



Review Article

**LACK OF DESTINATION PLANNING, ITS COSTS AND FINANCIAL EFFECTS ON BUSINESS
& DESTINATIONS: A DESTINATION DOWNWARD SPIRAL OR BEAST**

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ABSTRACT

Destination is a geographical location which the tourists go to stay, that houses all the services and infrastructure for such a purpose. Individuals carry out activities of tourism by displacement, relocation and visits to preferred destinations. Therefore, destinations are one of the most fundamental and key elements of the tourism system. However, when destinations of such fundamental importance are not planned in the necessary manner, the respective tourism sector cannot reach its intended and deserved position and status of sustainability.

Various analyses and comments are being made regarding destinations. Among these, the Geographer Butler's ideas hold an important position and relevance. Butler has spoken of a predefined and specified lifecycle for the destination by comparing it to a product and the evolutionary steps it encounters during its stay on the shelves. Whereas, not every destination is like the others and some of them might have a special status. Due to this reason, destinations are supposed to have eternal lifecycles.

This article aims at revealing that it is not possible for a destination to die off as claimed by Butler but rather that destinations might default when they are not properly planned. In this regard, it can be stated that destinations can be sustained eternally if they are planned in a continuous manner.

Keywords: Destination Planning, Cost Control, Destination Beast.