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Autore	Buswell R. J.
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Nota di contenuto	Front matter -- Contents -- Acknowledgements -- Preface -- Chapter 1. An Introduction to Mallorca's Tourism and its Origins -- Chapter 2. Environmental Resources, Perceptions and Constraints for Tourism -- Chapter 3. The Historical Development of the Tourism Industry from the late 19th Century to the mid-1950's -- Chapter 4. When Majorca Was Spelled with a 'J': The First 'Boom' of the 1960's -- Chapter 5. From Crisis to Crisis (1973–2010) with a Continuing Boom in Between! -- Chapter 6. Environmental Impact and Sustainability -- Chapter 7. Policy and Planning for Tourism -- Chapter 8. Economy, Business and Politics -- Chapter 9. New Markets and Diversification -- Chapter 10. Future Trends -- Sources and References -- Index
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.
