

# More Information...

## About the Butler Model

### Who is Richard Butler?

Professor Richard W. Butler (1943-) is a British geographer who has researched and wrote about theories related to tourism. In 1980 he wrote a piece for the journal *Canadian Geographer* entitled 'The Concept of a Tourist Area Cycle of Evolution' which examined how the characteristics of a tourist resort of area change over time. His ideas proved to be very popular and over time his 'Tourism Area Life Cycle' more commonly came to be known as the 'Butler Model'.



Source: University of Strathclyde

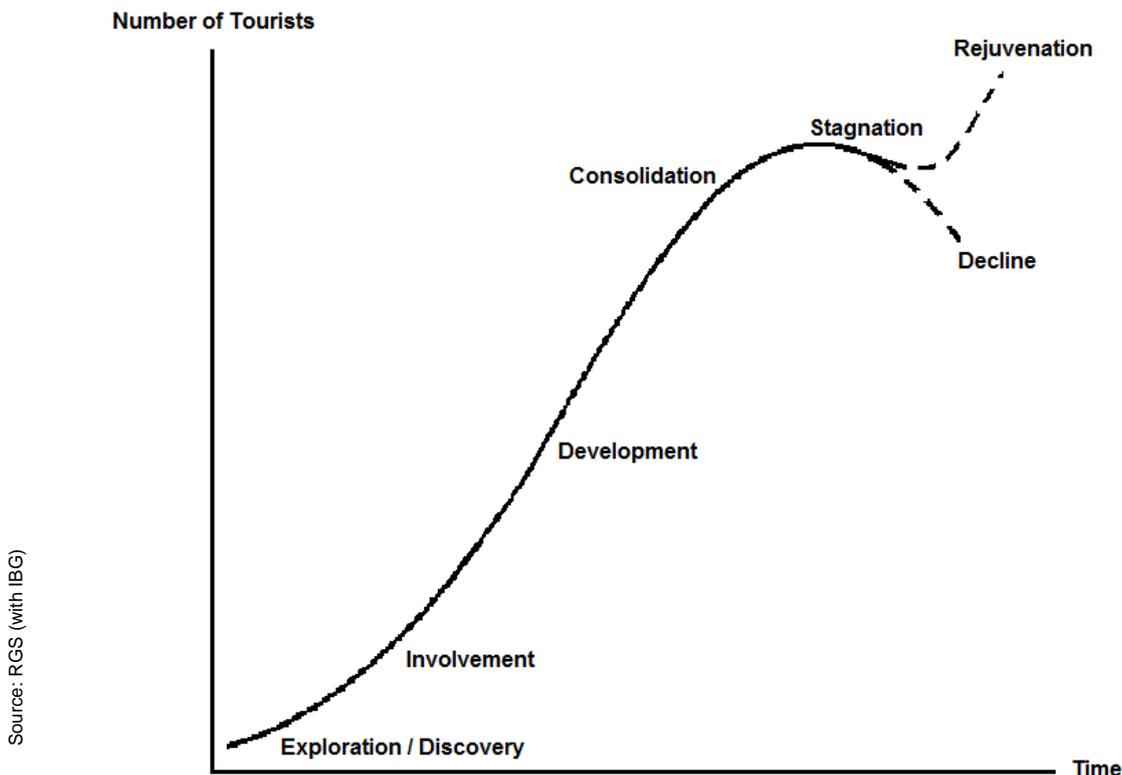
Professor Richard W. Butler

### What does his model show?

His model attempts to demonstrate how a tourist resort can change over time both as a result of the tourists themselves and due to outside influences. His model is commonly seen as a graph with a number of different stages:

#### 1. Exploration and Discovery

In the first stage of the model the area under consideration is not even thought of as a resort. In fact this is the stage in which it is first discovered as a potential site of tourism. People who visit are likely to spread the word about where they have been and through this process and interest in the place begins to grow.



Source: RGS (with IBG)

The Butler Model with its different stages labelled

