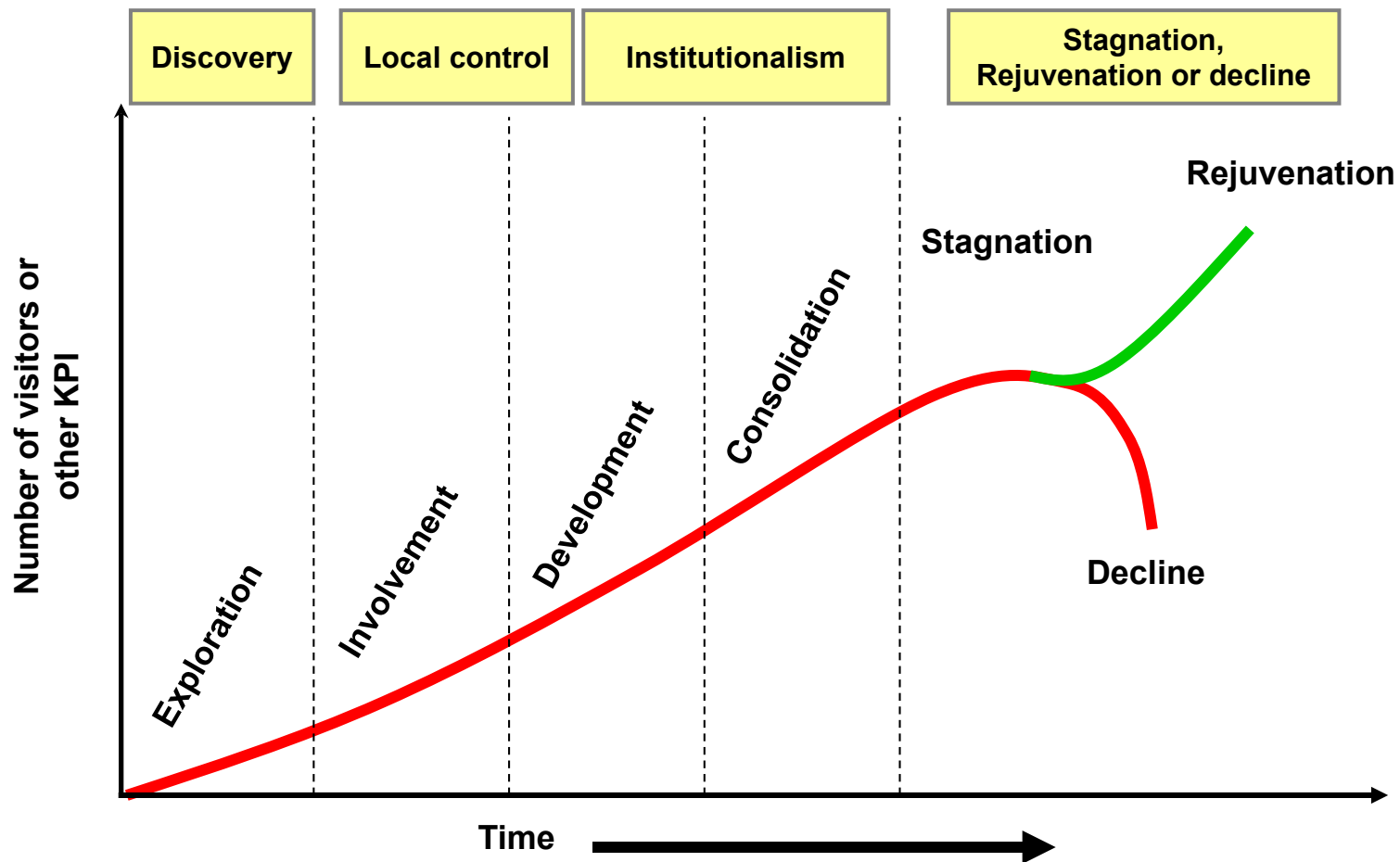


The Tourism Destination/Area Life Cycle! («TALC»)



Tourism Planning

Effective, competent tourism planning:

- Basis for Tourism Master Plan / Strategy
- Help ensure the location avoids decline by prolonging its maturity phase
- Helps to reach the goals
- Helps ensure fair and sustainable policies are enacted
- Helps to mitigate negative impacts of tourism (e.g. «overtourism» or «undertourism»)



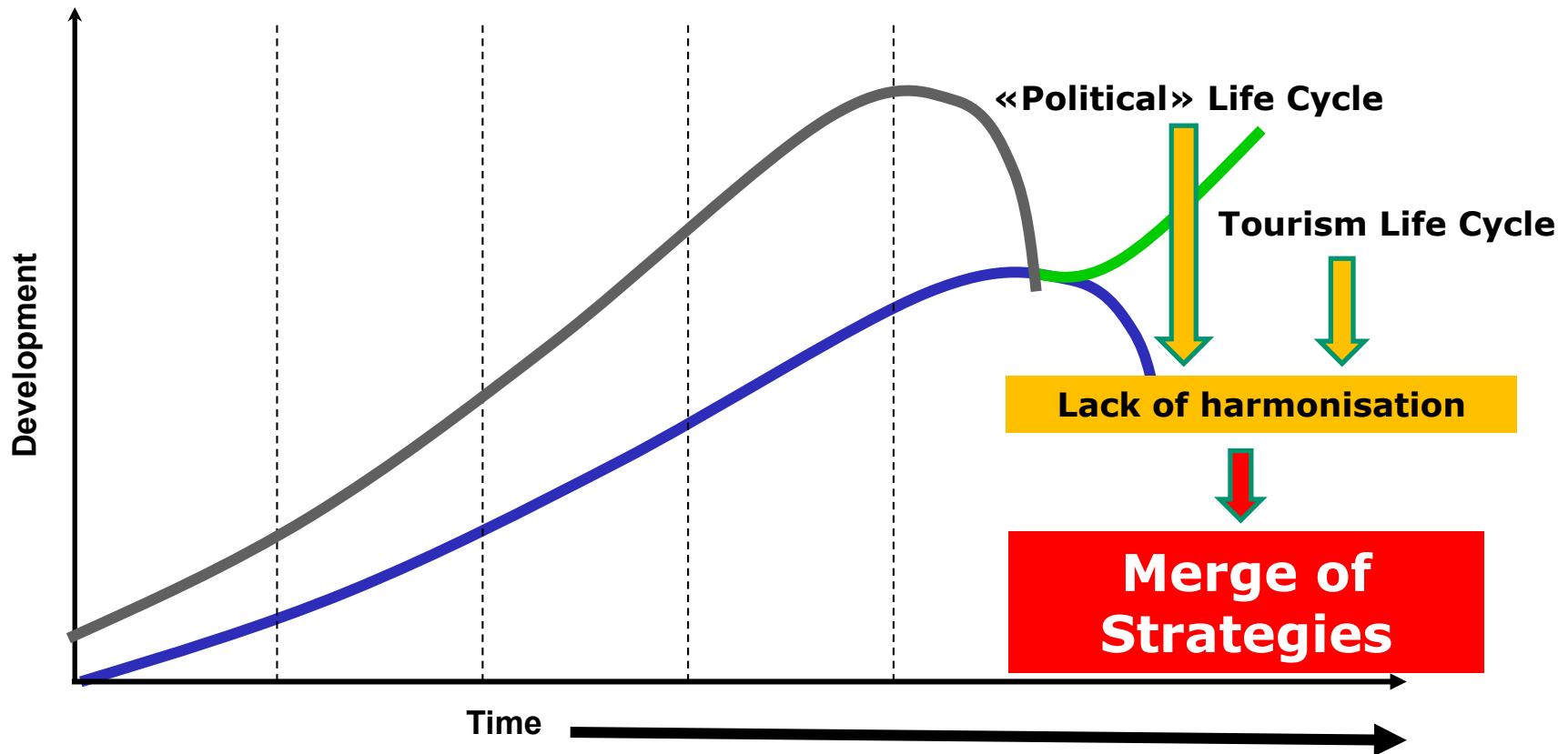
Principles for Planning

Selected goals for tourism planning:

- Improved economy and business success
- Enhanced visitor satisfaction
- Developing infrastructures and providing recreation facilities for visitors (and residents)
- Sustainable resource use
- Community and area integration
- And many more



Fragmented Planning within the Destinations



➔ **Permanent & coordinated planning to avoid any kind of unwished impacts and to guarantee sustainable development.**