



A Comparative Life Cycle Analysis of Two Mass Tourism Destinations in Turkey**

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Abstract

Tourism destinations pass through different stages of development, experiencing a life-style similar to that of humans and commercial products. This course, which starts with the discovery process, continues to declining stage for several reasons. Postponing the process depends on determining what development stage destinations are in and how they develop. The aim of this study is to determine the applicability of Butler's "Destination life cycle" model to Alanya and Manavgat which are two most important mass tourism destinations in Turkey and analyze what development stages they are in and compare their tourism developments within the context of the model. In the research, semi-structured interviewing techniques and document analysis were used. The findings were analyzed with descriptive analysis. As a result of the research, it was determined that Butler's model is consistent with the tourism development of Alanya and Manavgat destinations and both destinations are in "stagnation".

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