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THE IMAGE THAT GERMANS HAVE OF THE ISLAND OF MAJORCA

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ABSTRACT

It is said that an image is worth than a thousand words. In fact, this idiom can be perfectly applied to the image of a tourist destination such as Majorca, in the sense that the large majority of travellers, who come and choose the island to spend their holidays, do so because of what they have heard and seen of it.

That is why, this thesis has focused on investigating the image that Germans have of the island of Majorca, as they have been and continue to be the main issuing market since the beginning of the island's tourist activity.

To do so, the research moves from a more general perspective to a more specific one. It begins by explaining what the image of a tourist destination is, followed by the evolution of the tourism sector in Majorca and the tools that have had an influence on its image, and finally it ends with an analysis through a survey that studies what is the actual image that Germans have of Majorca.

INTRODUCTION

It is a fact that the island of Majorca lives exclusively from tourism, as it is the leading sector and the one that contributes the most wealth to the island's economy. This is due to the large number of domestic and international tourists who visit it year after year, making it the most popular of the Balearic Islands.

The continuous success or imminent failure of a tourist destination like Majorca highly depends on the positive or negative image it projects. That is why the image of a destination must be taken care of as much as possible so that it becomes a powerful asset rather than a handicap to attract tourists from all over the world.

As the German population represents the highest percentage of visitors, I thought it would be interesting to know their personal opinion regarding Majorca's image. Their feedback could be very useful to identify the strengths and weaknesses that Majorca has as a tourist destination, work on them and thus improve its image.

Now that the health crisis has hit the island's tourism sector hard, its image and reputation are decisive in tourists' choice of destination. Therefore, now more than ever, Majorca must reinforce its image in order to differentiate itself from the rest of competitors such as Greece and the Canary Islands.

OBJECTIVES

As mentioned above, the main objective of the thesis is to find out the authentic image that Germans have of Majorca. In other words, we want to know if the previous image they have of the island is the one related to Ballerman's negative term or goes beyond it and if they have changed their opinion once they have been on the island. To clear up any doubts about these uncertainties, a survey has been carried out among the German population who have been on the island.

1. THE IMAGE OF A TOURIST DESTINATION

One of the most important elements of a tourist destination is the image it gives. The “image” concept applied to a tourist destination was firstly arose around 1970s and 1980s. However, due its subjectivity, ambiguity, complexity and immaterial nature, several of its researchers have interpreted it in a different way. Some of their definitions about *destination image* are:

- “The **perceptions** potential visitors have of an area (Hunt, 1975).” (Martínez García et al. 2013, 29)
- “The expression of all beliefs, impressions, **prejudices** and emotional thoughts that an individual or group have about a particular location (Lawson and Baud Bovy, 1977).” (Martínez García et al. 2013, 29)
- “The sum of the beliefs, ideas and **impressions** that a person has about a tourist destination (Crompton, 1979).” (Martínez Garca et al. 2013, 29)
- “The total **perception** that individuals have about a place, which is formed through various sources of information (Assael, 1984).” (Martínez García et al. 2013, 29)
- “A mixture of positive and negative **perceptions** that represent reality before individuals make the decision to choose the travel destination, so that only when the positive image exceeds the negative, the potential tourist will make the decision to choose the destination (Milman and Pizan, 1995; Chen and Kerstetter, 1999).” (Moreno Gil et al. 2012, 120)
- “The **mental representation** of beliefs, feelings and **global impression** that the individual has about a destination (Baloglu and McCleary, 1999a).” (Martínez García et al. 2013, 30)
- “The **subjective interpretation** of reality made by a tourist (Bigné, Sánchez and Sánchez, 2001).” (Martínez García et al. 2013, 31)

As it can be seen, there are multiple definitions of the image of a destination, which shows the lack of agreement on a precise definition of this term. But all in all, this term represents a product of the mind that tries to summarize and simplify the huge and complex information that the individual has of a place. (Moreno Gil et al. 2012, 120)

All these definitions use similar terms such as “prejudices”, “impressions”, “perceptions”, “mental representation” and “subjective interpretation” to form the concept of *destination image* in tourism research.

For that, the image of a destination can be explained by its complex nature, since it is not homogeneous for all audiences leading to more than one interpretation. Another characteristic is that it has a dynamic character because it is not permanent in time due to changes experienced by the environment itself or the individual. And the prior image tourists have about a destination is composed of certain uncertainty, since the tourist product is an experience at the destination and a large part of the information can only be collected and verified by personal experience.

However, the concept has evolved over time from a cognitive or perceptual component, which is all those beliefs and knowledge that an individual has about the characteristics and attributes of a place that motivate tourists to visit it, to a more global one that is made up of the previous component plus an emotional perspective, which are those feelings that individuals express about a certain destination. (Moreno Gil et al. 2012, 121)

1.1. Formation of the image of a tourist destination

Anyone can build a mental image of any destination without having been there. However, according to Govers and Go (2003) it is difficult for tourists to gain a clear image of a destination without having visited it before. Therefore, when tourists have not been to the destination yet, the factors that have a strong influence on its image are sources of information such as magazines, radio, TV, celebrities, books, word of mouth, tourism marketing, social networks...; tourism motivations linked to individual's emotional and internal values (Yoon and Usyal, 2005); and sociodemographic variables such as age and gender (Echtner and Ritchie, 1993; Baloglu and McCleary, 1999b; Beerli and Martin, 2004).

(Ferreira Lopes 2011, 309)

1.2. Development of the image of a tourist destination

Some authors (Phelps, 1986; Gunn, 1988; Mansfeld, 1992) propose an interpretation of the development of the image of a tourist destination. It consists of a *primary image*, which is the one that is built after having visited the destination, and a *secondary image*, which belongs to the perception that tourists have of a destination before visiting it. Inside this last, Gunn (1998) and Mansfeld (1992) identified two types of images, the organic or informal one, which corresponds to all non-commercial information such as that from TV, people, books, newspapers..., that is independent from the destination management and the induced or formal one, which is the image built by persuasive messages through promotions and communications from the tourism organizations of a destination.

(Ferreira Lopes 2011, 310)

1.3. Importance of the destination image for the host country

The image of a destination plays a crucial role in the decision-making process of tourists, as well as it has an important influence on the preference towards a destination, that is, in the intention of visiting it, and in the behaviour of the tourists at the destination. For this reason, it can be said that the image plays an important function and that it contributes positively or negatively to the touristic development of a destination.

According to several researchers (Mayo, 1973; Hunt, 1975; Goodrich, 1978; Pearce, 1982; Woodside and Lysonsky, 1993; Ross, 1993, Bigné and Sánchez, 2001; Sönmez and Sirakaya, 2002), those destinations that present stronger and more positive images are more likely to be considered and chosen in the decision and purchase process of the tourist trip.

(Ferreira Lopes 2011, 311)

2. THE EVOLUTION OF THE TOURISM SECTOR IN MAJORCA

The image of a tourist destination can be better understood through the evolution it has undergone from its beginnings to its present day. For this reason, it will be described below the different stages that the tourism sector has gone through on the island of Majorca, becoming one of the most important activities of its economy.

2.1. The first signs of tourism in the 19th century

During the 19th century, Majorca was not yet a tourist destination, it was focused on the primary sector, mainly in the agricultural activity. But it was perceived that it was heading towards the service industry as it began to build interest among individuals with certain notoriety, such as the French diplomat André Grasset de Saint Sauveur (1757-1810), who published a book called *Voyage dans les îles Baléares et Pithiuses* in the early years of the century. The development of his work was not fundamentally to get to know the island in a leisure sense, but it gave a detailed description highlighting its surroundings and natural beauty. It should be noted that it was not just published in French but also was translated into Italian, English and German. For that, it was considered one of the first steps that raised awareness towards others regarding the existence of the island.

A little later, in 1837, it took place the opening of the first maritime route between Barcelona and Palma through the first steamship called *El Mallorquin*. This event made possible the arrival of visitors from different parts of the world, whose stay was key to carry the name of the island beyond its borders through a wide variety of publications. Among them, the ones that stood out the most were Karol Dembowski (1808-1853), with his letters full of documentary evidence about his journeys; Josep Antoni de Cabanyes (1797-1852), whose work dealt with the agrarian part of the island; Jean-Joseph Bonaventure (1801-1890), with his book *Souvenirs d'un voyage d'art à l'île de Majorca exécuté en septembre et octobre de 1839*; and Frederich Chopin (1810-1849), a musician, and his lover George Sand (1804-1876), whose stay in Valldemossa had a lot to do with her work *Un hiver à Majorque*.

In 1849, the word *traveller* was already used by some writers such as Ramon Medel, who published a book called *El Manual del viajero en Palma de Mallorca* that could be considered as a precedent for tourist guides.

In Germany, the name of Majorca began to gain relevance due to some publications related to the island such as the one, whose headline was *Die Insel Mallorca*. Its author was the doctor Hermann Alexander Pagenstecher (1828-1879), who developed a great and deep research of Majorca's environmental and social features. But, above all, the main German figure who loved Majorca and helped make it known was the archduke Luis Salvador of Habsburg (1847-1915). His main work was *Die Balearen in Wort und Bild geschilder*, however, he wrote other minor works that also contributed to the image of the islands. It should be pointed out that 30,6% of his works are about the Balearic Islands, so it brings to light his great attachment to the four islands, but especially to Majorca. No other traveller up to that time loved Majorca so much or did so much advertising as he did. In fact, his stays on the island attracted people of different fields such as aristocracy, artists, people with high ranks, famous thinkers of the decade and so on, who also contributed to spread the image of Majorca on a large scale.

It was not until the end of the 19th century, when the Spanish writer and journalist Miguel de los Santos Oliver (1864-1920) published some articles¹ in the Majorcan newspaper *La Almudaina* in 1890 encouraging the establishment of the tourism industry in the island as a way to solve the depression of the agricultural activity and the low presence of the industrial sector.

(Barceló i Pons 2000, 32-36)

2.2. The beginning of Majorca as a tourist destination

At the beginning of the 20th century, specifically in 1903, the first luxury hotel on the island, called *Grand Hotel*, was opened with the aim to attract travellers with money and who were willing to spend long stays on the island. Therefore, the tourism of that time was focused on a high and wealthy class. But what was thought at first was not what actually happened because those visitors didn't spend as much time as expected. Despite that, it was the most luxurious hotel in Spain, and thus it was a great stimulus for the development of a type of tourism focused mainly on the upper class.

Then, the desires that Miguel de los Santos Oliver (1864-1920) manifested in his articles regarding the need to introduce the tourist activity on the island of Majorca came true in 1905, with the creation of the first tourist organization under the name of *Sociedad del Fomento del Turismo de Mallorca*, whose promoter was Enric Alzamora, president of the so called *Cámara de Comercio*. Its main duty was to publicize the attractions of Majorca and carry out its organization in order to make it simple for foreigners to visit the island. Following its functions, the institution developed several initiatives such as a tourist guide of 16 pages about Majorca, the production of some film documentaries and the publication of books about the island. The year 1935 took importance as it was launched a useful weekly paper under the title *Servicio del Turismo*, where visitors could find updated information with the purpose of giving awareness of the island to everybody who had an interest in discovering its beautiful surroundings.

¹ After a year later, those articles were included in a book called *Cosecha periodística*, with special mention to the ten articles he wrote under the title *Desde la terraza. Páginas veraniegas*, where he expressed the idea of developing the island of Majorca as a tourist destination.

Besides that, the public organization also improved the entrances to the main tourist resources by building roads and establishing posting signs with the aim of giving a better stay and increasing the tourist impact of the island. In the same way, it cared about the maintenance of Majorca's cultural heritage by buying or avoiding the purchase of some antiquities such as the nautical chart of Gabriel de Vallseca² from the 15th century or the cultural places of interest in Capdepera and Santueri, among some of them. Nevertheless, all the progress achieved so far regarding the tourism sector was stopped suddenly for four years, from 1914 to 1918, due to the first World War.

(Barceló i Pons 2000, 36-39)

2.3. The first period of tourism growth

In 1920, once the war was over and after the recovery of the countries involved, the number of travellers to Majorca grew again. The already stated growth could be seen since 1930 through statistics taken from the annual business reports published by the *Cámara de Comercio*. In fact, tourism at that time was considered as one of the most important activities and the second main source of income for the economy of the island, after the agricultural activity.

That growth in tourism demand by travellers would not have been possible without its offer. As Say's (1767-1832) Law indicates "supply is what creates demand, so there cannot be a demand without supply" (Pedrosa, 2021). Both, air and maritime transport increased sharply, as there were more routes between island and other countries, a greater number of seats and a higher frequency of trips. The appearance of the first travel agencies such as *Wagons Lits Cook*, *Viajes Marsans*, *Compañía Española de Turismo*, *Viajes Baleares* and others, also contributed to its growth by offering, through their travel packages, trips to the most representative places of the island.

As a result, it took place the emergence and refurbishment of great quantity of hotels such as Hotel Merditerraneo, Hotel Reina Victoria, Hotel Bahía de Palma and Hotel Formentor, among the best known. There are statistics that gave evidence regarding the number of travellers who stayed overnight at hotels between 1930 and 1935, and it went from 20,168 to 40,045. First cruisers arrived at the island too, whose number of passengers increased from 15,991 to 50,363 in only 5 years according to the report mentioned before, spread by the *Cámara de Comercio*. Then, first neighborhoods with people of foreign origin had already appeared, among them were: Ciudad Jardín, Coll d'en Rabassa, Cala d'Or, C'an Picafort, Alcudia, Bella Vista and Cala Ratjada.

² This nautical chart, illustrated on fine parchment, is a very interesting artistic, historical and scientific work that depicts the world from Scandinavia to the Baltic Sea and from Ireland and the Azores to the Red Sea, the Persian Gulf and Turkestan. Nowadays, it is the only medieval Hispanic nautical chart that is preserved in Spain.

So, in that period three types of tourism can be clearly identified. In the first place, there was that based on hotel establishments with short stays. In the second place, that composed of passengers of cruise ships with great purchasing power. And finally, tourism with families in residential complexes with long stays.

Moreover, the documentary *Eine deutsche Liebe* (2018) shot by Christian Buckard (1962) and Daniel Guthmann (1965), shows evidence that during that time some Germans were focusing their attention on the island. A brochure in the German language was spread with the following headline: “Where will you spend the winter? Does it require a moderate climate, a sunny, little rainy place, where fog and snow are almost unknown phenomenon?” (Posada, 2018). At first, they were mostly travellers who came to explore and investigate the island, but then its nature and beaches far from the noises of the cities make the island significantly attractive. Not all Germans who came to the island were travellers that spent only the summer season, some of them established there as their place of residence. In fact, after the Nazi party took the power, thousands of Germans emigrated to Majorca, as they felt safe in the democratic Spain of the second Republic. The area of Cala Ratjada gave refuge to many German families. One of them were the Kraschutzki, a married couple with four children who firstly came to Majorca for the respiratory problems of one of their children as the family doctor advised him to live for a certain time near the sea to strengthen his lungs. But then, the father was threatened by the Nazis of going to jail, and they finally decided to stay on the island for an indefinite period. But when the Spanish Civil War began, he was finally arrested by Franco’s police and he was imprisoned in different places of Spain for nine years. During his imprisonment he wrote a book about his years in Cala Ratjada and his years in prison, which was published and translated into Catalan in 2004 under the title *Mèmoires a les presons de la Guerra Civil a Mallorca* (Palma, Miquel Font).

The publication of some articles, weekly papers³ and books have indirectly contributed to the growth of the island as a tourist destination. For example, the book *L’illa de la Calma* (1932), written by Santiago Rusiñol (1861-1931), helped popularize the image of the island, describing it as a peaceful place, as well as, giving importance to its amazing environment. This work was translated to several languages such as German (*Die Insel der Ruhe*), English (*Majorca, The Island of Calm*) and French (*Majorque, L’île au Calme*), so that other European countries were conscious of its existence. Furthermore, the evidence of that first wave of tourists in the island was recorded in the magazine *Brisas* written by Miguel (1899-1946) and Llorenç Villalonga (1897-1980).

(Barceló i Pons 2000, 39-41)

2.4. Years of war and temporary stagnation of the tourist activity

But then, the Spanish civil war (1936-1939) and the second World War (1939-1945) were a major obstacle in the growth and evolution of the island’s tourism model. Besides that, there was another event that blocked the entrance of foreign tourists in Spain, that was the political isolation imposed by Franco’s party.

³ *Die Woche* and *Die Insel* in German; *Le Jeudi* in French; *Palma Post* and *Majorca Sun and Spanish News* in English.

Consequently, during those years many hotels, such as the prestigious Grand Hotel, were forced to close until things settled down.

It was not until year 1945, when the tourist activity began to recover, but very slowly. At first, the presence of national tourists on the island was higher than from abroad, but later, when the countries, such as France, Germany and England became stable again, the number of national and foreign tourists was little by little getting closer. But that would not have been possible without the support of *Sociedad del Fomento del Turismo de Mallorca*, whose campaign called *Honeymoon in Majorca* was key to reestablish the tourism sector on the island. The main goal of this campaign was to promote Majorca as a holiday destination for recently married couples in order to reactivate the arrival of tourists. Actually, it had a big success in Valencia and Catalonia because of their great proximity and good communications by sea and air.

(Barceló i Pons 2000, 41)

2.5. The tourist boom during the second half of the XX century

The arrival of foreign tourists to the island was on the rise as a result of the reopening of the Spanish borders to other countries (1951) and the total economic recovery of these after the Second World War. In 1959, the percentage of foreign travellers that came to the island exceeded the national ones, reaching 79.76% of the total number of tourists. In that same year, the *Stabilization plan of 1959* was carried out, whose development helped to achieve the recovery of tourist demand.

Previously, in 1951, 1953 and 1958, the so-called tourist assemblies were held in Majorca, and they dealt with all kinds of tourist issues always bearing in mind the well-being of the locals and the good care of the island.

In the 60s, the working conditions of many countries improved thanks to what was known as *paid vacations*. That term meant that companies give extra money to their workers, who were supposed to spend it on their holidays such as in places like Majorca, where they could enjoy everything they needed: spectacular beaches, sun, and an incredible climate.

All these events gave rise to the appearance of a new tourist model based on mass tourism or also called as sun and beach tourism. Other factors such as the great number of infrastructures⁴; the relatively low prices for the rich industrial countries of Europe as a result of the devaluation of the Spanish currency, the appearance of tour operators with its travel packages and the introduction of charter flights; the island's already known attractiveness; Majorca's proximity to the main European capitals; the opening of the *Son Sant Joan airport* with a greater capacity for bigger planes; and the new *Paseo Marítimo* also played a key role in its emergence.

⁴ In 1961, there were 710 hotels in the Balearic Islands, most of them in Mallorca, with 27,772 beds.

It was in the period between 1960 and 1973 that the growth of the tourist activity began to be remarkable. The number of visitors, tourist accommodations and air passengers grew significantly, reaching 3,573,238 tourists⁵, 1,484 accommodations with 164,106 beds and 7,096,716 air passengers, in 1973. Such was the impact that more workers were needed. As a result, people from the Spanish mainland immigrated to the island in search of new opportunities.

This growth in the number of tourist and population gave rise to the awareness of the need for tourism and territorial planning in order to deal with the overcrowding.

At this time, it was perceived how the tourism sector was positioning itself above the primary sector. As a matter of fact, in 1973, tourism was 50.8% of the island's income, while agricultural activities represented only 18.9%.

(Barceló i Pons 2000, 42-43; Universidad de Valencia, 2015)

2.6. Small period of recession and recovery

At the end of 1973, the number of tourists that travel to the island experienced a drop due to the increase in the price of oil caused by the war between Israel and the Arab countries. This occurrence provoked rising costs for airlines and a strong crisis in the most industrialized countries, from which most of the tourists came, leading to the inactivity of tourism until 1978.

When the recession ended, there was an increase in tourism demand and supply. On the one hand, the number of tourists exceeded 4 million in 1986 and continued to rise in 1996, reaching 6 million. On the other hand, hotel accommodations were reduced due to the previous crisis, but their capacity experienced an increase, and tourist apartments began to have a huge impact as a tourist offer.

There came a point where the island's economy relied heavily on tourist activity. But its mismanagement questioned the sustainability of the tourism model and put in danger the tourist and economic future of the island, the quality of life for its locals and the maintenance of its resources and its natural surroundings. For that, the autonomous administration of the island carried out better management of the tourist activity and created *natural areas of special interest* such as S'Albufera natural park.

(Barceló i Pons 2000, 43-45)

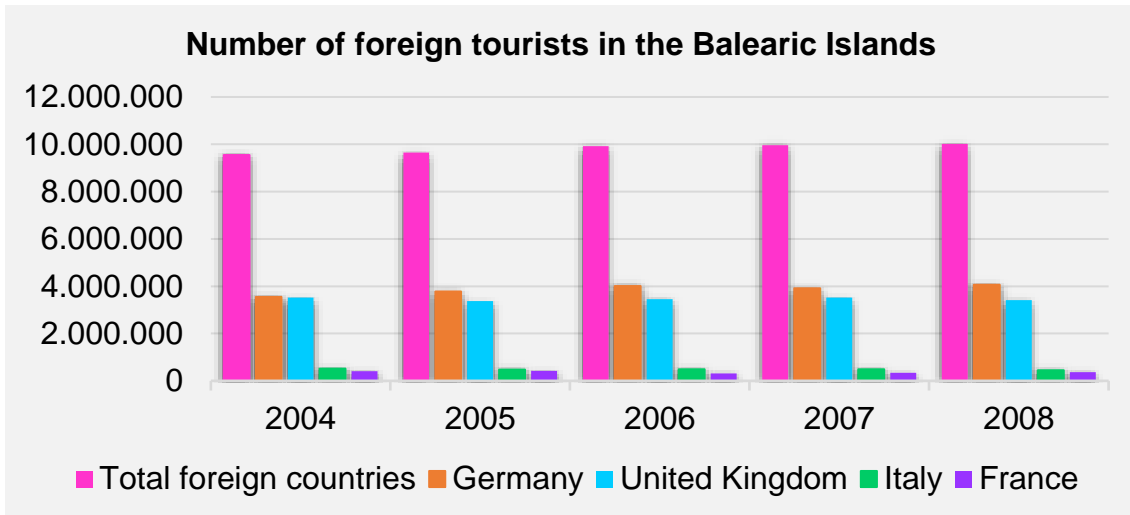
2.7. The beginning of the 21st century

The new century did not start on the right foot. In 2001, the emerge of some incidents slowed the growth that had been experienced years ago. Such occurrences were the *.com crisis*; the decrease of the purchasing power of families due to the change from the peseta, the national currency in Spain until 1999, to the Euro; the appearance of new competitive destinations in the north of

⁵ The number of tourists from 1960 to 1973 multiplied by nine in just 13 years.

Africa with similar offer to that of Majorca but much cheaper; the increase in inflation causing a continuous rise in prices of most products and services; and the terrorist attacks on the eleventh of September, often referred to as 9/11.

But then, between 2004 and 2008, the number of tourists that visit the Balearic Islands, most of them the island of Majorca, grew gradually. According to IBESTAT data (*Graphic 1*), the total the number of tourists of foreign origin kept on rising, it went from 9.546.218 to 10.020.782 in only 5 years. Germany was the leading country of origin, followed by the United Kingdom, Italy and France.



Graphic 1: Foreign tourists in the Balearic Islands per country of residence between 2004 and 2008.

Source: IBESTAT

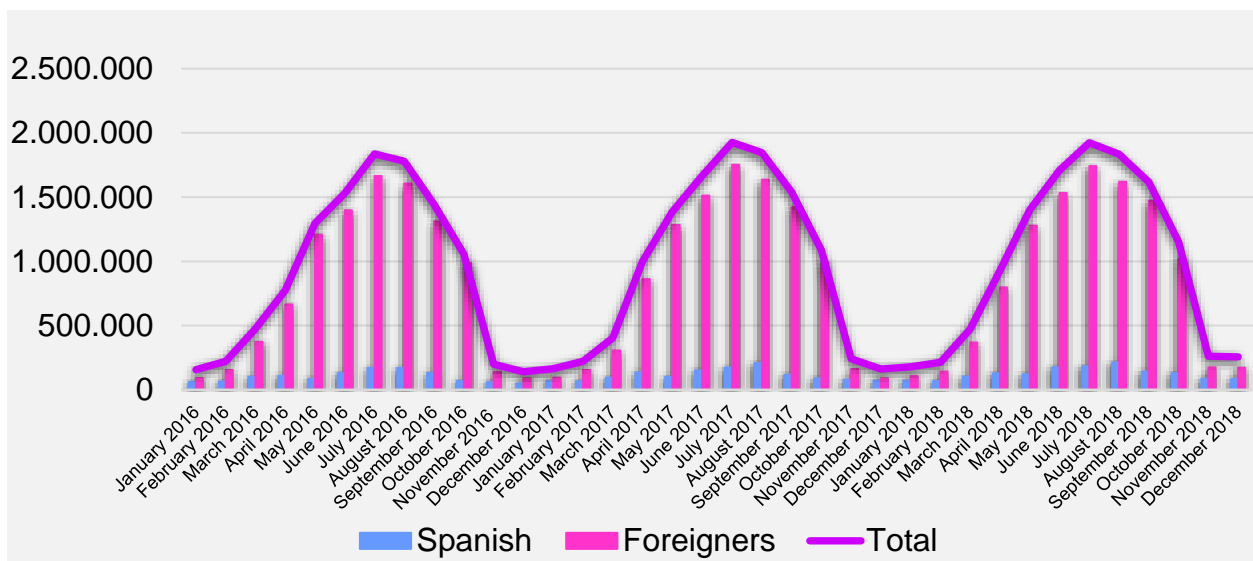
After this growth, the international financial crisis of 2008 caused the downfall of the tourism activity of the island. This recession period lasted until 2010, when it benefited from the political destabilization of countries located in the North of Africa, which generated a feeling of insecurity and made European tourists prefer a safer destination like Majorca.



Graphic 2: Flow of tourists in Majorca between 2010 and 2014.

Source: IBESTAT

The graph (*Graphic 2*) shows how the flow of tourists on the island of Majorca was considerable after a period of crisis, going from 5,950,560 to 9,650,469 in just 5 years. Much of them came from abroad, reaching 89% of total tourists in 2014, while national travellers represented only 11%.



Graphic 3: Evolution of the arrival of tourists in Majorca per month between 2016 and 2018.

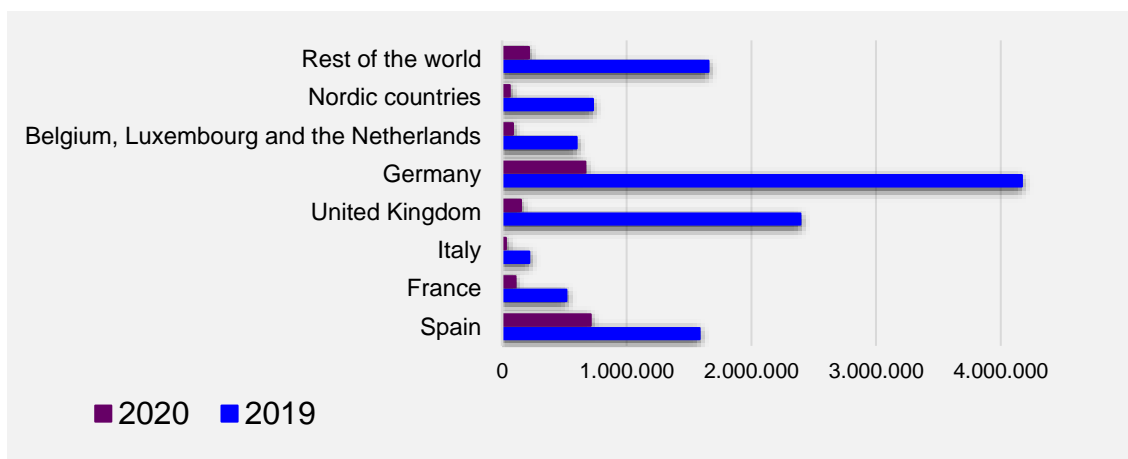
Source: IBESTAT

As many professionals inside the tourism sector expected and anticipated, the growth of visitors who travelled to the island remained constant, standing at more than 10 million tourists for three consecutive years. At that time, the rise in the number of tourists was not an issue to worry about, since it could be seen how the island caught the attention of millions of tourists year after year. The real problem was the strong seasonality that the island had been facing. For instance, during the low season months (from November till March) the tourist activity was almost non-existent, while during the high season months (starting from April till October) the quantity of arrivals was huge, even the number of tourists of one month of the high season such as July was equivalent to the whole low season. For that, other types of tourism different from the “sun and beach” model, generally known as complementary tourism, were introduced such as senior, sports, golf, cycling, nautical, congress and convention tourism, among others.

2.8. From a period of constant growth to the current health crisis

At the end of September 2019, Thomas Cook, the oldest travel agency in the world with 178 years of history, went bankrupt. That was a hard blow for the island’s tourism sector given the tour operator represented a third of the Balearic economy. About 35,000 tourists got stuck in Majorca waiting to be repatriated. And according to the Hotel Business Federation of Majorca, the debt left by Thomas Cook to its hotel partners was more than 100 million.

Despite that incident, it was a great year for the island, 11,866,513 tourists visited Majorca, 4,170,471 of which (35.14%) came from Germany, being the leading country of origin for several decades ago and followed by second top issuing country, the United Kingdom with 2,393,886 British (20.17%). As it can be seen through the data provided (*Graphic 4*), most of the tourists come from abroad, but the nationals are not far behind either, which represented 13.14% of the total before the outbreak of the health crisis.



Graphic 4: Tourists in Majorca by country of residence between 2019 and 2020.

Source: IBESTAT

But, without a doubt, the pandemic has been one of the worst crises in the island's history, causing a deep breakdown of the tourism sector. In comparison to the previous year, the arrival of tourists dropped sharply with the appearance of the first cases and the announcement of the State of alarm by the Spanish Government on 14th March 2020. At first, the lockdown was only going to last 15 days, but finally it lasted until June.

Tourist activity on the island during the months of April and May was zero, as Spain closed its borders abroad until new notice. The safe tourism pilot plan took place in June with the arrival of 6,000 German tourists only in Majorca. This plan was successful enough as it allowed to relaunch the activity in the Balearic Islands, one of the communities most affected by the COVID-19 crisis because of its high economic dependence on the tourism sector. The months of July and August experienced a slight growth, but not as significant as years ago. As a matter of fact, the number of Germans who visited the island of Majorca in 2019 was 4,170,471 compared to the shocking number of 666,524 in 2020.

As a fact to stand out, during this period of great uncertainty the tourism of the island has been sustained mainly with national tourism. In 2020, a total of 711,122 Spanish tourists visited Majorca, becoming the main issuing market, and surpassing the traditional markets of origin such as Germany and the United Kingdom.

The hope, that tourism on the island will recover and return to what it was, is in the vaccines. The vaccination campaign in Spain and in the other issuing countries is key for a safe and successful future. In fact, at the beginning of 2021, a movement under the name *SOS Tourism*, which is driven and supported by a large network of professionals inside the tourism sector affected by the health crisis, emerged to claim the acceleration of the vaccination campaign against COVID-19 in the Balearic Islands with the aim to achieve the immunity of 70% of the population before summer, among other demands.

The Easter holiday period has been positive for the tourism sector in Majorca since it has brought the reopening of some hotels with the arrival of tourists, especially Germans, and has been a small relief for a sector that had been stopped for months. According to the Mallorca Hotel Business Federation, 11% of the hotel plant has opened. Although this percentage is higher than that registered in previous months, it is much lower than the usual before the outbreak of the pandemic, when more than 75% of the establishments used to be open.

3. VARIETY OF TOOLS THAT HAVE BEEN USED TO PROMOTE THE IMAGE OF MAJORCA

There are several elements that have helped to spread and form the image of Majorca in the issuing markets. Some of them have managed to give a transparent and positive image, highlighting the diversity of activities, the unspoilt landscapes and the natural beauty of the island, while others have opted to rise a wrong and contrary image to which the island really wants to provide. Some examples of these tools are given below.

3.1. Tour operator offers

With the aim of promoting the summer season of 2016, the German tour operator TUI sold holiday packages in Playa de Palma under the following offer (Figure 1):

“Majorca Party am Ballermann: Party vacation with TUI

Sun, beach and party! What else comes to mind than Majorca? The popular party island for young and old. The central meeting point for the party vacation on Majorca is clearly the Ballermann. The slogan is: Celebrate until the doctor comes! Loud music, full beer mugs and lots of sun, we're talking about the party scene par excellence. The Ballermann on Majorca - a must for every party vacationer. If you really want to let it rip, you are also welcome in **el Arenal** party zone. Here the Balnearios 4 - 7 offer perfect holiday fun. The small town of **Cala Ratjada** is also very popular for high school holidays, where people can enjoy themselves until sunrise. Would you also like to go on a party holiday in Majorca?” (Suárez, 2016)

That kind of offer contributed to damage the image of the island as it attracted people that were not civilised, who simply wanted to get drunk and have fun at any cost without taking into account the impacts that their acts might have on the island (Suárez, 2016). Therefore, with that offer, the “drunken tourism”, for which

the area of *el Arenal* was known, was reaffirmed. But Majorca does not want that type of promotion anymore, for that the government of the island approved a law, which came into effect at the beginning of 2020, that meet the requirements of the Sustainable Development Goals and the Balearic Agenda of 2030⁶.

Mallorca Party am Ballermann: Mit TUI in den Partyurlaub

Sonne, Strand und Party! Was fällt einem da anderes ein als Mallorca? Die beliebte Partyinsel für Jung und Alt. Der zentrale Treffpunkt für den Partyurlaub auf Mallorca ist ganz klar der Ballermann. Das Motto lautet: Feiern bis der Arzt kommt! Laute Musik, volle Bierkrüge und viel Sonne, die Rede ist von der Partymeile schlechthin. Der Ballermann auf Mallorca - ein Muss für jeden Partyurlauber. Wer es so richtig krachen lassen möchte, ist ebenfalls in der Party Zone **El Arenal** willkommen. Hier bieten die Balnearios 4 - 7 den perfekten Urlaubsspaß an. Ebenfalls sehr beliebt für Abreisen ist der kleine Ort **Cala Ratjada**, wo bis in den Morgengrauen ausgiebig gefeiert wird. Na, auch Lust auf Partyurlaub in Mallorca bekommen?

Figure 1: *Holiday offer in Majorca for the summer season of 2016 by TUI, a German tour operator.*

Source: Mallorcadiario.com

3.2. Films and TV series

The mass media such as movies and TV series have also contributed to the construction of the island's image as a tourist destination, even becoming true marketing campaigns for Majorca in the markets of origin. In fact, two of the most successful productions made for German TV and cinema have contributed significantly to the interest of many Germans on the island of Majorca.

The film *Ballermann 6* (1997), whose directors are Gernot Roll and Tom Gerhard, is one of the productions that has had a huge impact on the image of the island in Germany, but more from a negative perspective than a positive one. It was released in 1997 and after the first two weeks in German cinemas, it already had 2 million viewers. The film made such an impact on the image of the island that even the German consul in Majorca at the time, Michael Göllner, banned its production in the local cinemas. As well, part of the efforts⁷ made by local organizations to put an end to that image of sun, beach, sangria and sex were useless. It took place in El Arenal, specifically in the Balneario 6⁸ of Playa de Palma, and its scenes were full of sangria, German music and unlimited fun. However, this fact increased the number of German tourists willing to visit the island, it harmed the image of the island abroad. That is why among the objectives of the so-called "urban planning plans for the reorganization, sanitation and modernization of Playa de Palma"⁹ are to clean up the negative image associated with this area of Majorca.

(Bosch Roig 2018, 849-851)

⁶ The Balearic Agenda of 2030 and the Sustainable Development Goals seek a more sustainable and respectful tourism both with the quality of life of residents and tourists and with the environment of the island.

⁷ Local organizations of Majorca carried out promotional campaigns with German celebrities such as Boris Becker and Claudia Schiffer in order to attract a more select type of tourism.

⁸ Balneario 6, also known as Ballermann was a busy beach bar in Playa de Palma, which became the meeting place for many German tourists with little income and with a great desire to get drunk.

⁹ In 2017, the *Balneario 6* was renamed as *Beach Club Six* and its image was transformed into a chill out lounge.

Another of the great masterpieces is the TV series *Hotel Paradies*, whose first release was in 1990 on the German public television (ZDF). According to the television channel through which it had been broadcast, the first chapter had more than 17 million viewers and it generated great interest in the locations where the scenes of the series had been shot (Bosch Roig 2018, 848-849). Through it, a new and a very positive image of Majorca in Germany wanted to be created, which had nothing to do with the crowded and cheap image of the sun, the beach and the bucket of sangria, typical of mass tourism. It was finally achieved as the series was able to show the German public that there was another Majorca, more authentic and natural, and it did so by showing its social, cultural, landscape, architectural and gastronomic diversity in its 27 chapters. In fact, this series is part of the initiative called Mallorca Movie Map¹⁰ carried out by Mallorca Film Commission, which is a department of the *Fundació Mallorca Turisme*, an entity created with the aim of optimizing the tourist promotion of Majorca.



Figure 2: DVD cover of the movie *Ballermann 6* (1997).

Source: Amazon.de



Figure 3: DVD cover of the series *Hotel Paradies* (1990).

Source: Amazon.de

3.3. Advertising campaigns

Advertising campaigns are one of the main tools that tourist destinations use to capture people's attention and show the true image they want to give without giving rise to misunderstandings. These are some of the campaigns that have helped to promote and give a positive image of the island of Majorca at a national and international level.

¹⁰ The Mallorca Movie Map contains information about the films, series and spots that have been recorded on the island, as well as a proposal of 5 routes to explore Majorca through them. *Hotel Paradies* is inside "Route 2" that runs through *Serra de Tramuntana*, which is a World Heritage Site in the category of Cultural Landscape declared by UNESCO and is in the northwest of the island.

One of the first campaigns that made the island of Majorca known inside and outside Spain was launched in 1945, after the end of the Second World War, under the slogan **Honeymoon in Majorca**. The aim of the campaign was to promote honeymoon trips to newly married couples. It consisted of a simple advertising poster that showed the great attractions of the island such as good weather, an unspoilt beach with crystal clear water, the most emblematic cultural buildings like the cathedral of Palma and the Bellver castle and a blossoming almond tree making reference to its beautiful landscapes, and also it identified its target audience through the couple of birds with their suitcases, which represents the newly married couples or tourists who came on holidays to the island (figure 8). (Picornell Cladera et al. n.d., 368)



Figure 4: Billboard *Honeymoon in Majorca* (1945).

Source: Google images

According to the Hotel Business Federation, the Balearic Government, following the strategic lines of the Tourism Department of the Marketing Plan 2009-2012, launched a new campaign under the slogan *Much more*. It was totally different from other previous campaigns carried out by the Balearic Tourism Institute (Ibatur) since that was not based mainly on pictures of the sun and the beach. Through it, the government of the island wanted to point out the variety of alternatives to the sun and beach such as golf, hiking, adventure sports, nature, bicycle routes, gastronomy and conferences. In fact, it consisted of a sequence of photos with images of the activities mentioned before under the title “Much more than meetings”, “Much more than beautiful nature” and so on. (Federación Empresarial Hotelera de Mallorca, n.d.)

Then, in 2013, the tourism promotion campaign *Passion for Palma de Mallorca* was well received both inside and outside the island. It was a cooperation between a public body, *Palma de Mallorca Tourism Foundation*, and private organizations. Its main objective was to position the Balearic capital city, Palma, as an urban tourist destination, beyond the sun and beach, for 365 days a year and thus solve the problem of seasonality. For that, the campaign focuses on six key products: culture, sports, gastronomy, sailing, shopping and golf. Each of them was recorded on a representative scene of Palma with anonymous local people from the city. For example, culture at the *Pilar and Joan Foundation*, the gastronomy in *Muelle Viejo*, sports in *Bellver castle*, sailing in the *Bay of Palma*, golf at *Son Muntaner* and shopping at *Plaza de la Reina*. (Vilarasau Ramón, 2013)

The Spanish beer brand *Estrella Damm* has also made the Balearic Islands known through its spots of its campaign “Mediterráneamente”. Two of its most prominent spots were recorded on the island of Majorca. The first took place in 2012 and its focus was on the Sierra de Tramuntana, the island’s world heritage site. This ad encourages people to enjoy their holidays in some of the areas of the Serra de Tramuntana, such as Sa Calobra, Formentor and Cala Deià, without worries and at the same time it gives a positive image of the island by showing

its green landscapes, its unspoilt beaches, its sunsets and its traditional village celebrations. The second was shot in the southern part of the island, in areas such as Camí de Sa Figuera (Sóller), Cala Tuent (Escorca) and Caló des Màrmols (Santanyí), for the 2016 campaign. It is a short film of sixteen minutes, through which it refers to the fact that the best in life is in the little things, and what better than the island of Majorca to give that perception. (Redacción El HuffPost, 2016)

In April 2019, the Palma Beach business association together with the Palma de Majorca city council launched a campaign with the aim of changing the perception of Playa de Palma and Majorca. Many Germans tourists refer to this area with the term *Ballermann*, which comes from the word *Ballern*, whose informal meaning in German is to drink a lot of alcohol. Actually, Playa de Palma is known by many Germans as the ideal place to party because it offers sun, beach, low prices and a good atmosphere to have fun and drink, leading to a bad image of the island. The reason why the campaign came out was to improve the image of the area and achieve a more responsible and quality tourism that encourages respectful behaviour with citizens and the environment during the stay. Regarding the design of the campaign, it had two different slogans, one positive that basically communicates that if people act responsibly, they can enjoy their holidays and have a good time (Figure 5). And another that gives a negative message by showing how non-responsible alcohol consumption causes everything to end badly (Figure 6). The posters were displayed on buses and pedestrian fences throughout the entire area of El Arenal during all the tourism season of 2019, and the campaign was also active on social media. (Hosteltur, 2019)



Figure 5: *Positive slogan of the campaign against antisocial behaviour in Playa de Palma.*

Source: Agencia.com



Figure 6: *Negative slogan of the campaign against antisocial behaviour in Playa de Palma.*

Source: Agencia.com

At the end of November 2020, the Balearic Tourism Strategy Agency (Aetib) launched an advertising campaign under the slogan *Hope to see you soon* or *Wir hoffen, Sie bald wiederzusehen* in the main issuing countries such as Germany and the United Kingdom. From the first moment the pandemic started, tourists look for health security, which has become an essential factor when travelling. For that, the objective of the campaign was to position the Balearic archipelago as a safe destination and keep in people’s minds an atmosphere of trust with full guarantees of security against the pandemic in order to promote the spring holidays of 2021. The campaign was available on the banners of online newspapers and magazines, through which users could access the website *illesbalears.travel* where they could see it; then, on outdoor digital screens in different cities of Germany and the United Kingdom; and on social networks such as Instagram, Facebook and Twitter with hashtags such as #bald or #soon. (Govern Illes Balears, 2020)



Figure 7: Billboards of the campaign *Hope to see you #soon* (2020).

Source: CAIB

3.4. Documentaries

Documentaries such as the German one called *Mallorca - eine deutsche Liebe* (in English is *Majorca - a German love*), whose authors are the Germans Christian Buckard and Daniel Guthmann, have also contributed to shape the image of a tourist destination like Majorca. This one in particular lasts 45 minutes and reviews almost a century of the German’s relationship with the island since the beginning of the 20th century. As a small summary, it explains how that relationship has evolved. At first, the island was visited by wealthy Germans, then it offered refuge to those persecuted by the Nazi regime and finally, the arrival of many German tourists took place as a result of the outbreak of a new phenomenon known as mass tourism in the 1970s. The first time it broadcasted was on the German public network ZDF in the spring of 2018 so that Germans

can better understand where that German devotion to Majorca comes from. (Zweites Deutsches Fernsehen, 2021)

3.5. Other tools

Initiatives such as the one carried out by the students of the “premium gladiators” training at the Faculty of Tourism of the UIB, under the name *Storytellers*, has also helped to transmit a message of hope in these uncertain times that the entire Balearic tourism sector is going through due to the pandemic and to support other activities, such as golf, hiking, cycling and events, that are not the typical of sun and beach (lbeconomia.es, 2021). The first video *Tourism is all of us* was released in February 2021 in four different languages such as English, German, French and Catalan and it is basically a love letter to the tourist that expresses how much the island misses them and the desire that they come to visit it soon. And then, they joined the *SOS Tourism* campaign giving voice to the complimentary offer of the island with videos under the titles: *SOS senderismo*, *SOS ciclismo*, *SOS Golf*, *SOS eventos* and *SOS MICE*. These videos remind visitors that Majorca is not just a sun and beach destination, there are many more activities that make the island attractive in many ways. (Redacción CANAL4 DIARIO, 2021)

4. ANALYSIS OF THE IMAGE THAT THE GERMAN POPULATION HAS OF THE ISLAND OF MAJORCA

Once all the information from secondary data¹¹ has been developed in the previous points in order to put into context the main topic, it is time to move on to the most interesting and central part of the work, which involves analysing the image that the German population has of Majorca, using primary research data¹².

The aim of the analysis is to know first-hand the opinion that Germans have of the island of Majorca, whether they have changed their mind regarding its image after being there or if it has evolved over time and in which sense.

4.1. Methodology used for the analysis

To carry out the analysis to get to know the image that Germans have of Majorca, a very effective tool called “Google Forms” has been used in order to design an online survey. The online questionnaire that was conducted consists of a brief

¹¹ “Secondary data – Information from secondary sources, i.e., not directly compiled by the analyst; may include published or unpublished work based on research that relies on primary sources of any material other than primary sources used to prepare written work.(The Appraisal Institute, The Dictionary of Real Estate Appraisal, 4th ed. (Chicago: The Appraisal Institute, 2002), 259).” (Rabianski 2003, 43)

¹² “Primary data – Information that researchers gather first hand” (The Appraisal Institute, The Dictionary of Real Estate Appraisal, 4th ed. (Chicago: The Appraisal Institute, 2002), 219).” (Rabianski 2003, 43)

introduction to the topic “The image of Majorca” and a total of **sixteen questions** (see in the annex), which can be classified as follows:

- **Closed or fixed answer questions:** those in which the respondents must choose between two single options.
- **Multiple choice questions:** those in which the respondents are offered a few answer options, from which more than one can be chosen.
- **Multiple choice questions with an open item:** same as the previous type of question, plus the possibility for the respondents to add options not covered by the response alternatives offered.
- **Linear scale questions:** those showing several options where the respondent can choose one of the values within the defined scale.
- **Open questions:** when the respondent is given the freedom to answer in his/her own words. They can provide short or long answers.
- **Filter questions:** the aim of these kind of questions is to select a part of the respondents to later ask questions only indicated for them.
- **Mandatory and voluntary questions:** the first ones must be answered by the respondents as they are key to the analysis, and the second ones do not need to be answered as they either belong to filter questions or are formulated out of simple curiosity to know the opinion and thoughts of the respondents.

(Casas Anguita et al. 2003, 532-533)

The survey has been written in German, it has been sent through a social network such as WhatsApp and it has been answered during the month of April 2021 by a total of 49 respondents, highlighting that all of them are of German origin. Some of them are tourists, who have visited the island of Majorca in the different seasons of the year, and others are residents, who have established their first residence on the island. But, although some of the respondents are currently living in Majorca, they were once tourists and had a previous image of the island. Therefore, it can be said that the sample is representative.

The reason why the survey was conducted entirely online and not face to face is very simple. Due to the current health crisis, it has been very difficult to find German tourists and residents willing to be interviewed face to face, so the best alternative has been to make use of this type of online survey. Through it, both German tourists, who have not been able to travel to the island in recent months as a result of the restrictions imposed by the Spanish and German governments, as well as Germans living in Majorca, have been able to answer the questionnaire with absolute freedom and without risking their health.

4.2. Interpretation of the results obtained

The first four questions have been formulated with the aim of knowing about the sociodemographic profile of the respondents. Aspects such as gender, age, from which part of Germany they come from and in which part of Majorca they have stayed or are currently living have been asked.

Based on the data provided, the sample of respondents is made up of 78% women, 20% men and 2% do not identify with either of the two genders. Although, gender is not equally balanced, the age of the respondents is very diverse, since it covers all age ranges. The one with the highest weight is that formed by young people between 18 and 34 years old, representing 65% of those surveyed, followed by those between 50 and 65 years old, with 23%. The ones with a lower weight are those between 35 and 49 years with 6%, those over 65 years old with 4% and under 18 years old with 2%.

The following figure (Figure 8) shows in colour 12 of the 16 states of Germany with the different cities and towns of origin of the Germans surveyed. The majority of them come from the states of North Rhine-Westphalia (25%), Rhineland-Palatinate (19%), Bavaria (17%) and Hesse (15%), which represents a total of 75% of the respondents. The rest (25%) comes from the states of Lower Saxony, Mecklenburg-Vorpommern, Berlin, Hamburg, Schleswig-Holstein, Sajonia-Anhalt, Saarland and Bade-Württemberg.

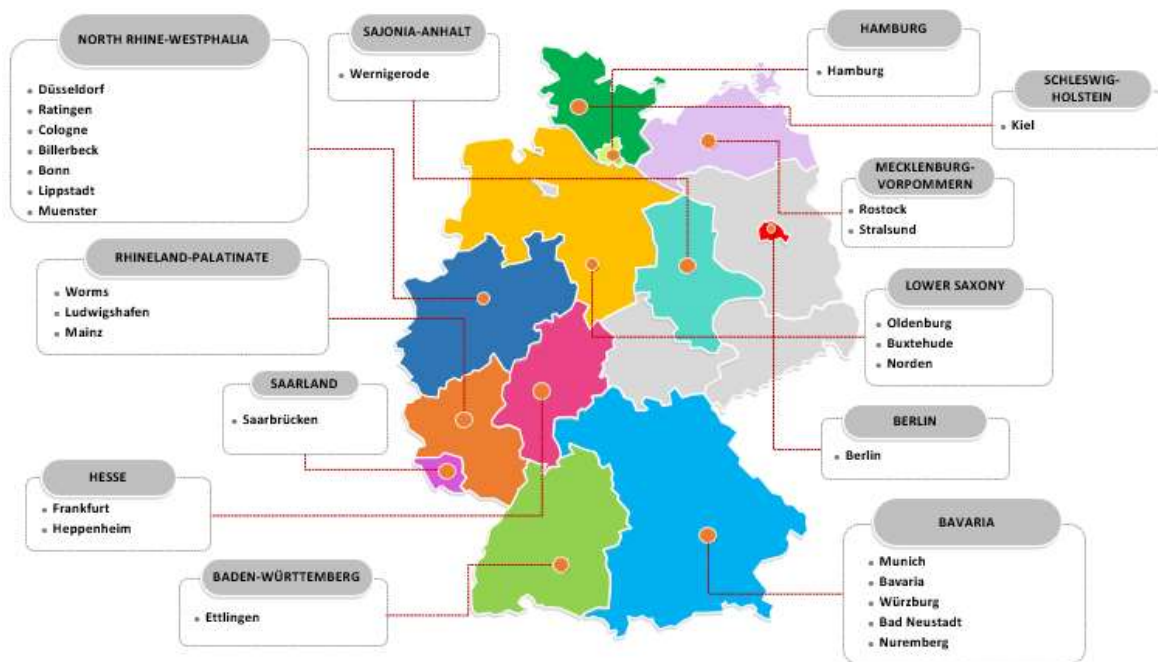
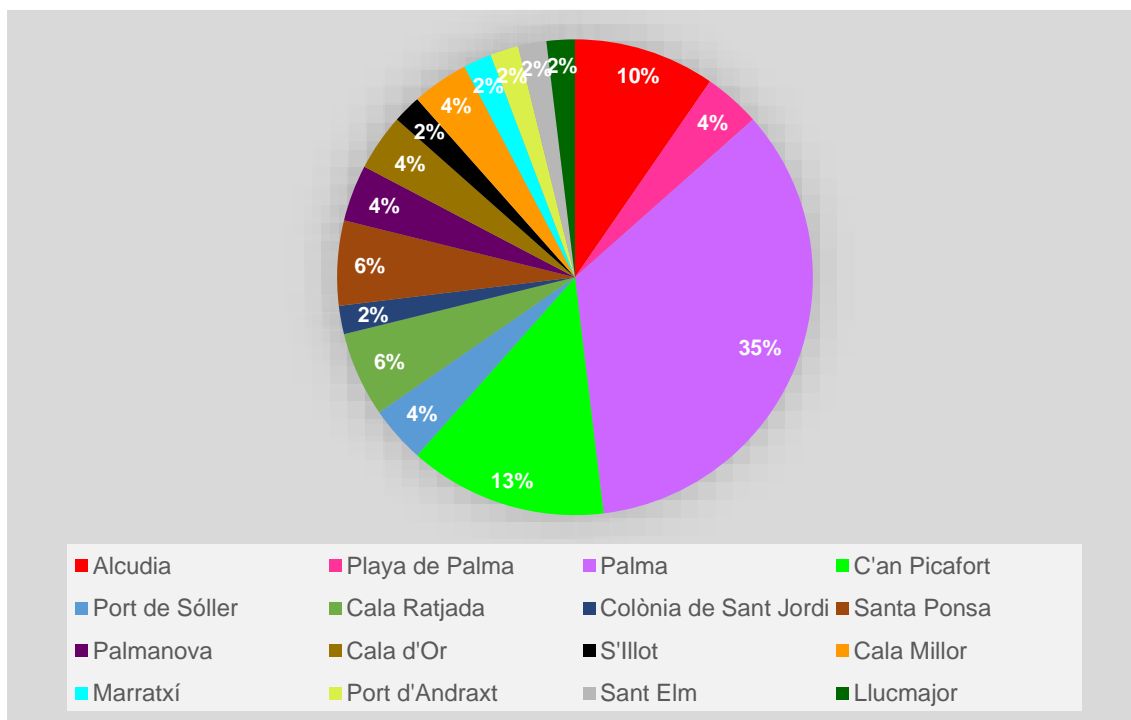


Figure 8: Map of Germany with the States of origin of the respondents.

Source: Own Source

Among the areas where the respondents have spent their stay or are currently living are showed in the following pie chart (Graphic 5).



Graphic 5: Germans' areas of stay.

Source: Own Source

Some of them such as Cala Ratjada, C'an Picafort, Alcudia, Palma, Playa de Palma, Port de Sóller and Cala Millor are traditional zones frequented by German tourists. The others respond to a more international market, such as the British, Scandinavian and Dutch markets, among others. The fact that has caught my attention the most is that only two of the respondents have stayed at Playa de Palma, the well-known German colony baptised as *Ballermann*.

The next two questions were asked to find out how the Germans have known the island of Majorca and the reasons for their first visit to the island. 65% of those surveyed have heard of its existence mainly through feedback from friends and family, who have stayed on the island, and the rest through the media (TV, radio, newspapers, magazines...), books, films, ads, university and songs. And most of them (78%) came to Majorca for the first time to spend their holidays, and because of its climate, proximity and good flight connection between Majorca and Germany. Among other reasons are studies, price, culture, family, Majorcan gastronomy, party and a "dream". Therefore, through these results, it can be reaffirmed that Majorca is mostly known by word of mouth as a holiday destination.

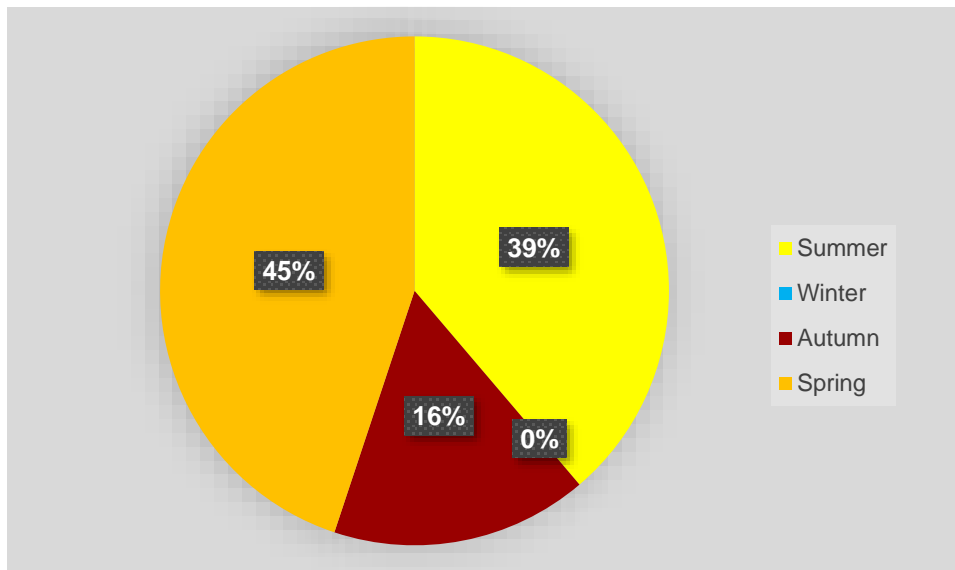
For me, the following questions are key to the analysis that is being carried out, as they try to clarify whether there are differences or not between the secondary and primary image that Germans have of Majorca. Those who thought that the primary and secondary image are not the same had to say in what sense (for better or worse) and give a brief justification for their answer.

The vast majority have agreed that the image they had of Majorca before visiting it (secondary image) was related to mass tourism, party and beaches with crystal clear water. Others, however, said that they associated it with beautiful and green landscapes, a sense of calm and bullfighting. This last term could be a result of the influence of the general image projected by Spain.

71.4% of the respondents said that they have changed their previous image of Majorca after having visited or stayed on the island. Of the previous percentage, 92.1% have declared that they have changed their previous image for a better one with comments such as “Mallorca is not only *Ballermann*, it also has other attractions such as culture wealth, Majorcan lifestyle, excellent gastronomy and a great range of hidden beaches”, “I was surprised by the landscape, I wouldn’t have imagined it to be so green”, “the island offers beautiful nature and a variety of activities. Especially in the winter months I like the city of Palma, because you can only really discover and get to know it (when all the tourists are gone)” and “Due to the pandemic situation there is currently no mass tourism, which is good for the people living here and the few tourists who are here. The landscape, beaches and cities are incredibly beautiful”. Only three of them stated that their image after visiting Majorca was worse because of the fact that there are too many tourists and every year the island is more crowded.

Then, the following open questions “If you have to highlight any aspect of Majorca, what would it be?” and “what is your favourite place on the island? Why?” were asked with the aim of knowing more about the perspective that Germans have of the island. Several of the respondents have emphasised the island’s diversity, including aspects such as beautiful beaches with turquoise waters, good quality of life, sunny weather, wonderful landscapes, village markets, all is nearby and great nature. Regarding the other question, many have said regions in the north, west, east and south where they normally stay, such as the one who usually stays in C’an Picafort commented “My favourite area is La Playa de Muro due to the beautiful sea and kilometres of sandy beaches”, other who stays in Sóller remarked “I choose Sóller for its quietness without mass tourism, its mountains (Tramuntana) and the sea” and other stated “I don’t have one in particular. Every region has its charms”.

The next question “For you, what is the best season to visit or be on the island? Why?” has been formulated to clear up doubts about the island’s seasonality problem. To my surprise, most of the respondents have chosen spring as the best time to visit the island, instead of summer, which tends to be the favourite season. They have chosen this season because of the climate (since it is not too hot), the variety of activities and the peace and quiet. The summer season was chosen mainly for the good weather and the variety of activities and the rest have selected the autumn season for the climate and the calm atmosphere. None of them has picked the winter season as their favourite, maybe it can be because of the cold weather. However, it is a fact that Majorca has become a chosen destination for professionals and amateurs of golf, regattas and cycling at this time of the year.



Graphic 6: *Best time of the year to visit or stay on the island.*
Source: Own Source

Most respondents (73.5%) claim to have had contact with Majorcan people, making comments such as “Majorcan people are very friendly and open”. However, others expected them to be more open.

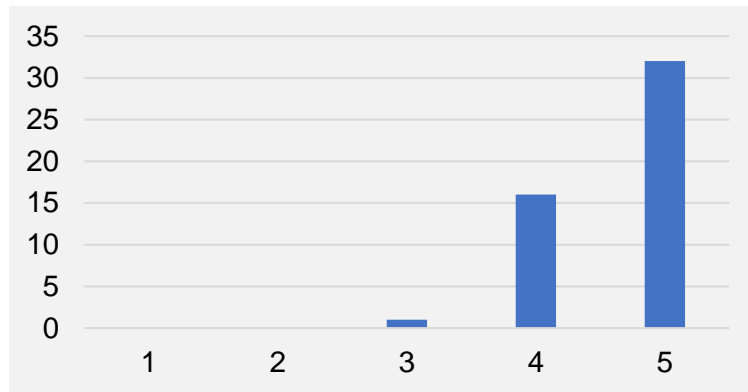
In order to find out more about the main motivation for Germans to visit the island, the following question was asked: “What does Majorca have that Germany does not have or lacks?”.

Most of them agreed that Majorca has a warm climate, beautiful beaches, a calm environment, a Mediterranean lifestyle, lots of nature and the sympathy of the residents. And others were more specific in their answer, such as the one who said “In Majorca is easy and quick to go everywhere as the island is very small, unlike in Germany, where everything is quite far. And although Germany has rivers with small beaches, they cannot be compared with the Caribbean vibe provided by the beaches of Majorca”.

Given the current situation, I thought it would be interesting to ask the respondents whether they consider Majorca to be a safe tourist destination in relation to the pandemic, as nowadays health safety has become a very important factor in choosing a holiday destination. 35 of them think that Majorca is a safe destination to travel to. They have justified it with comments such as “Mallorca has good hygiene measures”, “Everyone that wants to travel to Majorca has to take a PCR test before they come in, and the people here are pretty good at following the rules” and “The incidence of positive cases in Majorca remains very low”. However, the remaining 13 think that Majorca is not a safe destination as they believe that the incidence rate will quickly rise again once the island is full of tourists.

To quantify the island of Majorca as a tourist destination, the following question was formulated “From 1 to 5, how would you rate the island Majorca? (Score from 1 (very bad) to 5 (very good))”. As it can be seen in the graph, the score is quite

positive as all the answers are from 3 upwards and the vast majority (32 of the respondents) have given Majorca the highest score as a tourist destination.



Graphic 7: Punctuation of a Majorca as a tourist destination.
Source: Own Source

And the last question of the survey is an open question, where respondents were asked if they would like to add some comments on “The image of Majorca”. Some of them have given interesting feedback such as: “The image of Majorca is unfortunately very bad – the reality is fortunately different”, “Action still needs to be taken against mass tourism; in addition, the image of Mallorca must continue to be changed (away from party island to dreamlike holiday island or so)”, “The image of Majorca is much better than it is portrayed in the press (*Ballerman* tourism). Mallorca should continue to work on improving its image (sustainability, individual tourism, sports facilities/options (golf, hiking, cycling, sailing, diving, yoga)) and focus its attention on environmental friendliness, “made in Mallorca” products, finca holidays, cooking classes, etc”, “The island of Majorca is much better than his reputation”, “Majorca is definitely more than a party island” and “The island enchanted me from the start, and it has much more to offer than just a party culture. I can even imagine emigrating there. The island is a unique specimen!”. In other words, the primary image that Germans have of Mallorca does not match the secondary image, but rather exceeds it.

CONCLUSION

Through the different points that have been discussed throughout the thesis, it can be seen how important tourism is for the island of Majorca, and thus the image it projects.

Through the questionnaire, the main objective has been reached, as it is possible to identify the image that Germans have of Majorca. The vast majority of respondents stated that their previous image of Majorca is not as good as the one they have once they have been there. This can be a problem, as there may be some people from Germany or other countries who have not taken the step of coming to Majorca because of the bad image it projects, related to mass tourism and party tourism. However, it is a relief to know that, once on the island, the reality has been more positive than what they had previously heard. Thus, it can be said that the reality far exceeds expectations in the best of the senses. This

can be very positive, as thanks to word of mouth, those who have already been to the island can change the previous image that other people have of it. In addition, other tools such as co-marketing campaigns with intermediaries (OTAs or TTOOs) can be of great help in changing the negative image of the island.

To conclude, every crisis, such as the one we are experiencing, represents an opportunity for progress. So now it is time for the island to focus on giving a positive image that attracts quality tourism and leave completely aside the image of party and mass tourism that has been given in recent years and that negatively affects the reputation of Majorca.

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ANNEX

- Survey: Das Bild von Mallorca

Das warme Klima, die weissen Sandstr1nde und das kristallklare Wasser haben die Insel zu einem der bekanntesten und attraktivsten Touristenzielen f3r viele L1nder gemacht, darunter auch Deutschland. Eigentlich sind die Deutschen seit mehreren Jahrzehnten der gr31te emittierende Markt f3r Mallorca. Aber es gibt viele andere Gr3nde und Attraktionen, f3r die sie Jahr f3r Jahr kommen, um die Insel zu besuchen, oder die sie sogar dazu gebracht haben, auf der Insel zu bleiben und zu leben. Deshalb wollen wir aus erster Hand erfahren, was die Gr3nde daf3r sind, dass Mallorca bei der deutschen Bev3lkerung so bekannt und beliebt ist und was das wahre Bild ist, das sie von der Insel haben.

Ihre Meinung ist von großer Hilfe für mein Abschlussprojekt. Sie brauchen nur ein paar Minuten, um diesen Fragebogen zu beantworten. Vielen Dank.

(Pflichtfrage*)

1. Welches Geschlecht haben Sie?*

 - Weiblich
 - Männlich
 - Sonstiges

2. Wie alt sind Sie?*

 - Unter 18
 - Zwischen 18 – 34
 - Zwischen 35 – 49
 - Zwischen 50 – 65
 - Über 65

3. Aus welcher Stadt in Deutschland kommen Sie? (Kurzantwort-Text)*
4. In welcher Gegend von Mallorca wohnen Sie? Oder wenn Sie nicht auf der Insel leben, wo haben Sie Ihren Aufenthalt verbracht? (Kurzantwort-Text)*
5. Wie haben Sie von Mallorca erfahren?*

 - Über Familie
 - Über Freunde
 - Über die Medien (Fernsehen, Radio, Zeitungen, Zeitschriften ...)
 - Über Werbung
 - Über Bücher
 - Über Filme oder Fernsehserien
 - Sonstiges

6. Was war der Grund, warum Sie zum ersten Mal nach Mallorca gereist sind?*

 - Ferien
 - Arbeit
 - Wetter
 - Kultureller Reichtum
 - Studium
 - Gastronomie
 - Nähe zum Herkunftsland
 - Preis
 - Sonstiges

7. Was war das Bild, das Sie von Mallorca hatten, bevor Sie es besuchten?*

 - Massentourismus
 - Party
 - Grüne Landschaften
 - Strände mit kristallklarem Wasser
 - Ruhe
 - Sonstiges

8. Hat sich Ihr Image verändert, nachdem Sie auf der Insel waren?*

 - Ja
 - Nein

8.1. Wenn Ihre Antwort "ja" war, in welchem Sinne?

- Zum Guten
- Zum Schlechten

8.1.1. Warum "zum Guten"? Oder, warum "zum Schlechten"? (Zum Beispiel, zum Guten: Mallorca ist nicht nur Ballermann, es hat auch andere Attraktionen wie Strände, Landschaften, Gastronomie, Menschen ...; zum Schlechten: die mallorquinischen Menschen sind sehr geschlossen, die Stadt ist sehr voll...)

9. Wenn Sie einen Aspekt von Mallorca hervorheben müssten, was wäre das? (Langantwort-Text)*

10. Was ist Ihre Lieblings-gegend auf der Insel? Warum? (Langantwort-Text)*

11. Was ist die beste Jahreszeit für Sie, um die Insel zu besuchen oder bleiben?*

- Winter
- Frühling
- Sommer
- Herbst

11.1. Warum ist das die beste Jahreszeit für Sie?*

- Wetter
- Ruhe
- Vielzahl von Aktivitäten
- Sonstiges

12. Haben Sie in Ihrem täglichen Leben eine Beziehung zu mallorquinischen Menschen? Oder wenn Sie nicht hier wohnen, hatten Sie Kontakt zu Menschen aus Mallorca?*

- Ja
- Nein

13. Was hat Mallorca, was Deutschland nicht hat oder fehlt? (Langantwort-Text)*

14. In Bezug auf Corona, glauben Sie, dass Mallorca ein sicheres Touristenziel ist? Warum? (Wählen Sie die Option «Sonstiges», um das Warum Ihrer Antwort zu schreiben)*

- Ja
- Nein
- Sonstiges:

15. Von 1 bis 5 welche Bewertung würden Sie Mallorca geben?*

	1	2	3	4	5	
Sehr schlecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr gut

16. Möchten Sie noch etwas über «das Bild von Mallorca» sagen? (Langantwort-Text)