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Sommario/riassunto

In the popular imagination, Mallorca is the archetypal mass tourism resort, one of the world's pioneers of mass tourism, linking the resources of the Mediterranean to the supply of tourists from northern and western Europe. It is now attempting to better manage the ubiquitous transformational environmental and socio-economic impact of the industry. The book identifies and examines critically the major socio-economic and political forces that have played a significant part in the formation of the industry; the development of tourism as a business and efforts to diversify the tourism product as it move into the uncertainties of the 21st century.
