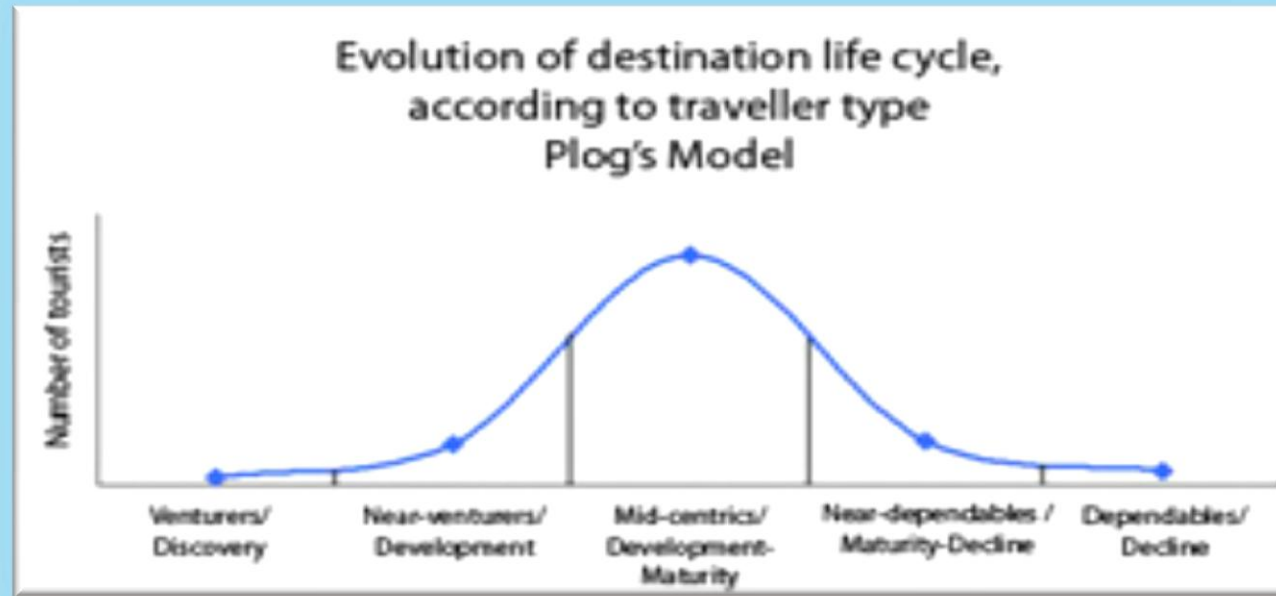




# TOURIST DESTINATION LIFE CYCLE

By: Butler and Plog

# PLOG'S PSYCHOGRAPHIC MODEL OF DESTINATION LIFE CYCLE



Stanley Plog's has proposed a model of tourist destination life cycle according to the traveler's personality.

The model is based on five personality types, in terms of level of comfort tourist desire and how intrepid is their level preferences.

In this model he proposed following type of traveler's personality.

**1. Ventures/ Discovery:** They are outgoing and highly confident in their behavior about their trip . they are adventurous and explorer, they accept unconventional accommodation. Spend more per day.

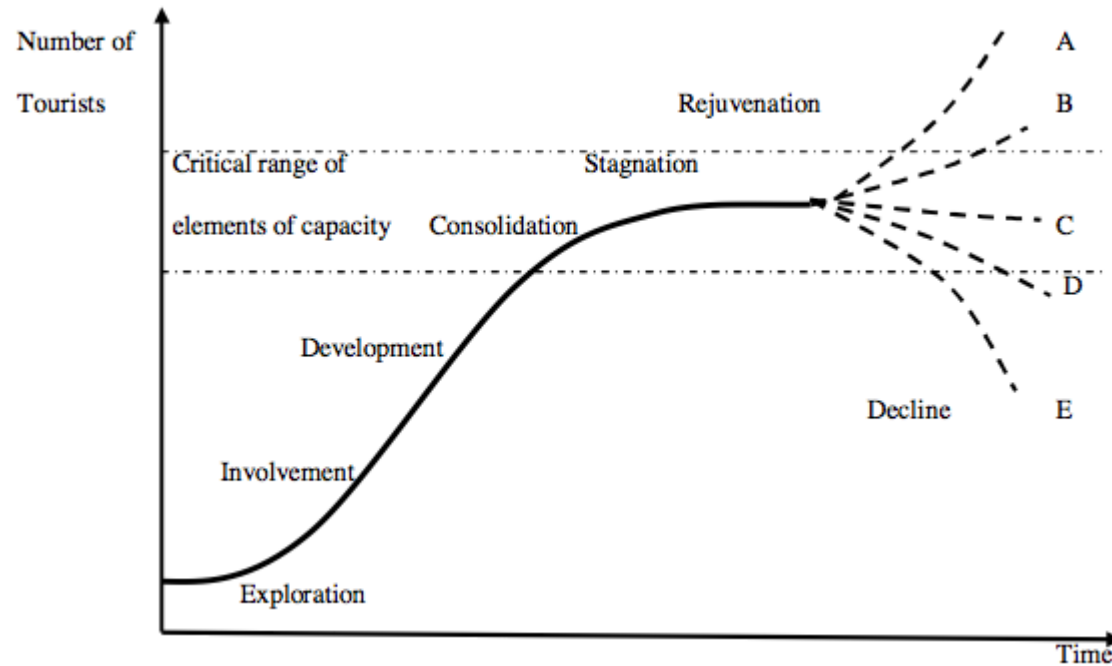
**2.Near-ventures/ Development:** they are excited about the new places, prefer comfort in their tour, they are desiring because they an ask for more better services.

**3. Mid-Centric/ Maturity:** They have fixed tourist area. they travel to the places which have reasonable infrastructure that was built to meet the needs of the near venture.

**4. Near dependable/ Maturity- Decline:** they are similar to the dependable but not so apprehensive the dependable. They generally travel for short time and stay for few hour at a destination, generally prefer fixed tour package for their travel. spend little amount on their trip, generally seasonable tourist.

**5. Dependable/ Decline/ Rejuvenation:** they are unadventurous, generally show conservative behavior, they want same comfort as they get in their home. They prefer famous locations but desire little activities. Generally prefer family or group tour.

# BUTLER'S TOURIST AREA LIFE CYCLE



Butler proposed that most tourist destination go through the Six Stage model

He termed this destination a the destination life cycle.

Butler suggested that tourist numbers be used for the “S” shaped life cycle.

Butler’s model used to the study of evolution of tourism destination to the decline and rejuvenation of the destination.

Following stages of the area life cycle has been proposed by the butler.

**1. Exploration:** During this stage few people visit the area, they are generally explorer or adventure tourist. they are generally interested to know about the nature and different culture, negative impact on the destination in less.

**2. Involvement:** During this phase the number of tourist start increase day by day but they are still under the control of local people/ host. At this stage destination started tourist market and season, changes some in social life and infrastructures because e of the tourist’s demand.

**3. Development:** During this phase number of tourist increased rapidly at a destination, infrastructure of destination developed rapidly during this stage because local government also participate to attract more tourist so they did heavy advertisement.

**4. Consolidation:** In this phase growth rate declines because of frequently visit of tourist, environment badly affected, in this phase tourism become major economic sector because more of the localities involved in tourism they are providing each and every facility to the tourist according to their demand.

**5. Stagnation:** in this phase tourist place is full of tourist, the carrying capacity of the destination get disturbed during this phase, fixed tourist packages are sold by tour operators for this destination. Social, environmental and economic disturbance has started during this period of life cycle of a destination.

**6. Decline:** During this phase tourist market lost because of total disturbance of environment and nature of the destination. Vacation decline only weekenders and day visitor visit destination during this phase.

**7. rejuvenation:** during this phase of the area life cycle trying of resettable and they started to stable new attractions and trying to make new market place for the tourist.



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