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Deconstruction of the good-and-bad tourism perception

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Abstract

In this study, we analyse the evolution of sustainable development and the importance of committing to long-term sustainable development goals in tourism destinations such as the Balearic Islands. The Balearic Islands is a destination known for motivating many migratory movements every year. Nevertheless, concerns over its characterized co-dependency, constant expansion and impacts to the environment and culture have generated the urgency to discuss the concept of sustainable development. From an alternative model to mass tourism, towards a long-term goal, sustainable development is considered no longer an option, but a requirement for every tourism destination. The deconstruction of the perception of a correct form of sustainable tourism (good and bad tourism) enables a rational and global approach that allows the correct appliance of sustainable practices, and therefore, for tourism destinations to reach the indispensable sustainable tourism development goals.

Keywords: Sustainable tourism development; Global approach; Tourism destination; Alternative tourism; Mass tourism; Sustainable practices.

Resumen

En este estudio, analizamos la evolución del desarrollo sostenible y la importancia de comprometerse con objetivos de desarrollo sostenible a largo plazo en destinos turísticos como las Islas Baleares. Las Islas Baleares son un destino conocido por motivar muchos movimientos migratorios año tras año. Sin embargo, las preocupaciones sobre su caracterizada dependencia, expansión constante e impactos al medio ambiente y la cultura, han generado la necesidad de discutir conceptos como el de desarrollo sostenible. Desde un modelo alternativo al turismo de masas, hacia un objetivo a largo plazo, el desarrollo sostenible ya no se considera una opción, sino un requisito para todo destino turístico. La deconstrucción de la percepción de una forma correcta de turismo sostenible (turismo bueno y malo) permite un enfoque racional y global, lo cual permite el uso correcto de prácticas sostenibles y, por lo tanto, que los destinos turísticos alcancen los objetivos i de desarrollo del turismo sostenible, indispensable en la realidad en la que nos encontramos.

Palabras clave: Turismo sostenible; Enfoque global; Destino Turístico; Turismo Alternativo; Turismo en masa, Prácticas sostenibles.

1. Introduction

The tourism industry, being one of the most powerful industries in our present globalized reality, has motivated many positive changes to the global economy. From overpassing the gross domestic product (GDP) to generating millions of movements every year, it is undisputed the many benefits that tourism has brought to the table, specifically for undeveloped economies as it was the case of the Balearic Islands before the first tourism boom in 1960. Tourism has not only provided with a huge amount of cash flow to its economy, but also with a worldwide identity. However its economic and social benefits came at a high expense for the environment and the local society. The tourism industry rapid growth and instability have turned into an important threat for the Balearic Islands, a tourism destination completely dependent on tourism. These have carried out a common interest towards responsible tourism practices, to look for a correct sustainable development as the redemption for the damages, product of the tourism relentless development.

This study is a discussion on sustainable development in the tourism industry, and how this concept has evolved by doing a concise literature review. It explores the concept of sustainable tourism, since the early discussion of the sustainable tourism correct model (Poon, 1993; Aguiló et al , 2005), in which sustainable tourism was portrayed as the alternative to mass tourism, to the deconstruction of the previous tourism segmentation (good and bad tourism), and to a global perception of sustainability (Butler, 1990; Clarke, 1997). Sustainability was no longer a tourism model, but the goal to achieve in every tourism destination, for reaching a sustainable tourism development. This study provides a broad perspective of tourism and sustainable development application, aiming at the correct application of sustainable planning, based on the promotion of and education on sustainability in every tourism destination.

The rest of study is organized as follows. Section 2 provides a literature review based on the application of the sustainability concept in the tourism spectrum through distinct literature review, followed by a specific approach on the importance of sustainable development in the Balearic Islands, concluding with the discussion on sustainable tourism and its evolution towards sustainable development. Section 3 concludes the study.

2. Literature review

According to Tepelus & Cordoba (2005), there is no consensus on the concept of sustainable development in tourism. It depends completely on the perspective of the interested party. Therefore, this term has been subject to diversified uses, becoming a subjective concept on people's mind. There is a dominant need to objectively define sustainable development, a demanded concept for the tourism industry that became mandatory in the vocabulary of every legislator and stakeholder.

The motivations behind the acclamation of a recent concept are many. The enormous and sudden growth of the tourism sector contributed for many positive economic benefits, although coexisting with many negative impacts. The need to protect the resident's prosperity, providing the communities affected by the overdevelopment of the tourism industry, is one of the main motivations behind the sustainable concept of tourism.

Despite the fact that many discussions emerge with simply mentioning the concept of sustainability in tourism, there is a definition given by the WCED (1987), close to make amends to the subjectivity of the concept of sustainable tourism. Sustainable development is defined as the one that satisfy the needs of the present without compromising the ability of the future generations to satisfy their own needs.

There are many approaches to the sustainable concept worth mentioning. One of them is the ecological approach, given by the definition of World Conservation Union, UNEP, and World Wide Fund for Nature (1991). Accordingly, sustainable development means improving the quality of life while living within the carrying capacity of supporting ecosystems (Lee, 2001).

Brugmann et al. (1995), provides a social approach, in which sustainable development is the one that delivers essential environmental, social, and economic services to all residents of a community without being a menace to the viability of the natural, built and social systems upon which the delivery of these services depend. Under this concept, the social approach to the sustainable development in tourism, is the focus of this study, to create a healthy and competent social ecosystem, providing with positive aspects, without compromising the local communities.

Despite the complexity caused by the diversified amount of perspectives on the definition of sustainable development, there is a collective agreement that tourism development must be sustainable. Nevertheless, there is still an enormous uncertainty on how to accomplish it (Gössling et al., 2005). Therefore, to fulfil such a utopian concept that is sustainable tourism, the externalities generated by tourism must be held accountable, whereas leisure activities need to be quantified.

According to Fortuny et al (2008), many studies have focused on promoting forms of sustainable and responsible tourism, regardless of the negative effects of mass tourism on the environment. Such a misconception arises from interpreting sustainable tourism development (STD) with small hotels, agritourism, and natural-oriented tourism, where non-STD is automatically associated to large- scale tourism, sun and beach destinations.

Nonetheless, there is still no unanimity on a general objective definition for STD. According to Fortuny et al. (2008), every attempt and recent input towards STD, for any type of tourism, can help boost the tourism industry closer to STD goals (Butler, 1990; Clarke, 1997).

According to Budeanu (2005), tourism has matured to grow into one of the world's most relevant and powerful sectors, overpassing by twice the gross domestic product (GDP). Besides the enormous amount of cash flow tourism generates in every economy, it is also accountable for the greater human migration in history every year. Foreign arrivals to the islands first initiated in the early 20th century. It was in 1960 when the tourism boom happened, arrivals increased from 400,000 in 1973 to almost 4 million (Perez & Nadal, 2005). Nowadays, the tourism industry in the Balearic Islands accounts for almost 14 million tourists in 2019.

Fortuny et al (2008) highlighted the importance of the Balearic Islands, one of the greatest tourism destinations on the market, not just in national scale but worldwide. The Balearic tourism industry experienced an immense development from the 1970s to the 1990s, remodelling a purely agricultural economy into one of the richest economies of Spain. Knowles & Curtis (1999) mention how literature has considered the Balearic Islands as a classic example of a second-generation European mass tourist resort.

The high-density tourist destinations that appeared in the 1960s have experienced a fast expansion, creating a tourism monoculture (Garín-Muñoz & Montero-Martín, 2007).

Simpson (2008) introduced the concept of Community Benefit Tourism Initiatives (CBTIs), a positive factor caused by the tourism industry on the destination. Simpson (2008) suggests how community participation on tourism initiatives appears to be highly related to occupancy, livelihood, and many more benefits to the same community of the tourism destination. These benefits are associated to intercultural appreciation such as the conservation of the historical and rural identity, restoration of relevant sites and buildings and fostering awareness and appreciation by the local community. Socially, tourism has a decisive part on reinforcing cultural exchanges, bettering living standards, encouraging cultural conservation and stimulating local's pride for their motherland (Budeanu, 2005).

Tourism has played a leading role in social change, contributing for economic growth, and it has achieved both productive and cultural influence (Perez & Nadal, 2005). Although, the high economic revenues provided by a powerful industry such as tourism, specifically for non-developed countries and small islands like Mallorca, has created an over dependent relation, leading to a problematic duality that characterizes the tourism sector.

2.1 The importance of sustainable development in the Balearic Islands

Fortuny et al. (2008), focused on the Balearic Islands tourism industry, mentioning its orientation to the traditional 3S packages (sun, sand, and sea) for many years. They acknowledge how many local organizations have been arguing that the tourism industry has been dominated by the construction sector as the most powerful agent in the Balearic Islands economy. Mass tourism and construction not only decreased the quality of tourism packages and travellers, but they are the reason why many local platforms started complaining about tourism, positioning against to the recent tourism development, exclusively to some specific tourist nationalities, such as Germans and British visitors.

The main generating tourism markets for the Balearic Islands are Germany and United Kingdom, representing approximately 51% of all the tourism. In general, tourists generated a total expense of 16.365 million in 2018, and close to 150€ per day (Govern de les Illes Balears, 2018).

Aside from many positive aspects, the mentioned dependency, rapid growth, and the volatility of tourism economy dictate for a preventive regulation at all levels of the tourism industry in Mallorca, consistently to abstain from the negative impacts. The mass tourism conception in the Balearic Islands is unhealthy, and it requires a sustainable approach in every aspect, or it will lead to its self-destruction, Too much tourism killing tourism (Budeanu, 2005).

Concepts such as seasonality in the tourism industry develop fictitious benefits, economic benefits at a high price paid by the environment and societies. This is the clear case of the tourism increased job opportunities, as most of these jobs are characterized for being seasonal, with low wages and employees receive insufficient training and no assurance of future employment.

Fortuny et al. (2008) also mention how one of the major concerns in Mallorca and the rest of the islands is the preservation of the natural water resources, as they are very narrow. Admitting that 60-80% of water stock in Spain is generally used in agriculture and irrigation related activities, obstacles have been aggravated by the additional demand of the tourism sector.

Although when travelling, tourists assume water supplies to be both safe and reliable, earlier in 1999, nearly all the groundwater in the island was over consumed in the summer months, causing marine water intrusion and many water supply issues. Kent et al. (2002) highlighted the correlation between tourism demand and increase of water demand in the vacation season, coinciding with the driest months. It is also mentioned the strict relation among water demand and coastal resorts, products of tourism rejuvenation programmes in the 1990's.

The overexploitation of groundwater and marine water consumption still escalates along with tourism development. Nowadays, water supply accounts for 132,74hm³ in 2015, of which 101,20hm³ corresponds to Mallorca. These forced local authorities of Mallorca to investigate other mechanical (and more costly) solutions such as desalination plants.

An identical problem took place with the energy resources of the island, overthrown by the exceeded summer demand, which has a significant correlation to the residential and public service sector, accounting for 80% of the total energy demand.

The tourism sector also has a strong influence on Mallorca's society. In 2004, 634,000 tons of Municipal Solid Waste (MSW) was generated in the Balearic Islands, corresponding to 1.82kg/person per day, reaching to 2,50kg MSW/person per day in summer. Nowadays, in 2017 was generated an amount of 868.500 tons (Govern de les Illes Balears, 2017). Therefore, tourism activities continue generating an extensive amount of MSW each year (Fortuny et al., 2008).

Pollution, waste generation, and land degradation affect the environment, the society and the quality of life of the island, compromising the tourism sector itself in the mid and long term. It is forecasted if following the actual tourism model of the Balearic Islands, tourism is advancing into its own destruction, which is why the sustainable concept has transformed from a trendy concept to a mandatory model (Budeanu, 2005).

The most demanded sustainable alternative over the past years has been rural tourism, achieving a minimum environmental impact, as well as promoting Mallorca's local heritage and the environmental abundance as a part of its product.

Rural tourism has a strong and an intrinsic compromise towards the environment and sustainability, committing tourists to the local culture and to a more nursing approach to the environment during the travel experience, as well as when returning back to their habitual residence. The tourists are no longer passive subjects, and they are likely to reconsidering coming back to the Balearic Islands; they are perhaps embracing a more critical approach to tourism development, pressuring the destination's government to modify its environmental practices towards a sustainable development (Fortuny et al., 2008).

Its increasing reputation has turned rural tourism into a promising and attractive alternative tool for STD in the Balearic Islands for both tourism stakeholders and the local government, as it provides with a lesser environmental impact, commuting perspective and alleviate the demand volatility characteristic of 3S mass tourism.

Sustainable tourism development needs to become a reality for the Balearic Islands tourism industry, in every possible approach, to ensure not just the economic stability of the sector but the quality of the destination community, both for tourists and habitual residents. It is no longer an option but an obligation for local authorities and tour operators to make a plan of action towards a sustainable tourism development.

As Budeanu (2005) acknowledges, mass tourism is our reality, and it will continue to expand; therefore, the immense challenge of sustainable tourism is to apply strong preventive approaches in all types of tourism activities, not just in a small scale but also with mass tourism.

2.2 Sustainable tourism destinations

Sustainable development in tourism can be applied on many tourism schemes, for instance, tourism destinations. Sustainable tourism destinations is a concept that has emanated from the urgency of instructing and leading destinations into convenient sustainable practices. There is no standard definition of what it's a tourism destination, alike the sustainable development definition debate. Lee (2001) specifies that a destination can be considered a sustainable one according to recognition schemes and the severity of the interpreter.

According to Lee (2001), there are three important factors to the definition of sustainable tourism development on destinations, depending on: 1) definition of barriers of tourism destinations, 2) range of sustainable tourism destinations and 3) definition and harshness of sustainable development. Lee (2001) confirms that the tourism destination, based on the recognition schemes, tools and correct practices must be applied to achieve the goal of sustainable development. A new concept is introduced, Cleaner Production (CP) defined as the constant improvement of factory-made processes to diminish the overuse of essential assets, to avoid contamination and to decrease waste generation. Lee (2001) concludes highlighting CP, which commits to the sustainable tourism development of destinations, and it helps complement other means such as eco-labelling, management systems, and the Local Agenda 21.

Nowadays, there are many rewards and ecolabels in the tourism sector on sustainable development at a destination and its gratitude for achievements towards sustainable practices. Although, many of these recognition plans for destinations are still in process. Programs related to sustainable development in destination are operated independently and locally.

From a strict point of view, a destination should only be contemplated as sustainable if it achieves its long-term goals, from a less strict or moderate point of view, it should happen only when a destination achieves its short- or medium-term goals.

Therefore, should we consider Mallorca as a sustainable-oriented tourism destination or many improvements need yet to be done in order to satisfy the actual demand?

Aguiló et al (2005) discussed how the incorporation of new types of tourism, new destinations and the adjustment of the conduct and demand of European travellers have created many doubts towards the competitiveness of particular Mediterranean sun and sand destinations, including the Balearic Islands. The overcrowding, environment deterioration and costs created the necessity of new definitions, such as carrying capacity and lifecycle model, accentuating the negative judgements to sun and sand destinations.

Aguiló et al. (2005) criticize how an assumption has been made in literature, that developed tourism destinations such as the Balearic Islands, are nowadays in a post-stagnation phase (Knowles & Curtis, 1999), due the mistreatment of terms like maturity and stagnation. Aguiló et al. (2005) highlighted that examination of a tourism destination must focus on the dynamics of its own competitive factors. In the case of the Balearic Islands, the destination has experienced diverse crises, probably cause of temporary situations and fundamental elements common of a evolving mass tourism model. Notwithstanding, according to Aguiló et al. (2005)'s investigation of several market behaviour index, it may be disputed that the Balearic tourism is presently in the reorganization phase, pursuing new procedures of economic competitiveness that adjust its classical 3S tourism product and please the actual needs of the demand towards a sustainable development.

2.3 Alternative tourism: the only appropriate tourism

Sustainable tourism, also named Green tourism or Alternative tourism, attracted the attention of both tourism entrepreneurs and government in destinations. The presumption of sustainable tourism escaping the excesses of mass tourism was based on the idea that the small numbers of new tourists from sustainable tourism would equal or increase the financial return of mass tourists, reduce disruptions on human and physical environment, hence representing sustainable development (Butler, 1991).

The idea of alternative tourism being the good and appropriate option, as mentioned above, is based on subjective interpretation. Tourism has appropriately been referred as another model of imperialism, facilitating the subservience of less developed countries. This has biased the perception of alternative tourism, based on class prejudice, considering a large amount of tourism and a lower-class visitor as not welcomed, while small numbers of visitors as well educated and behaved. The root of the polar opposite perception, the good and bad tourism is no other than class prejudice.

Not only people have been biased by their economic and social condition, but also academics. A good example is given by Holder (1988) addresses mass tourism as a type of tourism which attracts persons of lower standards, leading to the social deterioration of the tourist destination. Butler (1990), clarifies that this statement does not imply that all enthusiasts of alternative tourism are victims of class prejudice, but there is a clear tendency of wealthy tourists being more appealed to any form of alternative tourism.

2.4 The perception of a bad and good tourism

As mentioned above, the 3S mass tourism model of tourism is part of Mallorca's brand as a worldwide known tourism destination, producing many sequels into every aspect of the island, not just for the environment but also for the locals, habitually residing on the destination.

Many local platforms have arisen since mass tourism and construction, speaking for the locals and their dissatisfaction against tourism massification, exclusively to some specific tourist nationalities and to mass tourism. Meanwhile, the concept of sustainable tourism became popularly accepted as the solution to massification, an enlightened and non-destructive alternative (Butler, 1991).

According to Aguiló et al. (2005), the paradigm of sustainable tourism as new tourism (Poon, 1993) defines the old tourist as typical, mass tourist, unexperienced and looking for sand-and-sun tourism through a firmly packaged holiday. Contrarily, the so-called new tourist is essentially particular, more experienced and environmentally aware, casual and uncertain with a greater elasticity and autonomy. The new tourist wants to differentiate himself/herself from the mass, declaring his/her individuality with complete control over his/her travel. Aguiló et al. (2005) associate new tourists (sustainable tourists) with post-Fordism, the exclusion of particular practices of mass tourism and a devotion for green tourism or other alternative types of tourism.

Sustainable and mass tourism were classified as polar opposites (Pearce, 1992) stereotyped as the good and the bad ones, respectively. According to (Butler, 1990), both the negative social and environmental impacts accomplished in the destination were associated to mass tourism, formulated in terms such as hard, ghetto or destructive tourism. The definition of mass tourism as bad is merely based on the scale of the affected tourism. As mentioned by Wheeler (1991), the individual travellers are preferred to the tourist, to the group, whereas the indigenous and local accommodation are preferred to multi-national hotel firms. Believers of the polar opposite considered sustainable tourism as a small-scale model. Therefore, small was equal to sustainable.

According to Butler (1990), sustainable tourism, also denominated alternative tourism, is not the alternative to all forms of tourism, but to the least wanted type of tourism, the bad tourism, or to mass tourism. It is an alternative to the large scale of tourists, homogenization and indelicate development. Alternative tourism is, therefore, presented as the panacea, a soft preference with few negative impacts.

2.5 The deconstruction of bad and good tourism

Apart from the first position of polar opposites approach, later in 1990s, the concept was considered as unproductive, and it was complemented by the conception of a continuum between sustainable tourism and mass tourism, not just as a particular scale but as a purpose. As mentioned by Krippendorf (1987), sustainable and mass tourism share a mutual tourism industry structure. Therefore, the second position of a continuum adjusted the simple concept of understanding both concepts as polar opposites to a continuum between the extremes, meaning that sustainable tourism had the possibility to develop into mass tourism and vice versa.

The continuum concept introduced the idea of reaching a goal, understanding was about moving towards a new direction, to a sustainable development. The focus of study on the sustainable topic was no longer only about the bad and good tourism, but into creating a sustainable goal.

These concepts were criticized by many authors (Cohen, 1987; Butler, 1990; Cooper, 2008) as they considered sustainable tourism as too static and small scaled, compared with the complexity of the tourism phenomenon. They defended the belief of a micro solution for a macro problem. Based on these assessments against the scale and immobility that both the polar opposites and the continuum portrayed of sustainable tourism and its impacts, a new position emerged, the third position of movement. The intention of this third position was based on the requirement to change mass tourism into a sustainable model. The mass tourism was the subject of improvement, not stereotyped under the definition of bad tourism.

Due to its dimensions and visibility, it was chosen the subject of study to reach a sustainable goal. Therefore, sustainable tourism was considered the goal to achieve, not a simple definition of small-scale tourism (Clarke, 1997).

The previous debates to what is considered sustainable or not, what is good and bad tourism was replaced by the efforts to reach a sustainable development. To follow this belief, the following topics were discussed: The concept of mass tourism was replaced under the name of large-scale tourism, to avoid previous misconceptions that may derive from the mass concept. Besides, large scale tourism strengths were used as an advantage to reach a sustainable model.

Moreover, the capacity of the large-scale model allows a bigger influence on consumers and suppliers to promote sustainable policies and practices. Finally, major lobbying power provides better capacity to influence other sectors in order to protect the assets and environment quality.

The scheme is concluded in the fourth position: convergence. These last positions show how every type of tourism, regardless of the scale, must strive for a sustainable development, not only for large scale tourism. According to Clarke (1997), taking into account the volatility of the tourism goal (as it is still a new concept, in a dynamic and complex sector), the point of study is the correct direction towards sustainability. It considers both approaches, in one hand, the large-scale tourism based on the third position of movement, with a dominantly approach but business oriented.

On the other hand, the small-scale perspective of sustainable tourism is regarded as more socially oriented from a local platform. Both perceptions strive to the same sustainable development goal.

The convergence concept coexists with the non-binary spectrum on types of tourism presented by Butler (1990). Butler's (1990) belief opposed to the first position of polar opposites, a term created by Pearce (1992). Butler (1990) considered making comparisons between good and bad tourism (or as he referred, soft and hard or green and mass tourism), which is completely misleading to the unique sustainable goal.

Treating tourism as two opposites it is therefore contradictory to the desired sustainability. He considered the idea of only a good and sustainable type of tourism as alarming for the destination and its tourism development (he refers to this problematic as the Trojan Horse).

Butler (1990) also mentions, that the inherent characteristics of tourists and their correlation with the agents of change related to tourism must be analysed, instead of classifying a tourism model only according to the social aspects, behaviour, and traits of tourists. He examined these characteristics, agreeing to both the third position of movement and the fourth position of convergence: In the short term, alternative tourism is not perceived, and it is less expected to produce changes to sustainable development in the destination than mass tourism, due to its dimensions. In the long term, alternative tourism results are greater and towards a more severe long-term change.

Apart from development factors, he also considers the contact factor (visitors/host interactions). He concludes that alternative tourism contact may be lesser than mass tourism, although the stay duration may be much longer, the nature of travel more intensive and the location more sensible to impact and changes, aside from personal. Alternative tourism penetrates deeper into the personal space of local communities, in both the good and bad aspects. For instance, a greater exposure of fragile resources to largest number of visitors, and may motivate political change, putting before control over development.

Clarke (1997) remarks the improvement of the early concept of sustainable/alternative tourism, from the early “is it or isn’t it sustainable tourism” debate, the previous mentioned idea of an unique correct type of tourism , to the recognition that investigation efforts should be convey into practical forms of helping all forms tourism to achieve sustainability. Butler (1991) indicates that to move towards a successful sustainable development goal, an improved awareness in the complex nature of tourism and its correlation with the environment, it is decisive to maintain a synergic relationship.

The environment is not static, and it needs competent and pro-active management and planning, coordination of policies, recognition of constraints on growth, education of all parties (host and tourist), and engagement to a long-term perspective; these are basic prerequisites for the prosperous association of tourism and sustainable development.

Saarinen (2006) concludes by highlighting the ethical aspect of the sustainable development, since it is built in both theory and practice, and on both local and global scales, the tourism industry will eventually have to convert its sustainable development goal into planning discourses and conventions, to promote sustainability so that the Balearic Island truly becomes a destination where both the needs of tourist and host regions while conserving and increasing opportunities for the future. Saarinen (2006) mentions that sustainability is not a one-way street in the globalized context of our reality, it is a matter of both local and global perspectives, for sustainable development not become inconsequent. Alternative tourism is nothing without tourists, thus it is necessary for tourism in general to attract market.

3. Conclusions

Tourism sustainable development has become an important figure for the tourism industry, one of the most important industries for the global economy. Diverse figures mentioned in this study have shown the clear duality of the tourism sector, specifically on the Balearic Island. The traditional 3S package mass tourism has given a worldwide identity to the Balearic Islands, followed by many economic and social benefits. At the same time, there has been an increasing recognition of the impacts caused by the tourism industry on both nature and society, due to its constant expansive nature. As a consequence, interest for responsible tourism practices and therefore, for a sustainable approach on tourism development has taken an important role over the past years.

This study focuses on the evolution of sustainable development through an extensive literature revision. From the early concept of sustainable or alternative tourism, perceived by every tourism player as the ultimate alternative to mass tourism, to sustainable development as the ultimate goal. According to some principles, tourism models were classified based on the social aspects of the tourists, mass tourism being the one that needs to be eradicated and sustainable tourism as the new tourism, avoiding the excesses of the considered problematic mass tourism (the bad and good tourism).

This concept of the polar opposites are deconstructed through diverse literature approaches, where different concepts support the idea of a non-binary approach of tourism. It is highlighted how it is not about classifying alternative or sustainable tourism into the only appropriate solution or not appropriate. In addition, some factors of alternative tourism need to be examined scrupulously, through some sustainable practices such as the regulation and reduction on numbers of tourists, change in the type of tourists, the education on sustainability on both visitors and hosts and monitoring the impacts.

They must be applied to the whole tourism industry, with no exceptions justified under the good tourism stereotype. We should support sustainable tourism development based on the specific priorities and needs of the destination and its residents, not just by counting the negative aspects of mass tourism.

This study attempts for a rational perspective on tourism development approaches and to understand its complexity. The tourism industry it is completely volatile and in continuous expansion, therefore if we want to achieve the sustainable development goals, it is mandatory to understand the tourism destination in all its aspects, from a local perspective, but at the same time understanding tourism through a global approach, without marginalizing any tourism model . We need to educate all types of tourism into better sustainable practices, promoting sustainability to hosts and tourists, together with a complete commitment towards long-term goals by not only the government, but every subject involved, to strive for a healthy relationship amongst tourism and its destination.

This study discusses tourism regulation plans and development programs, putting aside any prior judgement of what it's good and bad tourism, allowing to have a global opinion on tourism. It is necessary to educate globally while also taking into account specific local factors, as it is the correct approach to achieve a sustainable tourism development in Balearic Islands, protect our environment, and create a healthy living environment for hosts and tourists.

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