

# Mass Tourism, Over-Tourism, Anti-Tourism. Mallorca, Spain (A2 Unit 2)

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# Outline

- ▶ Mallorca - why mass tourism?
- ▶ Impact of mass tourism on the island
- ▶ Restructuring of mass tourism
- ▶ Massification of tourism
- ▶ Over-tourism & anti-tourism
- ▶ Policy responses

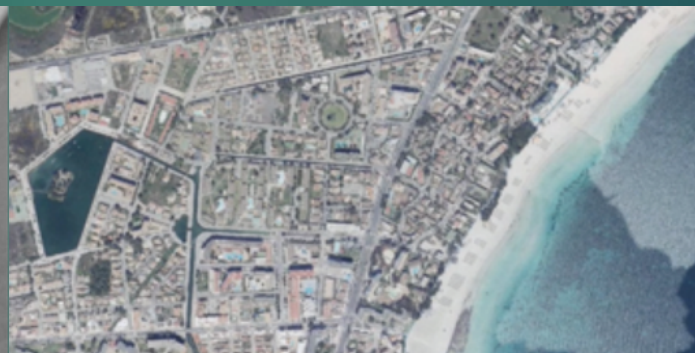
# Mallorca - why mass tourism?

- Spain under Fascism (1939-1975)
- Franco's government identified the potential of coastal tourism to earn foreign currency (1960s)
  - Transition from agriculture to services
  - Stem pattern of emigration
  - Raise living standards
  - Rapid social, cultural & economic change



# Impact of mass tourism on the island

Coastal urbanization with little local accountability



## Visitors

1960

360k

1970

2.2m

1980

3.9m

1990

6.2m

2000

8.2m

2010

10.1m

2019

11.8m

## Population

923k



# Impact of mass tourism on the island

## The package tour (1960-2000)

- ▶ Mass tourism controlled by Tour Operators
- ▶ Based in NW Europe
- ▶ Gatekeepers to key markets
- ▶ Arranged most of the components for a holiday
- ▶ ‘Package Holiday’
- ▶ You pick from a brochure

(In 2000 Thomson bought by TUI AG.  
Touristik Union International is  
Europe's largest tour operator)



# Impact of mass tourism on the island

## Urbanisation and the package tour (1960-2000)



(Alcudia – constructed on a dune system and drained wetlands)



(PMI – 30m passengers p.a. – compared to LHR @ 76m and BFS/BHD @ 3.1m)

# Impact of mass tourism on the island

## Urbanisation and the package tour (1960-2000)



Cala Millor

To play the video, go to:

<https://www.beach-inspector.com/en/b/playa-de-cala-millor>



# Restructuring of Mass Tourism

Pulling apart the package tour (2000 onwards)

- ▶ EU liberalization of airline industry (1992-1997)
- ▶ Rise of budget airlines
- ▶ More choice on routes
- ▶ Lower ticket prices
- ▶ Direct sales
- ▶ Growth in EU air travel





# Restructuring of Mass Tourism

Pulling apart the package tour (2000 onwards)

- ▶ Internet as a disruptive technology
  - ▶ Direct marketing by Mallorcan businesses
  - ▶ Empowering consumers (search, comparison, reviews)
  - ▶ Growth of independently organized holidays
- ▶ Erosion of power of Tour Operators
- ▶ **Geographical expansion of mass tourism beyond beach resorts**



# Restructuring of Mass Tourism

Pulling apart the package tour (2000 onwards)

- Promotion of **Cultural & Heritage Tourism**
- Offer experiences not easily found elsewhere
- Emphasise quality (not low cost & quantity)
- More inclusive of local entrepreneurs & places on the island
- Marketed as 'low impact'



Activity holidays, heritage breaks, culinary tours, arts festivals .....

# Massification of Tourism

- ▶ **Colonization** by mass tourism of spaces on the island once neglected by mass tourism
- ▶ Beach tourism now co-exists with cultural / heritage / activity tourism



(Rural villages / farmsteads & agro-tourism on offer)

(The heritage quarters of towns & cities on offer)





# Massification of Tourism

Within 20 years visitor numbers increase by 44%

Geographic impact now wider

- ▶ Boom in legal & illegal construction / renovations



## **Port d'Andratx (SW Mallorca)**

2013 - Eugenio Hidalgo, ex-mayor, given 2 year prison sentence for accepting bribes in return for building permits on rural land



# Massification of Tourism

- ▶ Congestion on roads (120k rental cars)



Rental cars shipped in from Barcelona



Congested rural roads



Continual program of widening & construction of highways across the island

# Massification of Tourism

- ▶ Pressure on supply of water (aquifers, 2 reservoirs & desalination plant), sanitation & waste management



[https://www.youtube.com/watch?v=\\_t1o5ypFs60](https://www.youtube.com/watch?v=_t1o5ypFs60)

# Massification of Tourism

## ► Environmental degradation

3 to 5 cruise ships visit Palma each day

Daily influx of 15,000 visitors

500 ships, 2 million visitors per year



Campaigns to limit or ban cruise ships (lhs) & to prioritise the needs of Palma's residents, not its visitors (lhs)



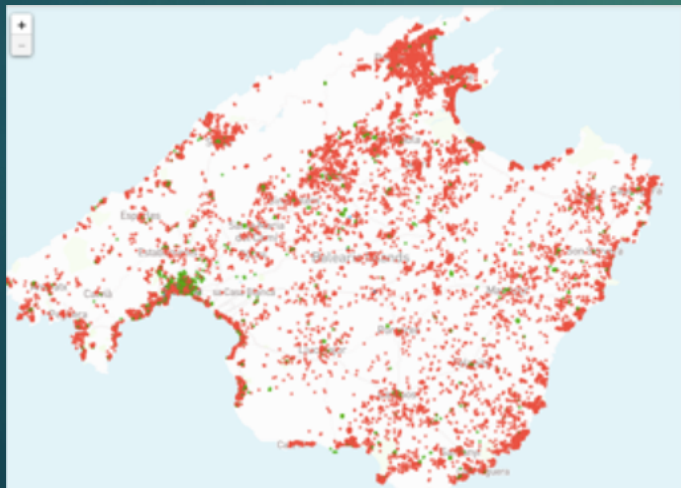


# Massification of Tourism

- ▶ Competition over space & housing

Growth in Short-Term Rentals (STR)

15k STRs now listed on the island



(Distribution of Airbnbs, 2019)



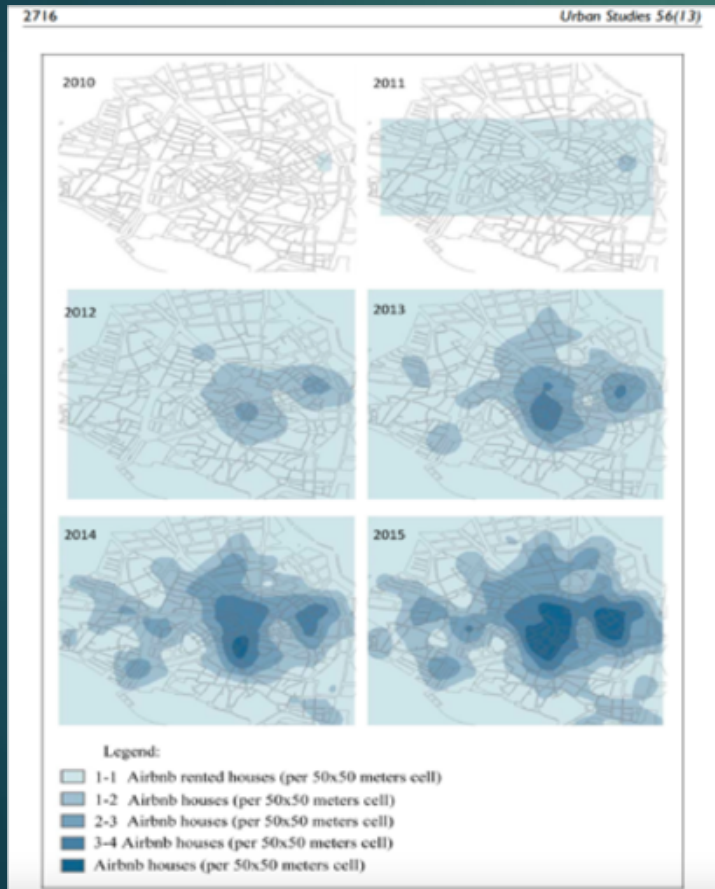
(Established in 2008)

Real estate speculation,  
rising property values,  
housing affordability crisis for residents



# Massification of Tourism

## ► Competition over space & housing



## Gentrification of Palma's core

Eviction of long-term residents  
Conversion of properties to STRs  
Closure of bakeries, cafes, retailers

Local character of neighbourhood  
replaced by a sanitised hipster's one

# Over-tourism & anti-tourism



World Tourism Day, 27/09/22, in Palma



# Policy Responses



Magaluf,  
Calvia municipality,

Calvia's LA21 like  
'putting lipstick on a gorilla'

Calvia's Local Agenda 21 (1995/97 onwards)

- Co-ordinated development plan
- Remodel promenades, insert green spaces & cycle paths
- Promote controlled use of water
- Protect remaining heritage & sensitive habitats



# Policy Responses

## Regional Government of the Balearic Islands

- ▶ **Sustainable Tourism Tax (2016)**

  - Charge most visitors per night of accommodation (1 to 4 euros)

  - Funds used for environmental restoration

- ▶ **Development Controls (2017)**

  - Moratorium on construction of new accommodation

  - Enforce licence (ETV) for owners of Short Term Rentals (15 staff)

  - Creation of zones to control geography of rental development



# Policy Responses



Introduction of rental zoning permits (2017) to control geography of tourist development

**Red** - coastal tourist saturated areas with controls - **Purple** – town & villages with controls - **Orange** – coastal areas not saturated - **Blue** – interior areas with few renting restrictions - - **Yellow** – restrictions on renting apartments but not villas - **Green** - protected rural land, no new ETV licences Grey – areas excluded from renting (i.e. industrial)

# Policy Responses



Objective of zoned restrictions on number of rental developments:

- ▶ 1) Avoid spaces of tourist saturation
- ▶ 2) Establish a real ceiling in the number of tourist beds on the island.
- ▶ 3) Regulate Short Term Rentals in multi-family buildings
- ▶ 4) Improve enforcement powers / all STRs must registered & pay tax
- ▶ 5) Plan more effectively for residents' access to affordable housing

# Policy Responses

Pandemic offered a pause to reflect on island's development  
Continued rise of *turismofobia* among residents

## **Incitement to drink alcohol legislation (2020)**

Geographically targeted at *Magaluf* & *S'Arenal*

Ban happy hours, free bars & other drinks promotions

Off-licence sales only 8am to 9.30pm





# Policy Responses

**Estimates for visitor numbers in 2022 = 16.5m**

***Turismofobia*** is now a mainstream political movement

October 20<sup>th</sup> 2022

Regional Government announce legislation

to cap the number of tourist beds on the island at 430,000

to hire more rental property inspectors

Catalina Cladera, President, Regional Council:

“we want tourism of greater value & less volume”

# Policy Responses

Terraferida (environmental group):

“no one would be discussing tourism activity if it did not involve the *overcrowding* that is exceeding all natural and human limits ... We can discuss the amount, the how and the where, but if we are unable to agree on a ceiling, we are finished.”



Deya, once a secluded retreat in the Serra de Tramuntana, a UNESCO World Heritage site

## RESOURCES

Overbooking (2019)

<https://vimeo.com/ondemand/overbookingen>

Tot Inclos (2019)

[https://www.youtube.com/watch?v=C\\_u0G4ZtsVs](https://www.youtube.com/watch?v=C_u0G4ZtsVs)

Data on passenger flows & flights from PMI:

<https://mallorcaairport.com/statistics/>

Terreferida (environmental group) (click 'translate' in Google)

<https://terraferida.cat/>

Ciutat per a qui l'habita (critics of Palma's development)

<https://ciutatperaquilhabitablist.blog/>

Tot Inclos (a collective of critics of the island's development)

<https://totinclos.noblogs.org/>



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