Abstract

In basic product life cycle, the product remains unchanged and the marketing efforts are changed to suit the stages of the life cycle. Attractions are the raw materials of tourism. Market creates tourism product from these raw materials. In the life cycle of a tourism product, the product itself undergoes change, influenced by exogenous and endogenous factors. In nature based tourist attractions, attempts to protect the environment have lead to evolution of forms of tourism like ecotourism, sustainable tourism and responsible tourism. This study has attempted to give insight into the life cycle scenario of Kerala tourism with respect to two of its brand – Kovalam and Thekkady. The endogenous factors influencing the life cycle are identified and measured. An outcome of the study is the visual model of the destination mix, comprising factors that influence life cycle of a destination. The model is presented in a radar chart and is a visible warning system for the planners and tourism managers. A destination score is derived from the model which gives a rating to the destination that reflects the health of the destination.

Key words: life cycle, influencing factors, destination mix, destination score