

# Tourism and social classes in times of crisis.

## Touristifying the Serra de Tramuntana (Mallorca)

Fátima Santos Izquierdo – Bueno University of Málaga

María Antonia Martínez-Caldentey, Nora Müller University of the Balearic Islands

IGU Paris 2022

July 21



# INTRODUCTION

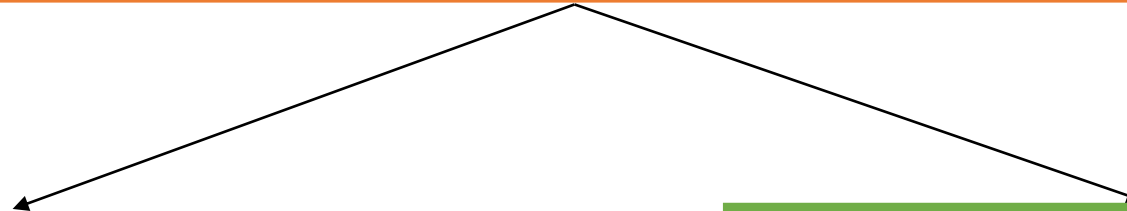
## **Tourist industry**

A way of capital accumulation that reproduces and widens inequalities (Britton, 1991)



## **Touristification**

A process of tourist specialization based on the appropriation of a territory for its subsequent tourist commodification. It responds to a coalition of actors and organizations (Logan y Molotch, 1987).



## **Inequality**

Linked to the concept of social justice. Injustice as a symptom of the patriarchal, hierarchical and capitalist system (Fraser, 2008).

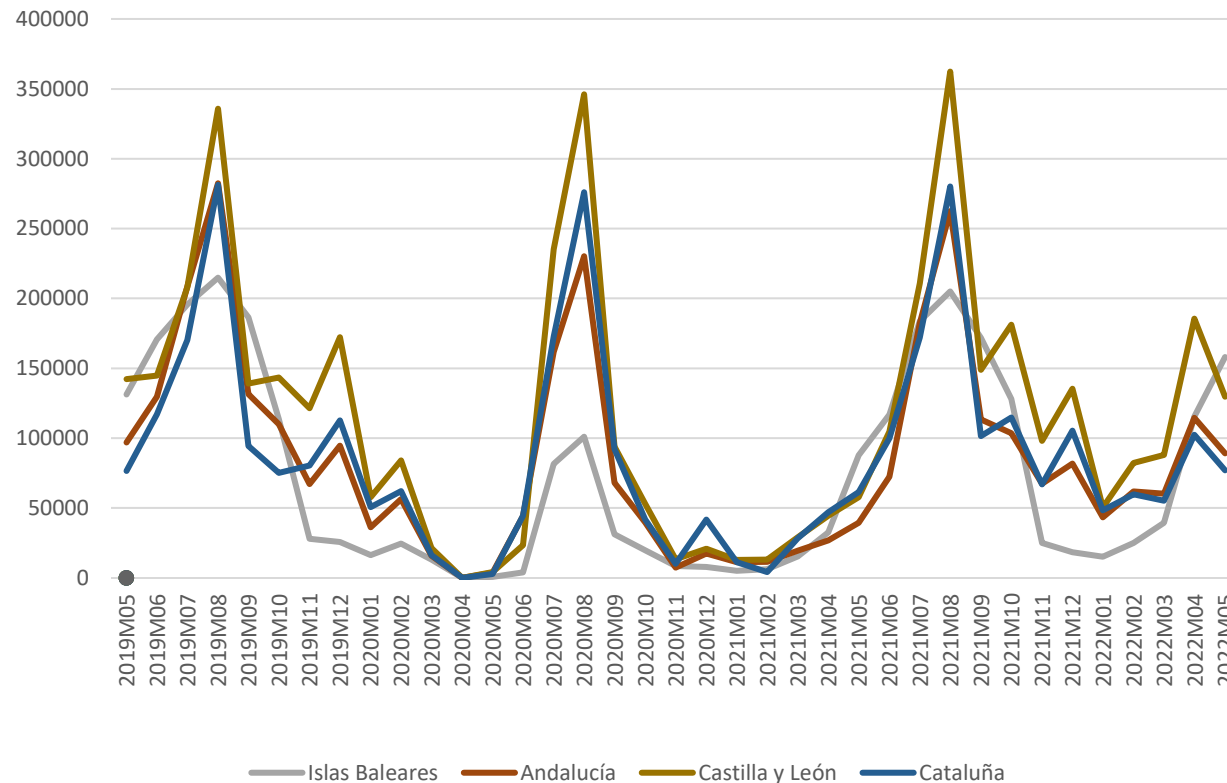


## **Rural tourism**

Conflicts associated to the marginalization and devaluation of traditional activities and the unequal distribution of tourist benefits (Gascón, 2019).

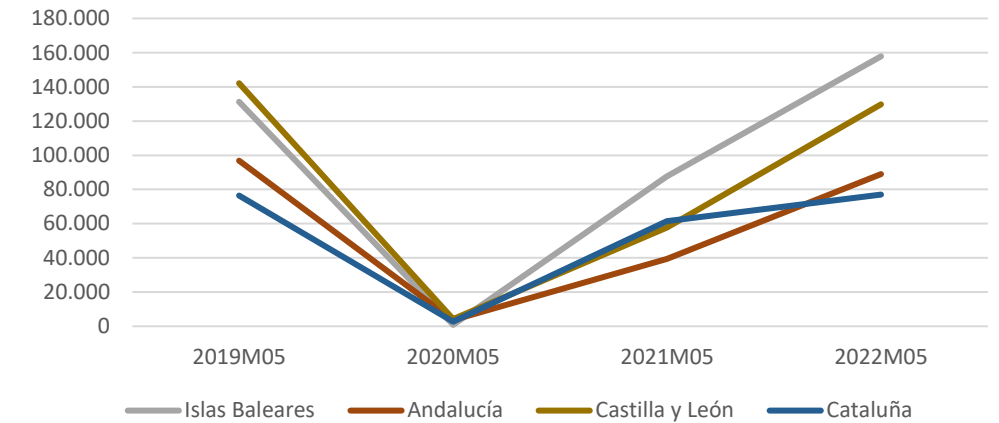
# INTRODUCTION

## Overnight stays in rural tourism accommodation

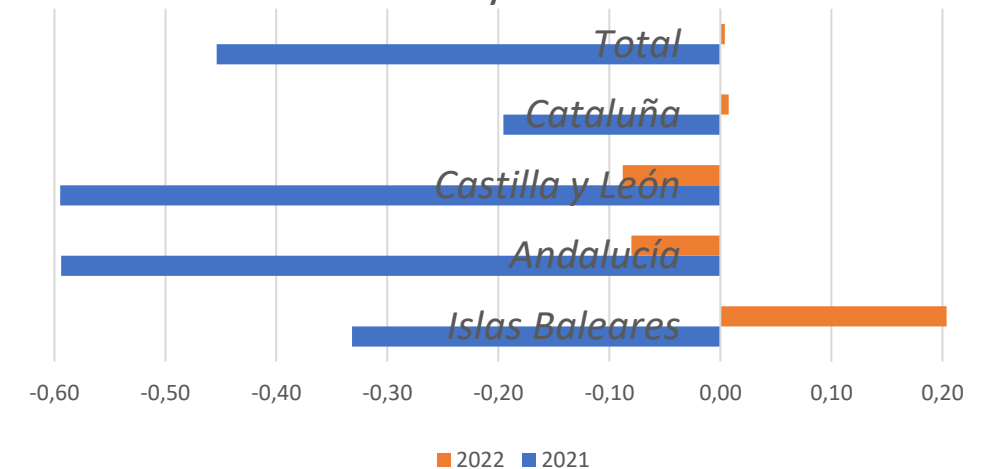


Source: INE (Spanish National Institute of Statistics) 2022

## Total overnight stays

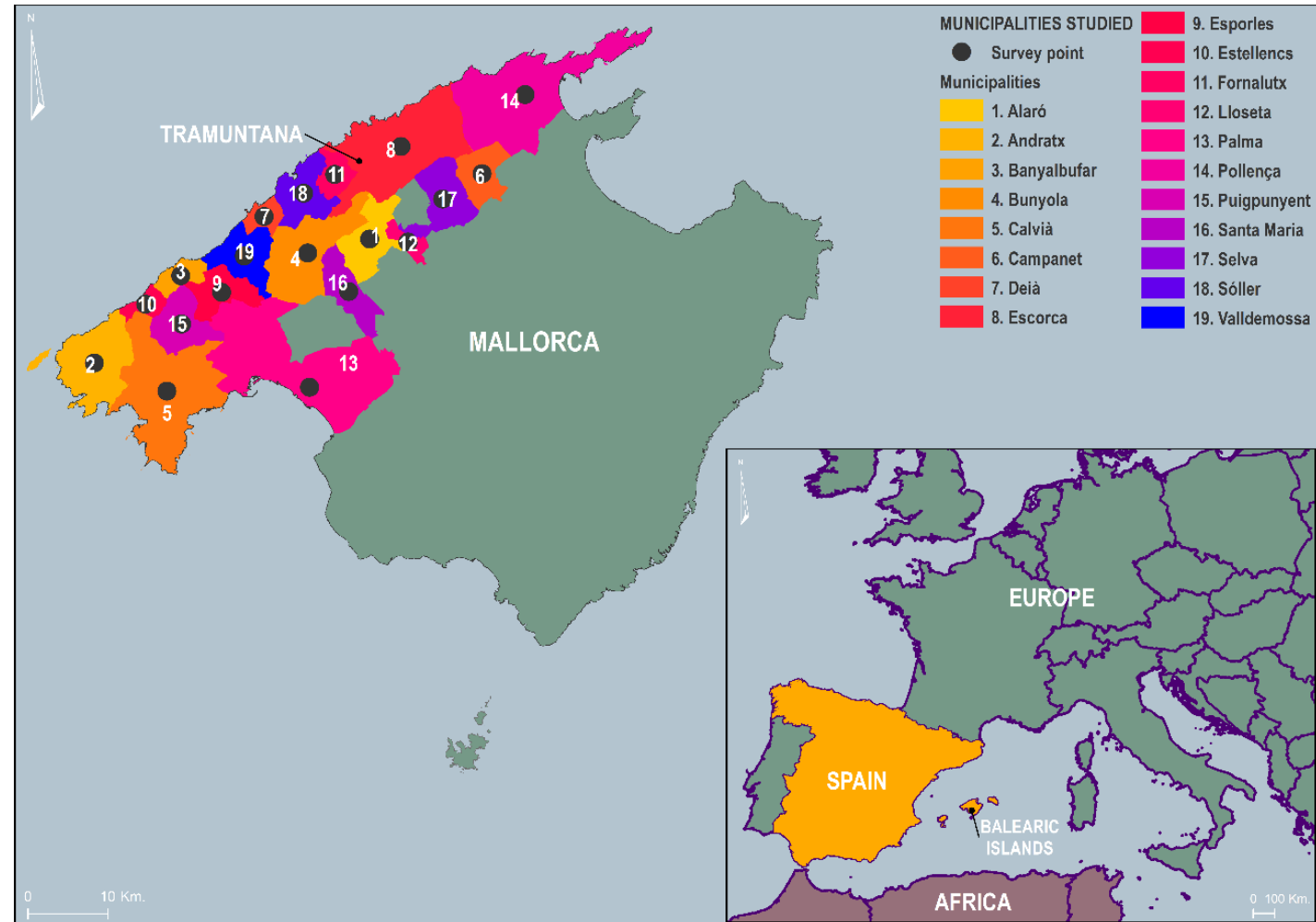


## Variation of overnight stays in rural accommodation based on May 2019



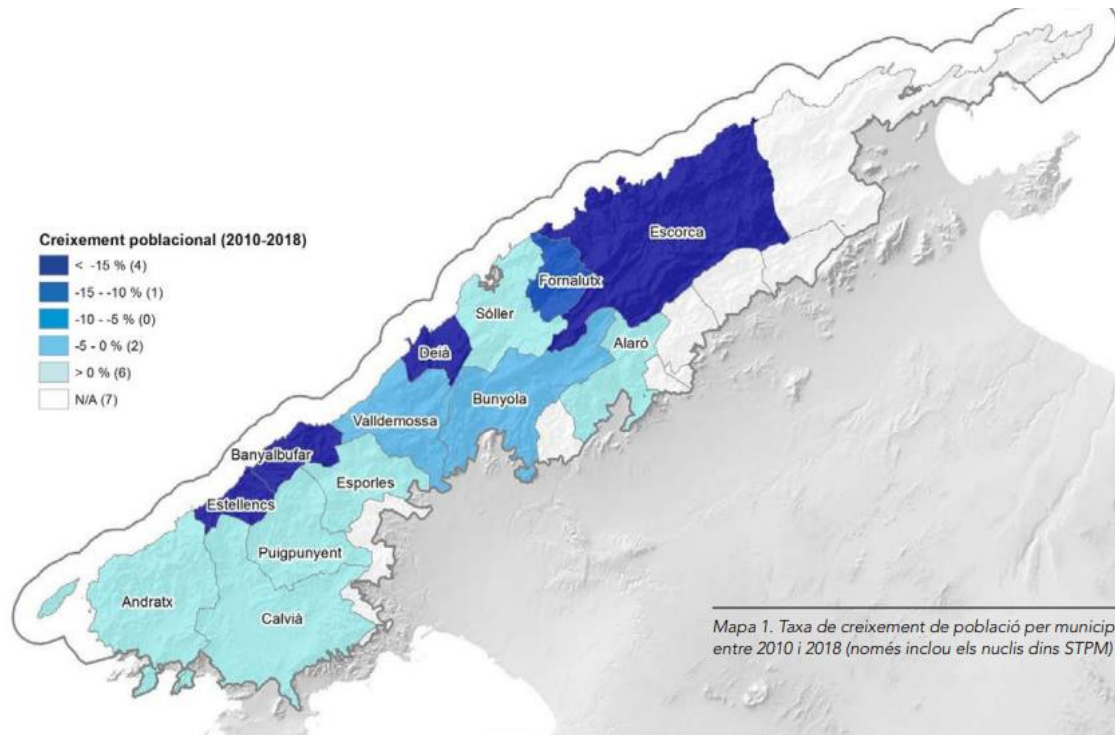
## CASE STUDY: THE SERRA DE TRAMUNTANA (MALLORCA)

- a. Inside the mass tourism destination Mallorca, the **Tramuntana** is the site promoted for active, rural, nature and cultural tourism.
- b. Interesting case to study the **relation of tourism and natural areas**. It is officially protected under two major protection figures.
- c. Exemplifies a **public conservation effort that contrasts with its general property regime in private hands**.

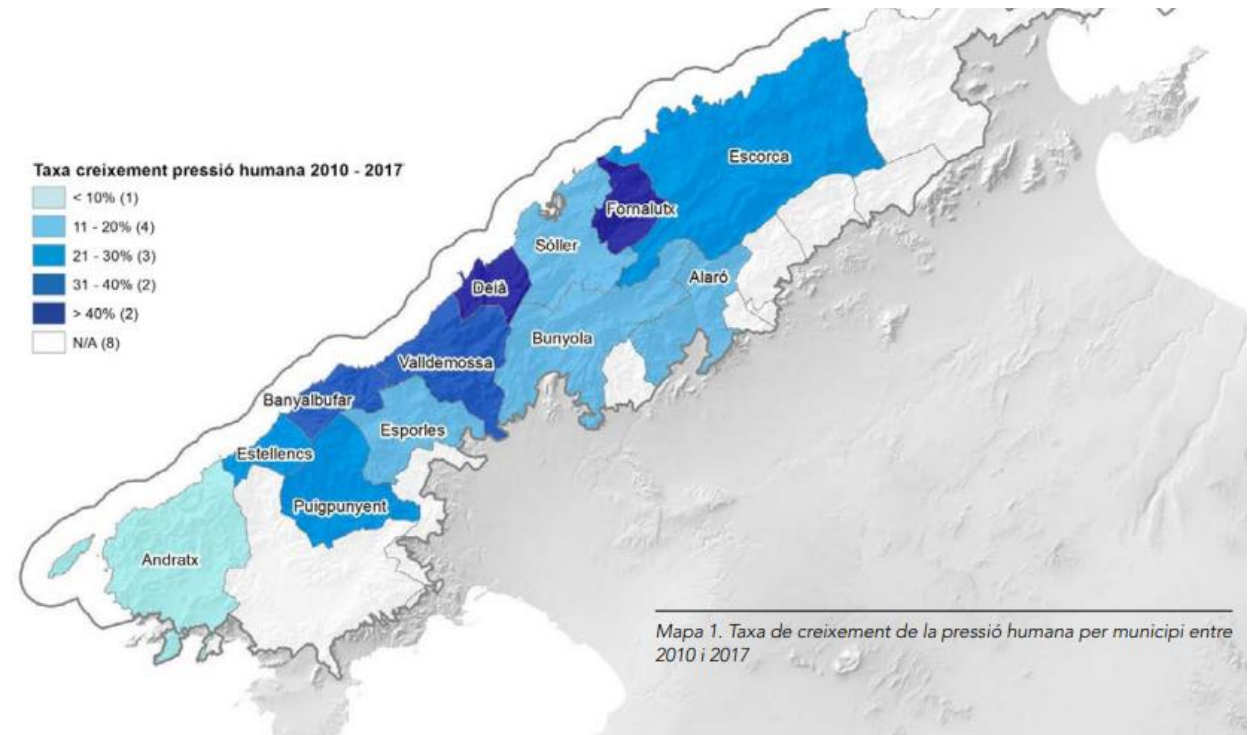


# CASE STUDY: THE SERRA DE TRAMUNTANA (MALLORCA)

## Population growth rate (2010-2018)



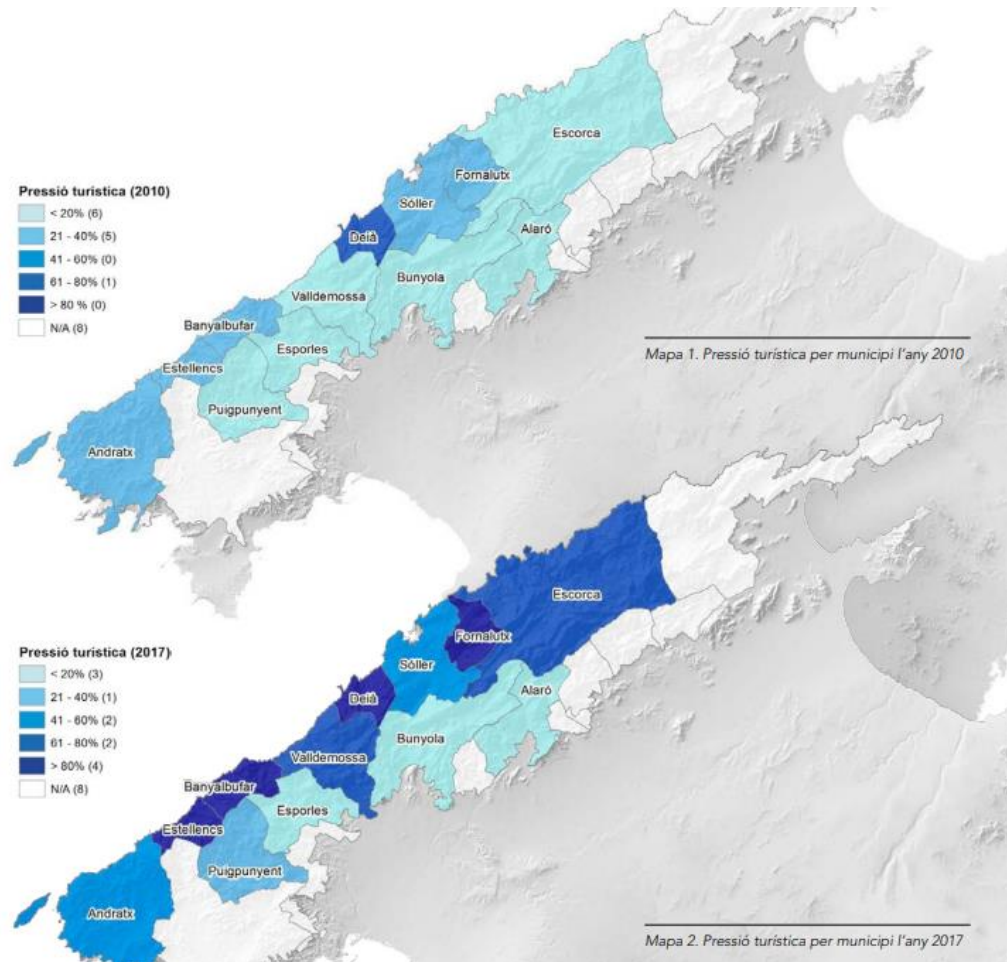
## Human pressure growth rate (2010-2017)



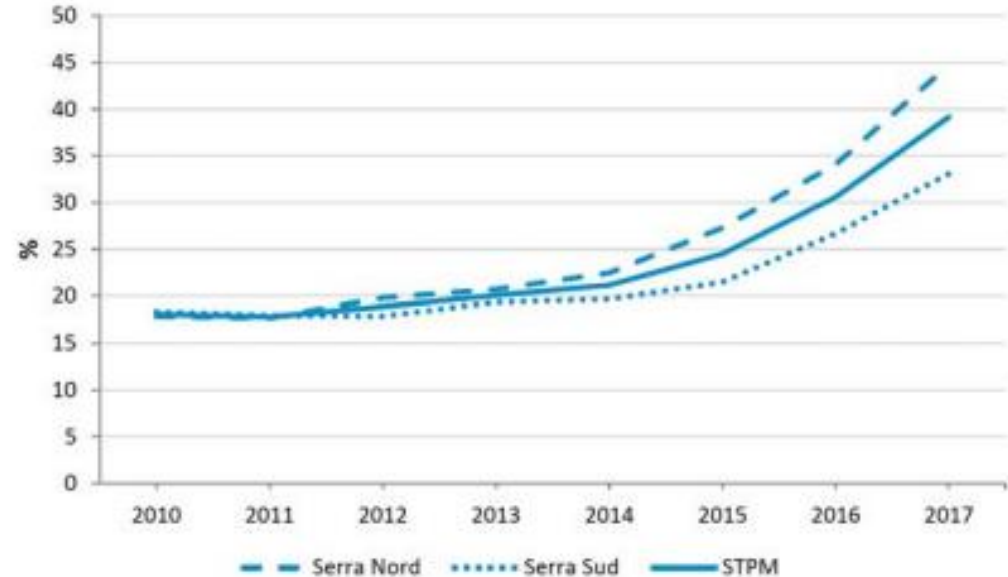
Source: Servei d'Ordenació del Territori i Consorci Serra de Tramuntana Patrimoni Mundial 2021

**Human pressure = Population + tourist places.**

# CASE STUDY: THE SERRA DE TRAMUNTANA (MALLORCA)



**Tourist pressure rate= (Number of tourist places/population)\*100**

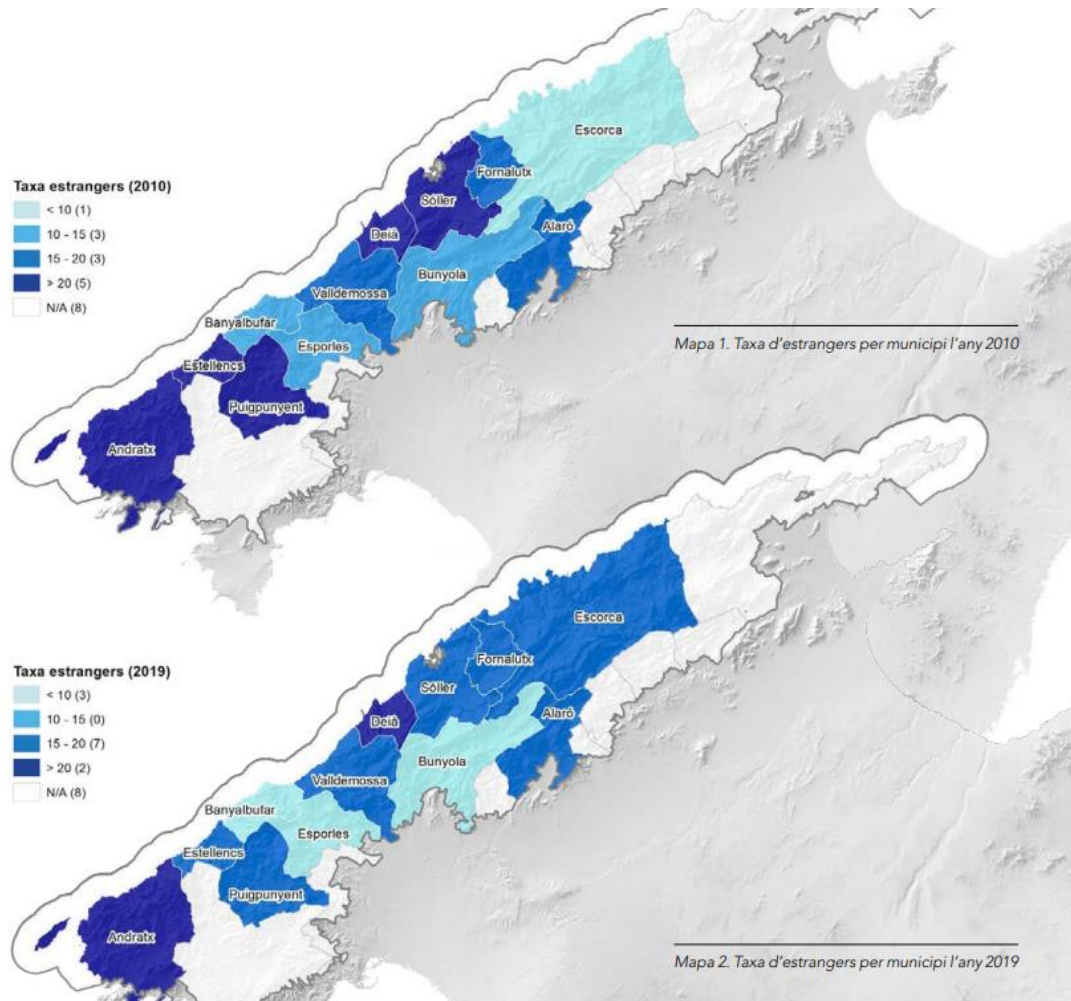


Gràfic 1. Evolució de la pressió turística

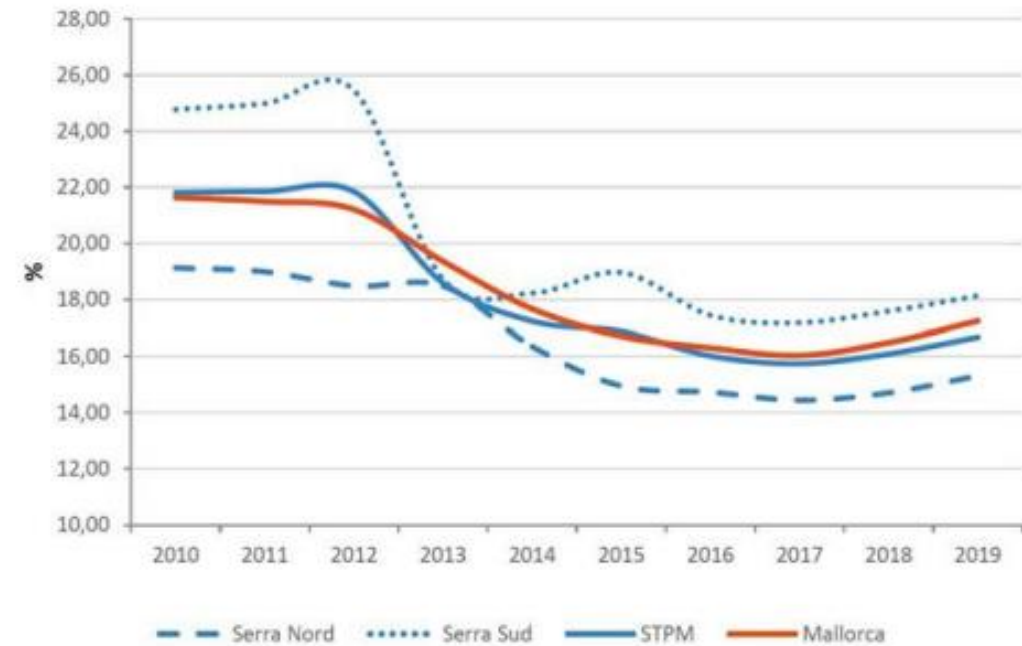
Source: Servei d'Ordenació del Territori i Consorci Serra de Tramuntana Patrimoni Mundial 2021



# CASE STUDY: THE SERRA DE TRAMUNTANA (MALLORCA)



**Foreigner rate= (population of foreign origin/total population)\*100**



Source: Servei d'Ordenació del Territori i Consorci Serra de Tramuntana Patrimoni Mundial 2021

# OBJECTIVES AND RESEARCH QUESTIONS

## General objective

Analysis of touristification in rural/natural areas, the socioeconomic inequalities between the different visitor's profile and use of the space.

## Specific research questions:

### I. Socioeconomic inequality

What is the respondent's socioeconomic profile?

### II. Tourist pressure vs. perception

What is the relationship between tourist pressure and the respondent's perceptions?

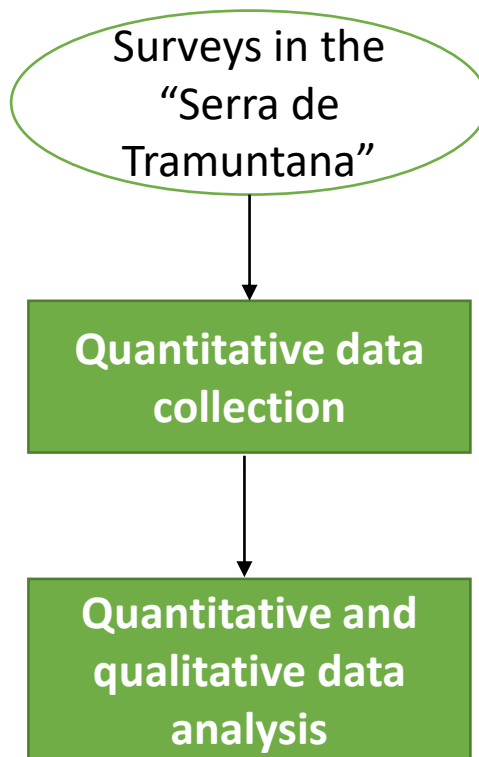
### III. Use of space

What is the use of space?



# METHODOLOGY

## PHASE

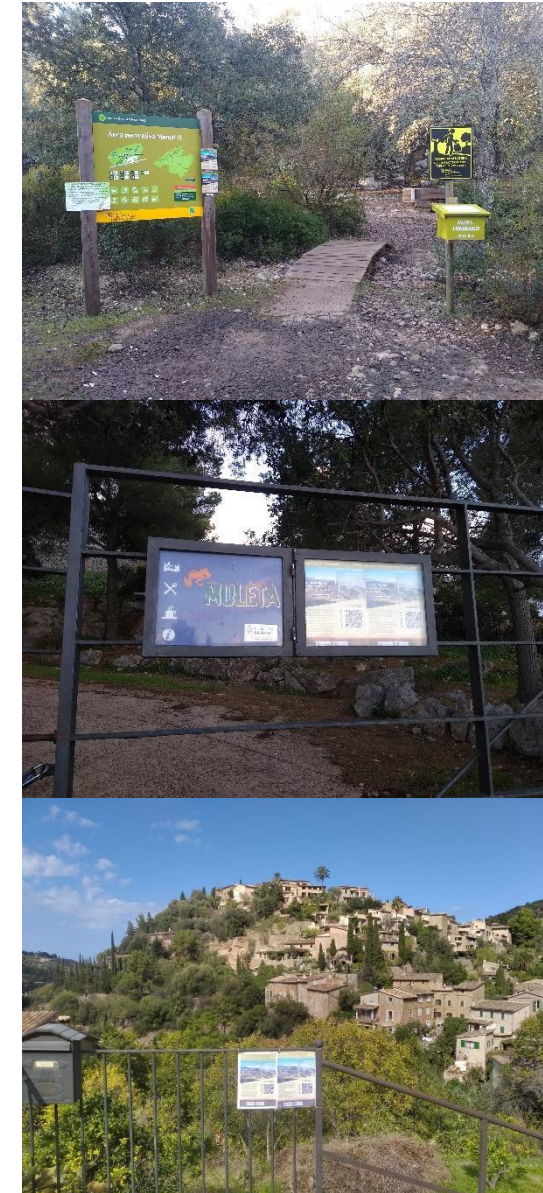


## PROCEDURE

- Surveys elaboration aimed at visitors to the Serra de Tramuntana: both, residents and tourists.
- Questions: Socioeconomic profile, tourist-recreative preferences and perceptions about touristification. Closed and open questions. Likert scale for perceptions.
- Surveys (QR code) are located at main tourist-recreative points in the Serra de Tramuntana.
- N= 384 for a 95% of statistical confidence and an error of 5%. At this moment we have an 85% of confidence and an error of 5%.
- Spatial analysis using ArcGis.
- Statistic analysis using SPSS.
- Thematic analysis of perceptions.

## PRODUCT

- QR code that links to the survey.
- Numerical and textual data.
- Visitor's socioeconomic profile.
- Visitor's perceptions of touristification.
- Visitor's use of space.



# I. RESULTS: Respondent's profile

## 1.1. General characterization:

**Clarification:** 85% confidence and error of 5%.

- a. A high average age.
- b. A high level of education.
- c. High proportion of people of German nationality.
- d. A high average salary.

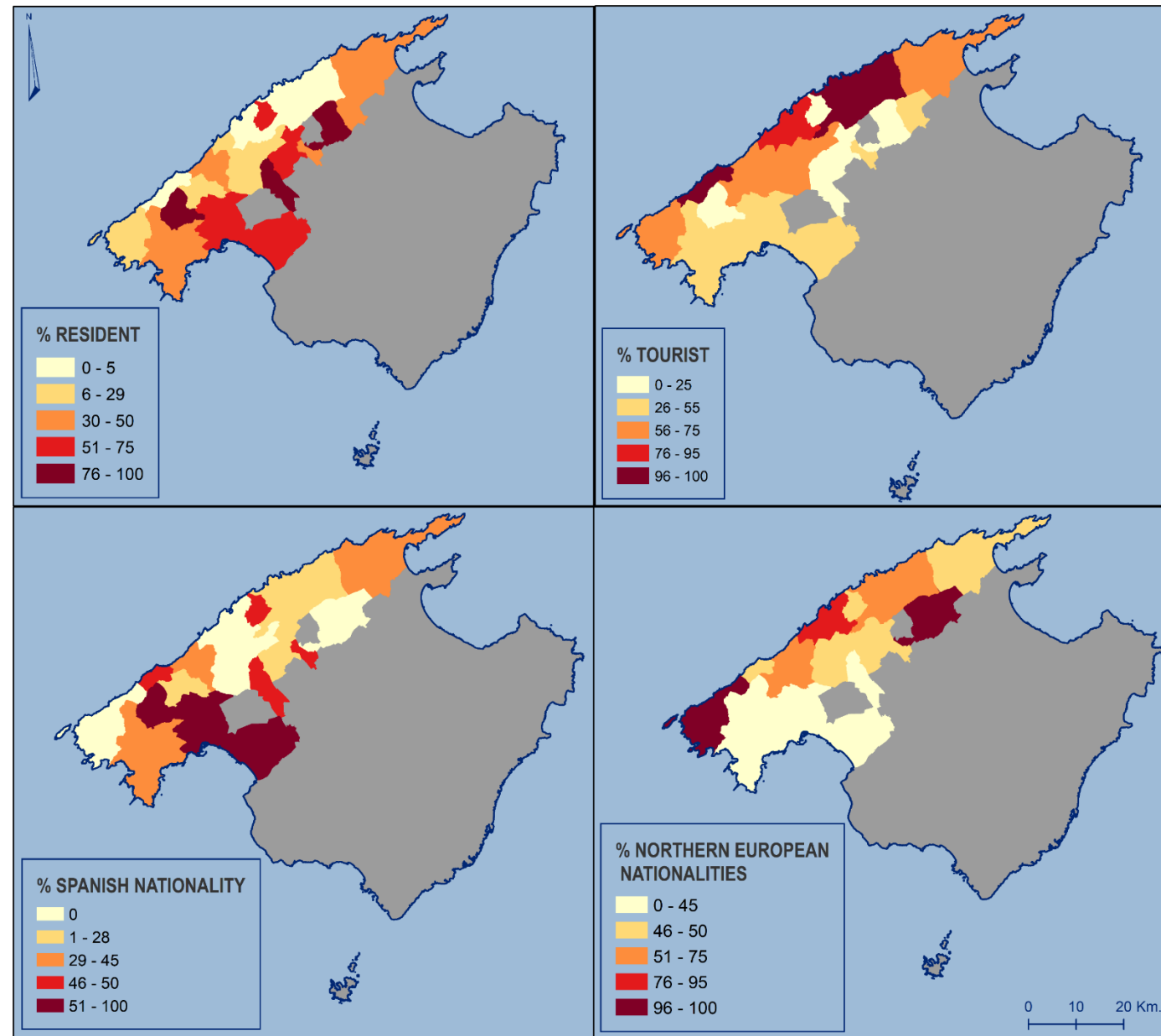
ASPECTS	PREDOMINANT ASPECT/S AVERAGE
SEX	Man (53,3%)
AGE	46 years
RESPONDENT TYPE	Tourist (59,5%)
RESPONSE MUNICIPALITY	Escorca (22,9%) and Sóller (19,0%)
MUNICIPALITY OF RESIDENCE/ ACCOMMODATION	Palma (23,3%) and Sóller (10,5%)
COUNTRY OF RESIDENCE	Spain (48,1%) and Germany (33,8%)
NATIONALITY	Spanish (37,6%) and German (35,7%)
EDUCATION	University education (75,7%)
LABORAL SITUATION	Working (75,2%)
ECONOMIC SECTOR	Tertiary sector not related to tourism (66,2%)
SALARY	2.581,03 €
HOUSING SITUATION	Home ownership (52,4%)
MEAN OF TRANSPORT	Own or rented car (67,1%)
ACTIVITY	Hiking (85,2%)

# I. RESULTS: Respondent's profile

## 1.2 Socioeconomic profiles

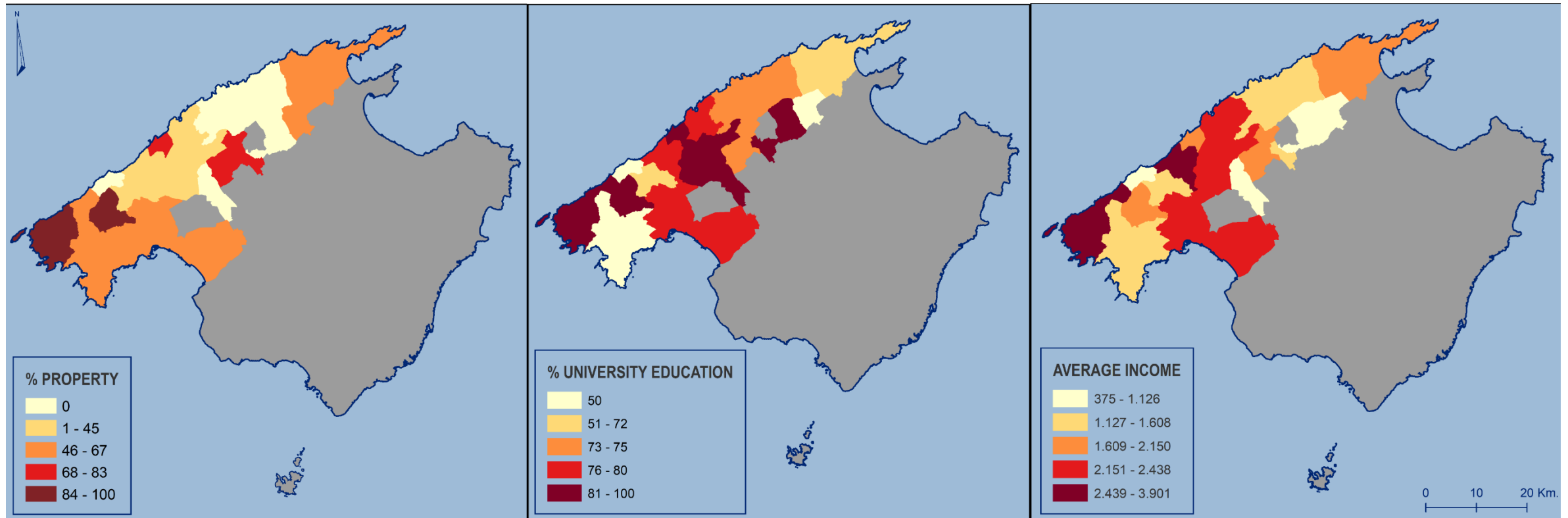
Based on the municipality of residence/ accommodation of the respondents.

- Highest concentrations of tourists in coastal municipalities.
- The capital, Palma, do not follow this pattern.



# I. RESULTS: Respondent's profile

## 1.2 Socioeconomic profiles



## II. RESULTS: Tourist pressure vs. perception

### 2.1. Tourist pressure rate related to perception of agglomeration

Based on the municipality of residence/ accommodation of the respondents.

**Tourist pressure rate**= Tourist places/ square meters of the municipality.

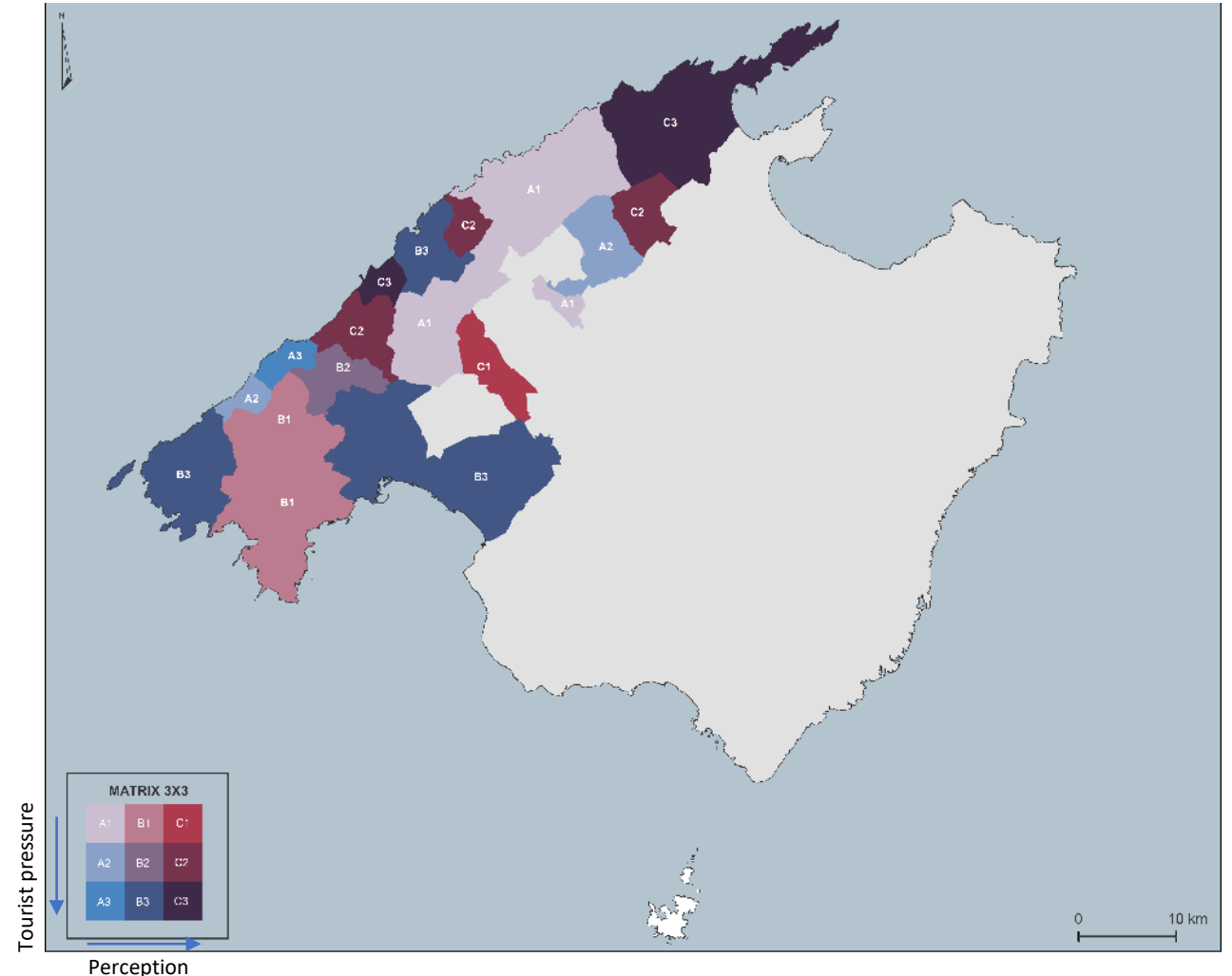
**Perception of agglomeration**= Like scale question *“During my visit today, I have experienced situations of crowding of people / vehicles in certain areas and places of the Serra de Tramuntana.”*

The same perception of agglomeration (subjective) and tourist pressure index (objective):

**A1-Low:** Escorca and Bunyola.

**B2-Average:** Esporles.

**C3-High:** Pollença and Deià.





# II. RESULTS: Tourist pressure vs. perception

## 2.2 Variance analysis (Kruskal-Wallis)

### PERCEPTION OF AGGLOMERATION

- Lower in repeating tourists than in Tramuntana residents

### PERCEPTION OF PRIORIZATION OF TOURIST AND RECREATIONAL USES

- Higher in the 41-50 years group than in olders of 60 years

### PERCEPTION OF THE CONTRIBUTION OF TOURISM MANAGEMENT TO CONSERVATION

- Lower in residents than in first time tourists and repeating tourists.
- Lower in residents of Spain than in residents of the Global North.
- Lower in primary sector and tertiary sector not related to tourism than in the secondary.

### PERCEPTION OF THE COMPATIBILITY OF TOURIST AND RESIDENTIAL LEISURE ACTIVITIES

- Lower in repeating residents than in first time tourists and repeating tourists.
- Lower in residents of Spain than in residents of the Global North.

## II. RESULTS: Tourist pressure vs. perception

### 2.3. Qualitative answers: Perceptions

*"The excess of people is **destroying** the Serra."*

Tourist responding in  
Banyalbufar

*"Cruise tourist [...] get carried to the Tramuntana but **don't make any experience.**"*

German with residence in the  
Tramuntana.

*"**Scarce** network of official trails [...]. Absence of trail marks [...], with the consequent risk of **disorientation. Abandoned or deteriorated** traditional paths. Traditional paths with no possible access or **closed public trails**. Paths with **restriction to access** [...]." Resident of Palma responding in Estellencs.*

*"**Depending on the type of tourism** we want to stimulate we will support the conservation of the Serra or not." Resident of the Tramuntana.*

*"The mountain is becoming more and more **privatized**, [...] closing doors to the countryside. I know from my profession the **disappointment** of many of them for this cause."*

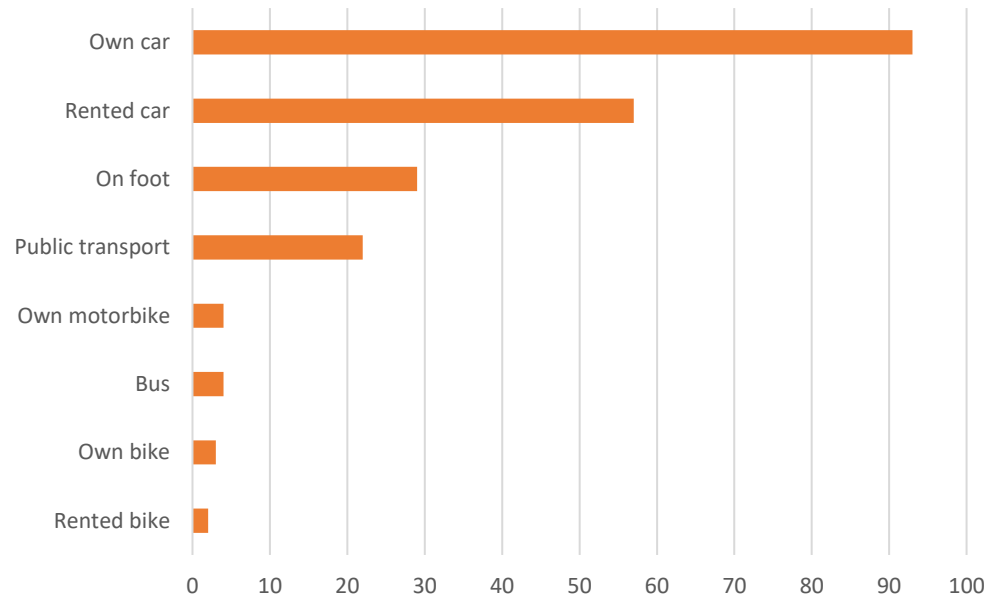
Resident: Deputy Hotel  
Manager

*"[...] whether the activities carried out by **tourists and residents** are compatible, [...] most of the **activities** that we can carry out may be the same [...]. The problem is not so much the activities carried out by both groups, but rather the pressure due to **population growth** [...]." Resident of the Tramuntana.*

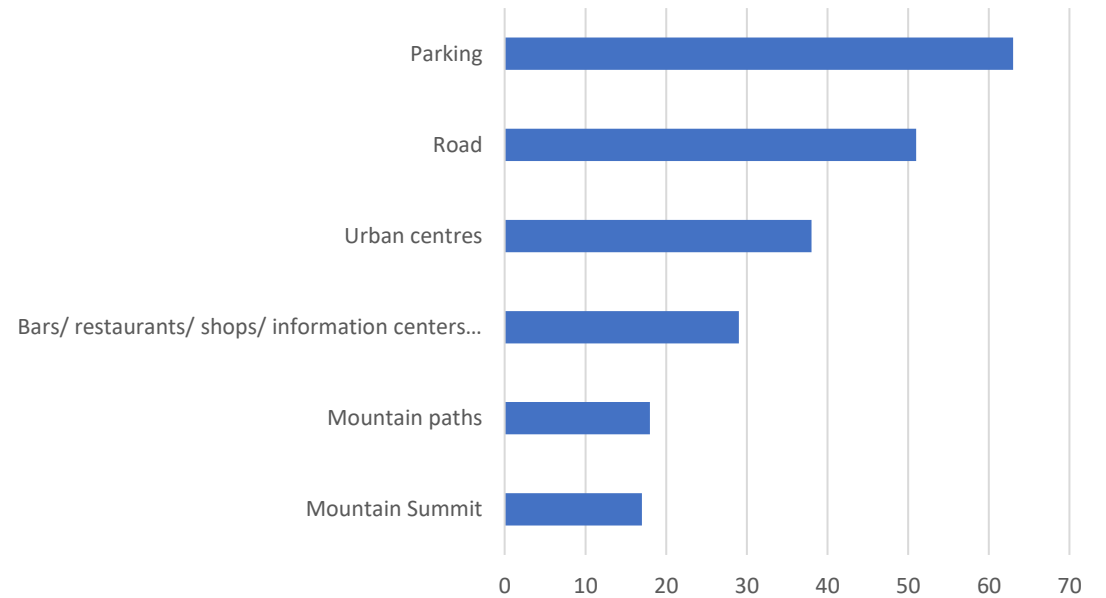
# III. RESULTS: Use of the space

## 3.1. Tourist/ recreational preferences

Mean of transport

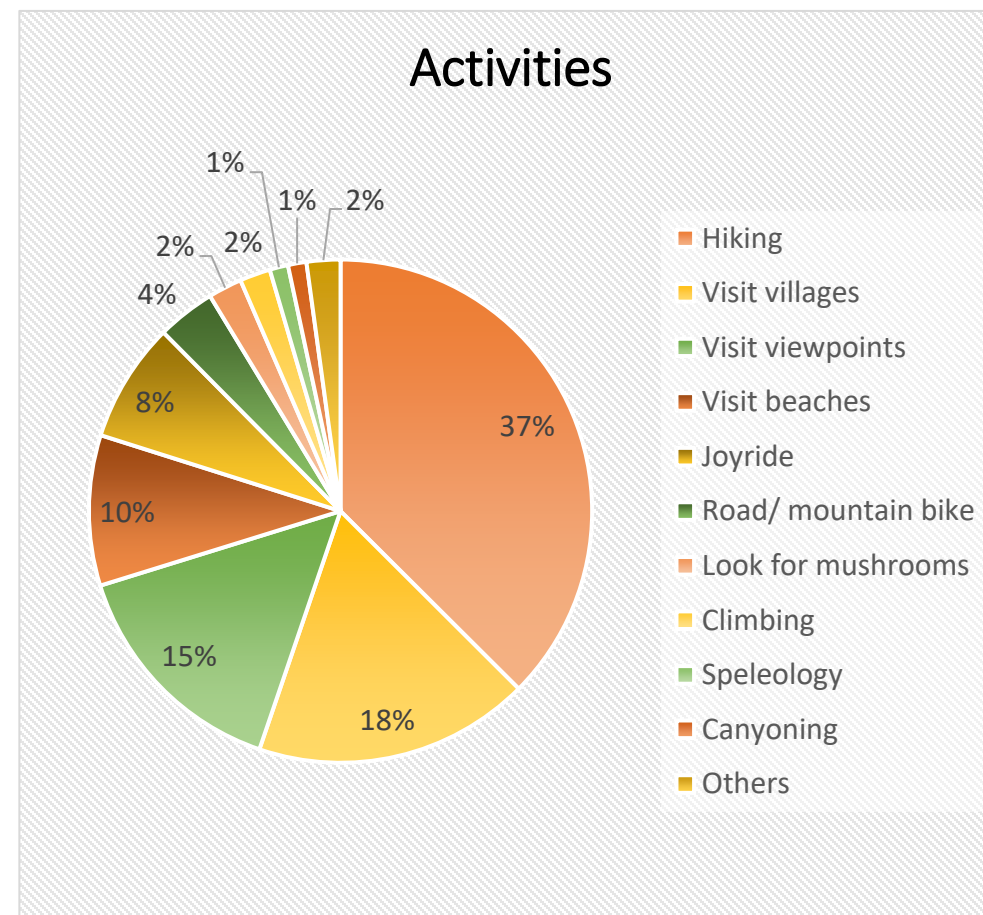
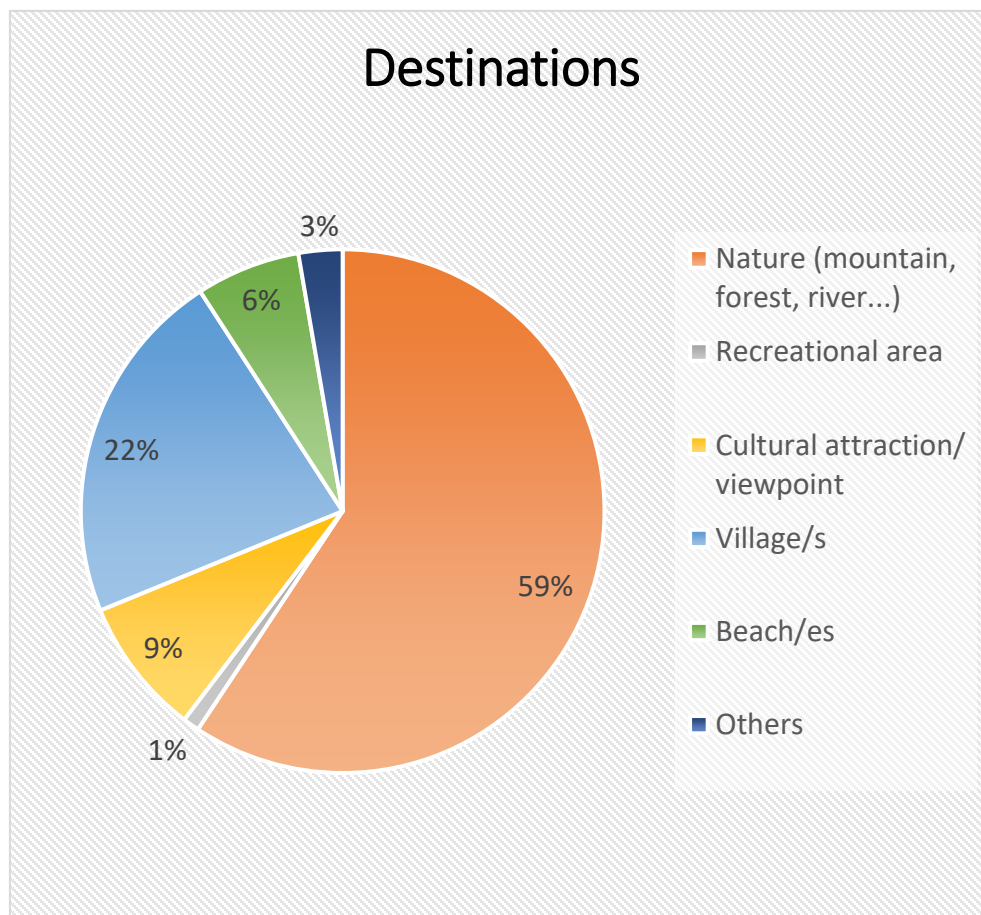


Agglomeration places



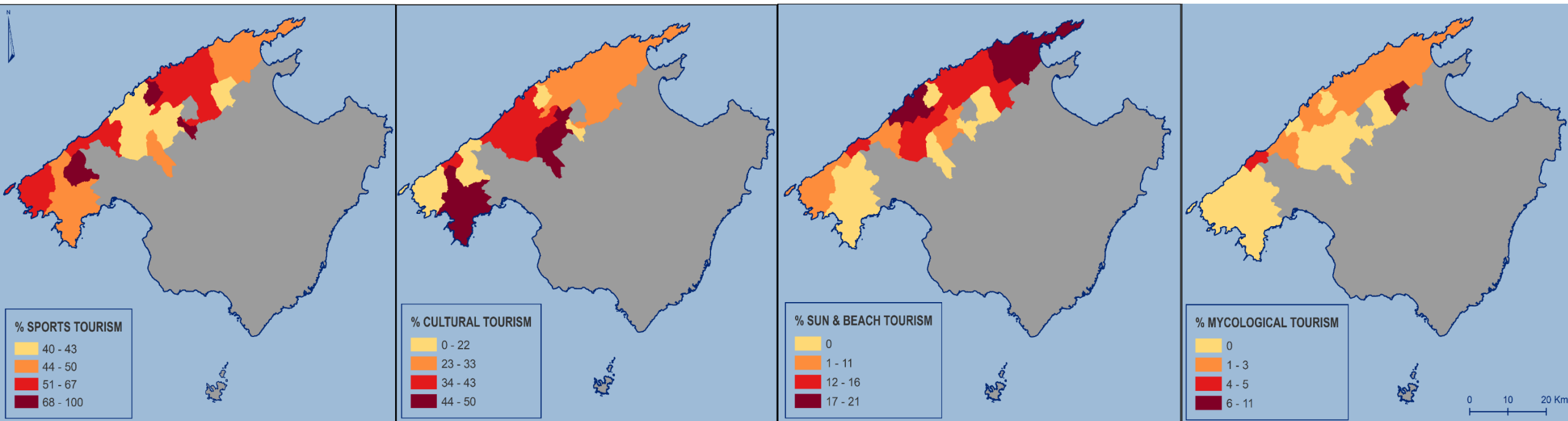
# III. RESULTS: use of the space

## 3.2. Tourist/ recreational preferences



# III. RESULTS: use of the space

## 3.3. Tourist/ recreational preferences





# CONCLUSIONS

Touristification in rural/natural areas

- Rural and natural tourism is increasing.
- The declaration as World Heritage acts as tourist attraction and contributes to the increase of tourism numbers.
- The COVID-19 pandemics exacerbated this trend.

## I. Socioeconomic inequality

The visitor profile: university education, high purchasing power.

More than half visitors come from richer countries than Spain. This can lead to dynamics of expulsion.

## II. Tourist pressure vs. perception

Generally, there is a high tourism pressure, not coinciding with the perception of agglomeration.

The perception of agglomeration is concentrated in built environment.

Tourists and resident perceive tourism pressure differently.

## III. Use of space

Natural environments are the main destination that visitors are looking for.

The recreational-tourist use of space between residents and tourists is similar.

A slight heterogeneity between types of tourism and municipalities.

# THANK YOU FOR YOUR ATTENTION!

Fátima Santos Izquierdo–Bueno; University of Málaga: [fatimasantos@uma.es](mailto:fatimasantos@uma.es)  
María Antonia Martínez-Caldentey and Nora Müller; University of the Balearic Islands

IGU Paris 2022  
July 21

