

Stages of the Butler Model:

- **1. Exploration:** A small number of tourists visit an area, attracted by its unspoiled, natural, or cultural features. There are few, if any, purpose-built tourist facilities, and the local population has minimal involvement.
- **2. Involvement:** Local residents begin to provide facilities and services to meet the increasing demand. This stage sees the start of organized tourism, with locals operating guesthouses, restaurants, or acting as guides.
- **3. Development:** Rapid growth occurs as large, often external, companies invest in the area, replacing or expanding local facilities. Infrastructure improves significantly (e.g., airports, roads), and marketing increases. The area becomes well-known, and tourism becomes a major economic sector.
- **4. Consolidation:** The growth rate of tourist numbers slows, although the total numbers still exceed the local population. Tourism is now a key part of the local economy. The destination may begin to lose its original, authentic appeal as it becomes "mass tourism".
- **5. Stagnation:** The destination reaches peak visitor numbers and capacity. The resort may look outdated or "tired," and its popularity wanes. The economy becomes heavily dependent on repeat visitors and, often, a decline in numbers begins.
- **6. Decline or Rejuvenation:** The final stage depends on actions taken during stagnation.
 - **Decline:** If the area fails to update or manage its reputation, tourists leave for other destinations, leading to a drop in numbers and economic decline.
 - **Rejuvenation:** A new strategy is implemented—such as introducing new, sustainable attractions or targeting new markets—to boost popularity and start a new growth cycle.



