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The beginnings of tourism in Majorca. 1837-1914

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Abstract

The island of Majorca is one of the world's major tourism destinations today, and the headquarters of some of the leading tourism companies. The origins of the industry on the island date back more than a century. More than sixty years of experimentation was needed before a modern tourism business came into being, but when it did so, in 1903, it soon established itself as a major force thanks to the prior existence of an advanced, market-oriented economic environment which proved ideal for its expansion. The Majorcan entrepreneurs adapted quickly to the new kinds of tourism that emerged in the early years of the twentieth century.

Highlights

° Great tourist destinations don't arise out of thin air. ° The importance of history in the study of tourism. ° The origins of tourism in the Balearic Islands.



Keywords

Majorca; the history of tourism; innovation; tourism destination; mass tourism

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