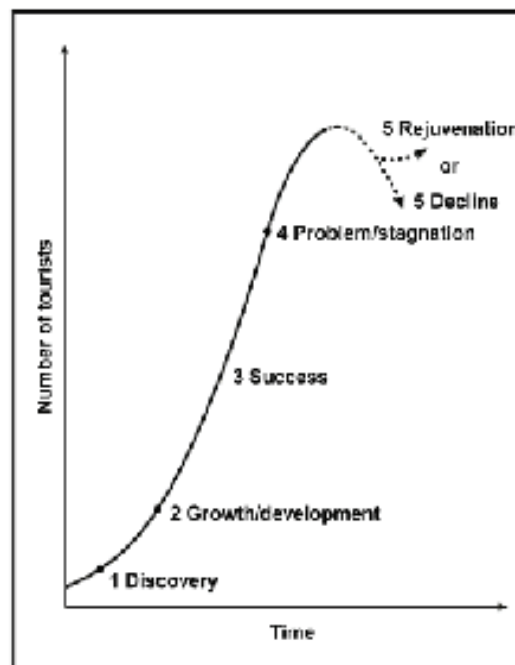


The Butler Lifecycle Model

The Butler Lifecycle Model was created in the 1980s by Richard W. Butler and models the stages that a coastal development goes through during its growth.

Stages of the model:

1. **Discovery/exploration** – a site is first discovered where a tourism area can be set up
2. **Growth/development** – small local businesses open up in the area, for example family run B and B's, shops, restaurants and cafes.
3. **Success** – Big businesses begin to move to the area and build. At this stage there is a lot of damage to the environment regarding to noise, pollution. Also the number of tourists is low as it is essentially a building site
4. **Problem/stagnation** – everything has been built and is very attractive to tourism. The area is now well established and growing e.g Thorpe Park
5. **Decline** – Despite help the area remains in decline struggling to get out of it e.g. Hastings
5. **Rejuvenation** – Money is invested, and there are begins to attract tourists again e.g. Blackpool



CASE STUDY: Calafell, Spain

Discovery:

Calafell initially benefitted from opening the railway station because of its great distance from Barcelona. This led to slow development until a huge boom in the 1970s. The long, wide, uninterrupted beach was taken advantage of with hotel and apartment planners constructing these for tourists next to the beach.

Growth and Development :

The construction of a promenade and the completion of sea front apartments and hotels attracted families from far and wide, many travelling from Madrid in the north of Spain for a holiday. As a result businesses began to open in order to provide services for the increasing number of tourists e.g. restaurants, bars, souvenir shops, etc.

Success:

The large beach was the centre of tourism with it being fully occupied during the high season of summer. Calafell never attracted package holiday tour operators, and as a result the number of hotels is limited.

Stagnation:

The boom in 1970s and 1980s led to a destruction of the original historic seafront in Calafell. The old fishing cottages with the heritage of the village were replaced by high rise apartment blocks. As a result the seafront began to lack character and with the euro crisis and competition from other coastal resorts in Spain/overseas, the number of people visiting decreased. The number of rooms has decreased by 17% in the last decade.

The number of immigrants in Calafell now make up around 20% of the population. Calafell isn't attracting wealthy people from elsewhere in Spain, instead approximately 50% of immigrants are from North Africa, settling in the area of Segur de Calafell



Decline or Rejuvenation:

The fall of the tradition tourist base in Calafell meant that it has tried to develop more sustainable strategies. Much of the area has been rebranded in order to make it suitable for all year round tourism, with a large number of environmental improvements taking place.

Calafell has adopted a family orientated approach earning the 'Family Holiday Destination certificate' from the local government in 2007. This recognises the traditional family run restaurants, bars, hotels, etc.

Calafell now has a tourist train running along its seafront and a second linking to the historic core of the village. It also has a Children's Club in the summer months. It has also tried to become an area that has more active holidays, with it being the first resort in Spain to offer Nordic Walking. Calafell now has the slogan 'Calafell tot l'any' which means 'Calafell, all year', however it's struggling to extend tourism to all year.

Calafell has also introduced the Municipal Urban Plan (POUM) seeks to stop the uncontrolled growth of the town, and protect the natural and historic features of the town, which aims to enhance the tourism and economic base of Calafell.

