



Fig. T3. Hypothetical evolution of a tourist area (from Butler, 1980).

reasonably successful in describing the development process of resort destinations, but it is clear that variations on the basic model can be found, particularly in the very early stages and around the stagnation phase. It is likely that in any specific resort there are a number of cycles at work in different phases, corresponding to the life cycle of individual facilities and attractions and to the changing tastes of the tourist market. The original concept also speculated on the point at which a new resort or destination area would appear and the spatial pattern involved, combining both the temporal and spatial aspects of development. In recent years, many declining resorts have attempted to achieve rejuvenation, most commonly by claiming to have adopted principles of sustainability and aiming at a more upmarket clientele.

The model was, initially, focused firmly on the traditional **sun, sand and sea** mass market, and resorts that had been developed specifically to cater to this market inevitably found it difficult to convince other market segments that what were often minor adjustments in offerings and physical appearance made the destination suitable for, and attractive to, the desired new markets. The first areas to enter decline were the northern European resorts, such as those of the UK and the USA but, in recent decades, those of France, Italy and Spain have followed the same pattern. The key argument of the original model, that

decline was inevitable without management intervention, would appear to hold true.

Richard Butler

Tourism in Marine Environments
Tourism in Marine Environments (ISSN 1544-273x) is an interdisciplinary journal devoted to the discussion of **tourism** management issues in different marine environments. This refereed journal aims to examine recreational activities and their consequences on **destination** areas. First published in 2004, it features articles, research notes, conference reviews and book reviews.

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Trade Wind The term trade wind derives from 'trade', meaning 'path' or 'track'. The early phrase 'the wind blows trade' thus means that the wind blows on track. Later in time the word 'trade' developed a more commercial meaning, because most inter-continental commerce depended on these winds for steering the cargo ships.

Trade winds move air toward the **equator**. In the Northern hemisphere they come from the north-east and in the Southern hemisphere they come from the south-east. This means that that in both hemispheres these winds blow from the east to the west and towards the equator, which is why they are also known as 'easterlies'.

Trade winds originate on both sides of the equator around 25-30°N and S, also known as the horse **latitudes**. There, high atmospheric pressure is typically found, forcing air masses to move towards areas of lower pressure around the equator and known as the doldrums. From there, higher temperatures make the air rise and then sink around the horse latitudes.

Though the trade winds tend to be very reliable, during the **monsoon** season in northern Australia the easterly trade winds are replaced by moist north-westerly (monsoonal) winds from the **Indian Ocean** and southern Asian ocean waters.

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