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HIKING TOURISM IN BALEARES: CURRENT SITUATION, POSSIBILITIES OF GROWTH AND CONFLICTS OF INTEREST.

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1. INTRODUCTION

Hiking is a mixture of sports and tourism, non-competitive activity, which is done on trails and paths, preferably traditional, located in the natural environment; seeks to bring the person to the environment and knowledge of the country through heritage and ethnographic elements.

That is why hiking is aimed at improving the physical and psychological conditions of individuals, through the exercise of a sporting activity adaptable to the scale of the practitioner; also seeks to recover the landscape to the person and find it again with the system of traditional life, returning to the way the concept of place of meeting, exchange which has had throughout history, everything from a scrupulous respect for the environment where it happens.

In the Balearic islands hiking certainly offers us the opportunity to enjoy the scenery of the islands and exercise at the same time with the incentive to carefully observe all the beauty we find in the way. The mild climate of the islands allow us to enjoy routes through valleys, mountains and plains because the orographic variety of islands allows us to choose the itinerary that suits us.

Mallorca is an island that presents an incredible variety of landscapes, and it has an extensive network of roads. There are trails that date back to the Arab period, others through the woods and and others were used by the coal merchants and communication between towns. Hiking in Mallorca, we can find places of fabulous beauty and ancient legends and stories.

Most of the routes run through the bowels of the *Serra de Tramuntana*, the most emblematic of the island nature reserve, and traverse cliffs, cliffs and streams, along paved roads or trails of goats.

In the *Serra de Tramuntana*, there are mountains rising a few kilometers from 0 m to 1,436 m where almost all the peaks are accessible by roads leading to the wells of snow.

The rest of the island also has an extensive network of roads, which run along smoother than the *Serra de Tramuntana* but with an ethnological and cultural charm that surprises with its wealth profiles.

In Mallorca, recreational hiking sport began in the late nineteenth century, when *Arxiduc Lluís Salvador* had built roads, gazebos, benches, etc. Just for the pleasure of walking in the mountains and enjoy the landscape, acts which were shocking to our ancestors, because until that time the mountain was only used to extract its wealth: coal, ice, firewood, lime. From the time where the mountain was the main supplier of raw materials industry are still many vestiges heritage throughout the *Serra de Tramuntana*, as well as fountains and water pipes, important for the life of the workers of those lands. The *Serra de Tramuntana* provided these materials both in the city of Palma and the towns until mid-twentieth century. In the early twentieth century *Foment de Turisme* took the ideas of *Arxiduc* and until the 60 promoted the island for its landscapes built several shelters in the *Serra* and recovering some itineraries and tours.

In the 60s they made their appearance youth organizations *OJE* and *Els Escoltes*, many participants already in the 70s started to create groups and walk out more over the mountains. (FRANCESC COLOM, 2014)

In the 80s the Majorcan hikers started making expeditions to the mountain ranges of other countries after visiting the *Pirineos*.

Also at the same time the guide Paco Ponce from *Sóller* organized using of TTOO, Neckermann, the Wandernwoche product. This product consisted of staying on the island remain seven days of which 6 were to walk the routes of the *Serra de Tramuntana*. Over the years he has done this activity from 1978 to 2002 he guided 33000 walkers.

For years it was developing this type of tourism especially in the area of *Sóller* and other zones of the *Serra de Tramuntana*. Specialized agencies and tour operators have created different products as hiking changed trends.

From the 90s to the present day it has not stopped people visiting the *Serra de Tramuntana* increased, and has established itself as a sport hiking.

The most important change came with the advent of the Internet, the consumer then had at its disposal information on routes, specialized agencies, accommodation, buying virtual maps and guides ... etc.

The result was and remains a wise hiker, often with a schedule of trips made by themselves, which already reaches the island with a map or a hiking guide. (MARIA FRONTERA, 2014)

Throughout the study on hiking tourism in the Balearic and more specifically on the island of Mallorca and its main hiking area *Serra de Tramuntana*, also I discuss a number of conflicts that have been happening in recent years. So more than 90% of the island is privately owned, large Majorcan properties are rooted in the "*Repartiment*" performed by *Rey Jaume I*, between the Catalan feudal lords who collaborated in the Christian conquest of the island. The effort has enabled landowners to conserve this important landscape heritage. But some of them have been forced to close the roads crossing their farms. The most common reasons are the acts of vandalism, overcrowding of some routes and fire danger.

2. EVALUATION OF SERRA DE TRAMUNTANA

2.1. ECONOMIC EVOLUTION

Mallorca lived a great socioeconomic change from the fifties, where the economy was transformed at a dizzying pace, leaving behind an agricultural and industrial system, to become one of the major tourist destinations in the Mediterranean.

This process is largely due to economic liberalization, Rupture autarky system, which involved the National Economic Stabilization Plan developed by the *Franco* dictatorship in 1959. However, there are other background without which this transformation would not have been possible, which I will mention below.

First, I note as a special event, International Congress of SKAL Club in 1953, where the main European travel agents decide that Mallorca has the ideal conditions for a mass tourist destination.

Second, highlight another important event such as the Convention on Civil Aviation of Paris in 1956, where charter flights that will revolutionize tourism with the massive influx of tourists tourism, mass tourism.

Finally, I must mention the economic climate of the time, because you can not forget that Europe had overcome World War II and lived a period of reconstruction, and as a direct result of this, there lived a period of economic growth. This period coincides with one of the great achievements of humanity, the right to paid holidays, which allowed the middle classes of northern and central Europe traveling to southern Europe for the best of the Mediterranean climate conditions.

From this background that allowed the change of the Balearic economy we found that such development happened gradually in three distinct stages which we call tourism booms.

The first tourist boom (1959-1975) marked the beginning of a change in the economic structure where the first and second sector starting to contribute less to regional GDP. The great growth of tourism of this boom is based on tourism of sun and beach characterized by charter flights, accommodation average quality and low prices. Due in large part to the construction of the airport of *Son Sant Joan* who came to meet the new needs generated by the increase of tourists.

This situation is key to understanding the economic transformation of the island and the tertiary sector needed a lot of manpower and this was provided by the primary and secondary sector. However, this labor was not enough and it is in this period when immigrants arrived from the mainland in order to work in this sector.

This transformation did not affect in the same manner throughout the Majorcan territory but were coastal areas, with the sun and beach tourism, which were most favored. With regard to my field of study, the *Serra de Tramuntana*, was an area with a shortage of beaches, because their country very steep and high cliffs, which explains that this first tourist boom does not reflect too much on that area.

From 1975 to the middle of the nineties one second peak in the Balearic economy called second tourist boom (1975-1996) whose characteristics a decline in the hospitality industry and a booming tourist apartments occurs. At this time, both the agricultural sector and the secondary continue its decline in the contribution to the regional GDP and, therefore, lose economic power to the detriment of the service sector and construction that is increasingly economic weight. Include areas where the industry still has a presence as in the case of *Sóller* with a clear export orientation port or *Raiguer* area with municipalities historically dedicated to footwear. Therefore, the services sector focuses on coastal areas.

From 1996 to the present the island of Mallorca is entering in a new period called third tourist boom where the services sector has remained constant in the contribution to GDP (about 81%) and construction has grown in the boom years economic, end of 1990 until the middle of 2000 and has begun to slow its contribution due, on the one hand, the economic crisis and, moreover, to the consequent slowdown in the sector. As for agriculture is stagnant will not exceed 2% and the industry continues to lose weight. On the other hand, the transfer of agricultural and high population towards the services sector continues to occur significantly especially in the municipalities in the *Serra*, as well as in the construction sector experienced a significant decline in all municipalities area.

Mallorca is, in short, a highly specialized region in the service sector and, more specifically, the tourism of sun and beach with complementation of rural tourism in inland areas of the island such as my field of study in *Serra Tramuntana* with an experience in tourism that is born in the nineteenth century and currently is located a GR 221 (big tour of the *Ruta de Sa Pedra en Sec*) that helps attract tourists to this area but on the coast where the activity is concentrated in the tertiary sector and especially in the capital but also in the southeast and northeast coast with a marked seasonality.

2.2 HOTEL DEVELOPMENT

The tourism lived in the middle of the twentieth century a process of strong economic growth, following the end of the period of autarky, a fact that allowed the arrival of large investments in the territory and in particular on the hotel industry. However, from the nineteenth century, Mallorca was a major tourist destination because of the visit of various bourgeois and intellectual figures of foreign origin. I highlight several characters that helped propel the island of S. Miguel Oliver which gave strength to the potential of the island for tourism exploitation (BARCELÓ PONS, 1966), or the *Arxiduc Lluís Salvador* of Habsburg, which reflected in an encyclopedia a collection of information about the island (SALVÀ i TOMÀS, 1985) besides illustrious composers as *Chopin* came with his wife and stayed in the village of Valldemossa in order to be cured of tuberculosis suffering. But without a doubt, the most famous of them all is the character of Habsburg *Arxiduc Lluís Salvador*, as its importance lies mainly in the fact that many members did understand the commercial and industrial bourgeoisie Mallorcan tourism potential as economic activity.

The *Arxiduc* was closely linked to *Foment de Turisme* de Mallorca, an organization that has tried to promote tourism (CIRER, 2006). Mallorca was already, then, in the view of the upper class, but it was not until the early nineteenth century when tourism development, from propaganda carried out by the *Foment de Turisme* de Mallorca and improvements in transportation, begins to consolidate, but due to World War I (1914-1918) this process stagnates. With the end of the war the development of tourism infrastructure, such as the creation of several luxury hotels such as the Grand Hotel, built in 1903 and the famous Hotel Formentor in 1926 would be symbols of this consolidation it resumed early XX century and they attracted formalize hosting infrastructure in other areas as Calvià, Pollença, Port de Pollença, Sóller, Andratx, Valldemossa and Deià with high quality landscape value (SALVA i TOMAS 1985).

Only the Civil War of 1936-39 truncated partly progressive tourist activity, which resumed again in 1940, although addressed right now thousands of newlyweds, partly circumstance that saves the hotel business. The influx of domestic tourism begins to decrease from 1950, increasing foreign tourism, which in 1959 is already very majority.

To date, the hotel infrastructure is still a moderate rate of creation, based on Spanish and Majorcan capital and worthy enough offer. The type of establishment was the type of pension or hotel managed by family regime, having a combination of hospitality with travel.

Starting from the 60s and the different stages of tourism growth we can see that the development of tourist infrastructure is more evident.

During the first tourist boom (1959-1975) reflected an increase in the sector services through the number of accommodations and beds, in 1963 there were 789 establishments with 38 512 beds, a number that increased in the year 1973 will be 1484 establishments and 164 106 beds (PUJALTE-VILANOVA, 2000).

The largest recipients are Calvia, Pollença and Sóller. The main feature is the presence of hotels for mass accommodation that basically sit on beaches and near to major populations centers, the transformation of large tracts of rural land to developed land. Between 1964 and 1974 the number of rooms had quadrupled and almost quintupled the seats, although the number of establishments had only risen in a moderate way.

The number of tourists also suffered a significant increase, being in 1974 of 790 539 who completed more than eight million overnight stays. The tourism quality early has become a cheap tourism, considered as a commodity, dominated by the Tour Operators. The imposition of the "tour operators" has led to the closure of small establishments, resulting in establishments with a high number of rooms and spaces, specially adapted to mass tourism that visits us.

The distribution of accommodation establishments by category in 1964 and 1974 shows a number of similar features, though the rankings are something different. In 1964 stand out for their amount the hostels of First and Second category, although the number of rooms and spaces do hotels First B category. In 1974 the hotel infrastructure shows a clear predominance of establishments of two and three stars based on highly developed mass tourism categories.

These establishments are generally affected by seasonality of this type of tourism that only breaks in the summer months, remaining closed from September to March-April each season. The remaining while important in number of establishments, lower categories offer few places. Meanwhile categories four and five stars remain almost the same number of establishments and squares, being the only ones that remain open throughout the year. (PERE A. SALVÀ i TOMÀS, 1978)

In the second tourist boom period (1975-1996) it is identified the economic model hotel had gone into disuse with the output toward foreign hotel chains for business expansion, while on the island a new model sits centered the construction of apartments. As for places hoteland in 1980, the *Serra de Tramuntana* had 3525 (74%) of hotel rooms and 1110 (23.4%) of extra-hotel places compared to 43% and 55, 1% respectively in Palma. Through these data, we can see a detriment of the hotel chain and a push of the extra-hotel offer due to a number of factors including the changing tastes of demand to prefer more freedom in scheduling, lower investment since the investment is lower in the construction of apartments in the hotel and, above all, operating costs and processing apartment hotels. (BARCELÓ I PONS. 2000)

In the third tourist boom years (1996-2011) the border between tourism and residence dissolves as the most important feature of this phase is the acquisition by foreigners of housing and therefore the domain direct and indirect of the territory (2004 RULLÁN.), this new real estate is located in the residential areas of greatest attraction: the still unspoiled coastline, the old urban districts and rural and natural environment (BLAZQUEZ i CAÑADA, 2011). From a territorial point of view, it continues to expand the services canceling the

macrocephaly of capital and increasing consumption of land, energy and resources.

Therefore, the tourism economic model remains the expansion of the apartments as a second home with the consequent stabilization of the number of hotel rooms.

2.3 DEMAND EVOLUTION

The demand in the tourism sector has also evolved with it at various stages. So at the beginning of the tourist Mallorca I can note the arrival of a new type of foreign (painters, writers, musicians) that can not be considered tourists in the strict sense, then they tried to make long-term stays. Englishmen were mostly looking for a place with good weather and not staying in hotels, rented houses but rarely bought, looking for low prices. The British colony rapidly multiplied in the coast of Majorca (Palma, Alcúdia and Pollença) and why Mallorca was known through the work of artists. With them begins a new stage in the tourism business that until that moment unpublished Mallorca: the construction of housing for sale or rent to foreign residents (CIRER, 2006).

In the thirties an increase in tourist activity related to the increase in the number of passengers arriving at the port of Palma occurs, which resulted in the development of international shipping companies using the port as a point of exchange (due to the strategic position of the port in the Mediterranean). Most of these tourists conducted tours around the island, particularly in the *Serra de Tramuntana*, where *Valldemossa*, *Deià*, *Coves d'Andratx* and *Sóller* is visiting.

In the late thirties, with the outbreak of the Spanish Civil War (1936-1939) tourism stagnates, a fact that increases with the onset of World War II and autarky, so the only way to their survival was to attract peninsular tourism being in 1945 55,000 tourists, of which 700 were foreigners, and in 1946 would be 61,000 tourists, of which 1,000 were of foreign nationality (SALVA i TOMÀS, 1985).

It is clear that the population could visit the island was a medium-high social class since I'm putting in the postwar era. Normally, tourists who came to Mallorca on scheduled flights did and were staying at hotels created in the early twentieth century. As mentioned *Salvà* and *Tomàs*, these tourists helped spark the activity and investment in the tertiary sector, besides putting the spotlight on rural areas by mid-century but had no importance in the future serve as a basis for speculation and heavy investment.

Changes and evolution in demand become more apparent from the 60s with the growth of tourism in the island divided into three booms.

In the first tourist boom period (1959-1975) the number of tourists increased exponentially and went from 361,000 in the years 50 to 2849632 in early 60s (BARCELÓ i PONS. 2000).

During the second tourist boom (1975-1996) tourist arrivals grew precipitously from more than 400,000 tourists each year approximately one million more than in 1996 so the island of Mallorca has to use imports to meet the needs floating population through foodstuffs, building materials and energy (RULLÁN, 2004).

Finally in the third tourist boom (1996-2015) The number of tourists has increased from 2001 to the present and through various statistics we can see

that since the beginning of the decade the number of tourists has increased significantly not distributed to being different hotel accommodations and apartments at the main-to over 60% and 20% respectively near throughout the past decade. This data is very important, since it exemplifies much of the hosting is made in own or family homes and 10% in rental housing (BARCELÓ I PONS, 2000).

Through this analysis I have done throughout this section has been observed that tourism is the economic base of the island in general, and the Serra Tramuntana in particular, causing a major specialization, therefore total dependence. Agriculture and industry have minimal development in relation to the sector tertiary which has caused their total marginalization participation in regional GDP. Moreover, this dynamic influences the working population that is centered in tourism and thus, the concentration in different areas becoming macrocefalias, as is the case in Palma.

2.4 STUDY OF CURRENT DEMAND

To analyze more deeply and realistically the current demand and profile of the walker of the Serra de Tramuntana, I created and designed a questionnaire which I distributed at different points of information in the Serra, Valldemossa and Puerto de Sóller, in addition different hotels, agritourism and shelters Serra, Valldemossa, Deia, Soller, Puerto de Sóller and Lluc, plus some personally made.

I must admit that it is difficult to get this type of questionnaires to walkers and that they want to collaborate. A survey questionnaire consisted of 50 I only got that tourists and residents answer me half of them.

But after checking the results and considering that it is very difficult in this sport find a profile that is intended and adapted to all audiences, I found remarkable similarities to comment.

GENDER	AGE	18 - 30	31 - 45	46 - 60	60 +
MALE		2	5	5	0
FEMALE		2	5	6	0

Thanks to this simple table I can identify two features of our hiker, first it is a rather mature tourist, not old but more adult. In addition we found that women predominate very slightly on the number of men. We should also keep in mind that come and perform routes in couple or family. So it is very important to consider this information to use the correct distribution and promotion channels.

I must also emphasize that the predominant nationality after Spanish is German followed by the English. And most of them have already been before on the island.

Usually the reason for his trip to the island is hiking, cuisine and culture but some also added as a complementary tourism the sun and beach and visit family and friends.

Regarding overnight stays and accommodations include stays of four days and a week in hotels, agritourism and farmhouses.

When we speak of average expenditure per day it is difficult to obtain a true global average but the predominant choice, respondents to this question expressed an expenditure of between 55 and 70 euros.

Finally, I must emphasize that I see expressed some dissatisfaction with signaling and state of the trails, especially with the state. Also it show low satisfaction with respect to the information points.

Thus we can say that recent trends indicate that walkers:

- Looking for more exclusivity, new excursions, unique experiences. Dislike both go in groups, in fact agencies organize smaller groups between 8 and 15 people (for years the media groups were 20-25 people).
- The average age of hikers is usually over 55 years, but the trend is downwards 50 and in summer, more families with an average of 45 years.
- Circuits in the *Serra de Tramuntana* as *Gr Ruta de sa Pedra en Sec* or other combinations with the Sanctuary of *Lluc* for example that each year has more stays. Eg 2 nights *Lluc*, *Sóller* 2 nights, 2 nights *Banyalbufar*.
- Although most agencies specializing in hiking excursions have a program of six days, many customers directly book a tour or more and not the whole program.
- The hiker is housed in hotels (hotels and agritourism), legal and illegal apartments and holiday homes.
- Main nationalities: German, English, French, Scandinavian (Swedish, Danish and Norwegian), and Dutch.

(MARIA FRONTERA, 2014)

Then I show the questionnaire that I used for the survey, In the annex documents you can find all the answered questionnaires.

QUESTIONNAIRE: HIKING TOURISM IN “LA SERRA DE TRAMUNTANA”

This questionnaire is part of a final project degree in Tourism from the University of the Balearic Islands and aims to analyze the demand for walkers in "La Serra de Tramuntana".

Answer the following questions by marking an X, with short answer or assessing response of 1 to 5.

Gender

- Male
- Female

Age

- Under 18 years
- 18 to 30 years
- 31 to 45 years
- 46 to 60 years
- Older than 60 years

Nation

- Spain
- UK
- Germany
- France
- Italy
- Russia
- Other:

Without this trip, how many times have you visited the island? ...
.....Times

What is the main reason for your trip to Mallorca?

- Hiking, gastronomy and culture
- sun and beach tourism
- Cycling, Golf and other sports
- Visiting relatives and friends
- Night life
- Other:

With whom does the trip?

- No company
- Couples
- Family
- In group

How many nights you stay?

- 2 nights
- Between 2 and 4 nights
- Between 4 nights and 1 week
- More than 1 week
- More than 1 month
- Excursion 1 day

In what kind of accommodation have you stayed?

- Hotel
- Cottage
- Hostel or shelter
- Camping
- Other:

What is your average cost per day? (Transport, food, services, activities ...)

- 0€ - 30€
- 35€ - 50€
- 55€ - 70€
- More than 75€

How important is it to the following aspects when visiting "La Serra de Tramuntana"?

1 is low importance and 5 is very important

1 2 3 4 5

State highways and roads

Variety of accommodation and restaurants offer

Presence of information points

Existence of public services (pharmacies, tobacconists, ATMs, food and beverage stores, doctors)

Offer of outdoor sports

Existence of hiking trails

What assessment gives each of the aspects of hiking trails offering "La Serra de Tramuntana" ?

1 is very good and 5 is improved

1 2 3 4 5

Signage and route information for the route

Existence of conditioned rest areas

Safeguards to protect fauna and flora

Preservation of heritage and natural resources

Wheelchair accessible psychological, physical or sensory

Guide service and / or monitors

Assess your level of overall satisfaction of stay. 1 (= bad) to 10 (= Excellent)

.....

¿Will you repeat the visit to the island in the future?

.....

Comments, suggestions and improvements on their experience in "La Serra de Tramuntana" and promoting " Hiking Tourism".

.....

3. SOCIAL AND ENVIRONMENTAL EVALUATION

The values that make the *Serra de Tramuntana* are infinite, and they make this scenic spot unique. In this section I will focus on social and environmental values of the *Serra* as they are the basis of its tourist attraction in my field of study.

When I speak of social values, I mean those related to the uses which makes an individual or a collective landscape with an interest to the community. So considering all meeting spaces and socialization presenting the *Serra* I am going to focus on my area of study and will show the evolution and changes that have taken itineraries.

In the past, the traditional communications network of the *Serra de Tramuntana* was made up driveways, mules, tracks or transhumance routes and trails. The vast majority were media between people, between people and lodges or among the *possessions* and growing areas. Today, these roads have become tourist routes that allow any visitor to enjoy all that the *Serra* offers us, and here are some examples.

Dry stone path or GR-221, today it has become an extensive route which crosses from southwest to northeast the *Serra de Tramuntana*, recovering the old ways. Today, those same roads have been reported, cleaned and restored in some places and shelters have allowed to make these routes more comfortably. Preserving and designing new ways to enjoy these routes has been a very important step, in even from the point of view of social recognition, to create a space in which there is an interaction between the forms of nature and the society. Allow the enjoyment of these spaces, the possibility of aggregation and socialization in them. Also the building of shelters allows a diversification of people who frequent these places. Motion is created, it is still a way to create new spaces of sociability.

Recently, it has been introduced in the itinerary between *Lluc* and *Pollença* special signage for the blind or visually impaired people, certainly a social factor very important, as it allows to increase accessibility to the *Serra de Tramuntana*. Thus there is the possibility to use and enjoy these places also to those people who have visual acuity with the result that they can enjoy and feel the mountain, and then open these spaces for a new and different kind of sociability.

Among the recreational trail, the best known is undoubtedly the *Arxiduc Lluís Salvador*. Built by the *Arxiduc* himself with the aim of preserving natural areas and at the same time allow a better understanding of nature through the construction of trails and attractions, allowing the contemplation of the Mallorcan landscape. Reached the island of Mallorca and in love with her, decided to buy a few *possessions*, becoming owner of much of the coast between *Valldemossa* and *Deià*. But the most important fact is that, from that time, these routes were designed and created with the intention that people can enjoy the landscape. This has already had a strong social value because people who walked these roads did it for a reason other entertainment, with

places to rest or scenic interest, facilitating social relationship between people who were there.

Among the ways of recreation, one that had already been built in the past, it was the road leading to the monastery of *Lluc*. The monastery, always considered the sacred place par excellence, was a place of pilgrimage for the inhabitants of the island of Mallorca, who worshiped the Virgin of *Lluc*, patron saint of the island. In addition, in 1956, the Botanical Garden of *Lluc*, for meditation was created during the religious visit to the shrine, and in the 80s the garden had become a popular place also for students and scientists who wanted to know the flora of the island of Mallorca. Therefore already in the past, the path and the monastery was a place of meeting and socializing for those pilgrims to the monastery.

Today it has become a place to visit not only for the inhabitants of the island of Mallorca, but also for foreigners visiting the *Serra de Tramuntana* and prefer to spend their holiday away from the beach and party nights. Thanks also to the fact that to reach this monastery there are different ways and different levels of difficulty, are routes that can bring together different social presence as a meeting place and entertainment for groups of families wanting to spend a day a different way.

Even now the botanical garden still has some importance, because it brings together a wide variety of plants of the Balearic islands, such as native plants, herbs and trees, different woods, mediterranean ornamental plants and trees. Therefore, those who want to visit, walking can do it too, increasing the social value of these roads that access it.

Finally, another element included in the path analysis is water. The use of water in the *Serra de Tramuntana*, meant in the past, the construction of a complex series of traditional constructions of hydraulic engineering to extract subterranean water or surface water for distribution throughout the country. These sources and waterways have historically been used for many functions, one of which was to act as sinks for washing clothes.

At the time, this practice needed his time and dedication, especially for women. So it was a necessary and socially important space, and became a place of socialization. We can say that the places where you can find sinks, are a witness and a concrete representation of the social life of past generations; were meeting points, especially for women who washed clothes, and being unable to leave their children at home, they were in these places also with them. In the *Serra de Tramuntana*, in particular between the areas of *Estellencs* and *Banyalbufar*, we distinguish other routes of water, water pipes, which often ended in sources, and which represent real arteries that articulate the human landscape of the *Serra de Tramuntana* .

Considering the environmental values of the *Serra* are natural values that are recognized by the legislation both at regional and state levels and european. The *Serra de Tramuntana* in addition to the recognition of *Unesco*, named it as a World Heritage Site in 2011 has many other protection figures, demonstrating

high levels of natural and ecological values. Most of the territory is under the protection of some figure.

Of regional character, some spaces are protected by Law 1/1991, which are Natural Areas of Special Interest (ISNA), rural areas of landscape interest (ERIP) and *Alzinars* protected.

The state level there are two laws, first, Law 5/2005 establishes the area of the *Serra de Tramuntana* as a Natural Park. The second is Law 42/2007 establishes the *Serra de Tramuntana* figures of four types, parks, nature reserves, marine protected areas and natural monuments.

Finally, with regard to European legislation, set the Natura 2000, which is a European ecological network of conservation areas of biodiversity. It consists of Special Areas of Conservation (SAC) established under the Habitats Directive, of Special Protection Areas (SPA) designated under the Birds Directive and Sites of Community Interest (SCI).

In addition I must also highlight other environmental values but the legislation does not have a core value in this set. Such as terrain and scenic backgrounds, geological peculiarities, endemic vegetation, coves and beaches, the watercourses, the forest area, wildlife and dry stone walls.

4. PROBLEMS OF ENVIRONMENTAL IMPACT

Any activity by the man in the natural environment affects a greater or lesser extent, this may cause changes and even jeopardize some of their own and essential characteristics. Hiking is a physical-sport activity and tourist character despite bring great social and economic benefits, environmental and heritage has a number of impacts on the *Serra de Tramuntana* I should appoint and consider. These are impacts on land use, impacts on wildlife, noise and visual impacts.

As I said hiking is a tourist practice that occurs in the soil of the *Serra de Tramuntana*, so its development has had an impact on land use in the *Serra*. Thus the ground for tourism activities in the *Serra de Tramuntana* is not a class within map of uses and land cover, but new coverage consisting of the elements that may be of interest.

As presented Thomas (1978), in his doctoral thesis: "The urban land in the *Serra de Tramuntana* has experienced a sharp increase in the last thirty years depending on the one part of the evolution of the tourist phenomenon and another of the constant outsourcing of the Majorcan population. Both have caused growing areas, formerly agrarian function, which are now defined by urban functions and / or promoted by city dwellers. In the *Serra de Tramuntana* they appear with different characteristics depending on their function: On the one hand we have the traditional centers of residence and the other internal production spaces of entertainment, both intensive tourist development and secondary urbanization. The areas of tourist development are based on a demand for holidays, its main feature its concentration in hotel buildings of intensive type in number of seats, which adapt the type of tourist activity on the island. "

Then I discuss the impacts that may occur hiking in the fauna and flora of the *Serra*. The presence of elusive species such as the big birds of prey on the osprey colony in *Sa Foradada*, on the vulture nests of *Ternelles*, or flamingos and other birds in *Salobar*, can cause that they do not get used to this human influx continues and have adapting problems to his own habitat. Many raptors breed in cliffs and climbing even more intrusive and dangerous. The fledging nuisance can provide access to depredators, especially crows, and make the pair fails, which can be critical in the case of a population that is starting to reinstall in Mallorca.

I should also mention that a dog very familiar can be a very serious problem in rural areas. The human presence is tolerable, that of stray dogs is unacceptable and illegal. This is a growing problem and creates a gap between town and country.

The flora is also affected by the activity of walkers, especially mechanical accio- tions such as cars, maintenance and cleaning activities roads ... etc. The soil also suffers further erosion by these mechanical action.(JOAN MAYOL, 2014)

From my point of view this is the biggest impact that the *Serra* suffers from the hiking, the abandonment of waste in the natural environment. Trash left in the environment affects their vegetation and wildlife and can cause forest fires.

Fires are one of the most terrible impact that hiking can have on the *Serra*. After a quick search I found some information that said above 394 fires occurred in the *Serra de Tramuntana* 34 are due to forestry and cleaning of roads and 32 are caused by smoking. This indicates that the maintenance and use of roads suitable for walking has a real impact can be devastating for *Serra*. That is more important to raise awareness and give the right to walkers who enjoy the activity in rural tools. (JOAN MAYOL,2014)

Much of the impacts, but not necessarily all, are very low when human presence is limited to roads and trails. Avoid shortcuts and use the roads is a basic rule for good walkers.

I should also include noise impact and noise emissions that the hikers perform when they practice their activities.

Other large impacts suffered by the *Serra de Tramuntana* from the walking is the visual impact that the exercises with all signaling that this requires. The least shocking and economic signaling is painting, stakes and arrows have a visual impact and cause further degradation of the sun. They also tend to be attacked by any of the urbanites vandals also found in the *Serra*, sometimes for animals scratching and other hunters who do aim.

Administration should regulate this signaling to not fill as before spray points, different painting, etc. our region.

The FBME has the appropriate technical knowledge and to participate jointly with governments to make these regulatory tasks. (FRANCESC COLOM, 2014)

Also you can give some indirect impacts such as vandalism and rejection of the rural by the urban culture. Today the perception of rural residents is not discriminatory, but more assimilated than many people's ignorance and insensitivity over vandalism, and thus a rejection of the presence of pedestrians, which generates much harm directly walkers.

In short I must say that the impact of organized hiking are very limited and are more important human goods generated and rural legitimate interests that caused on the species. I must also add that the species has suffered a major regression in *Serra* is the *pagés* because we have gone from an agricultural country to a service society, where the rural world feels cornered and ignored. (JOAN MAYOL, 2014)

5. CONFLICTS: ACCESS TO PRIVATE PROPERTY

Currently, the problems we are living in the *Serra de Tramuntana* pass through the access to it, restrictions on access to areas of limited use, hunting, conflicts with owners who see walkers as a problem and not a solution because hunters pay preserve and walkers scare hunting.

Hiking is a much or more traditional hunting activity since this did not begin to become popular until the mid-50s and long before people walked the *Serra* both for business or leisure.

Big game preserves with the introduction of goats and recognition of game species such as prohibiting entry to many farms and the *Serra de Tramuntana* has 70% of private *finques*.

Many of the municipalities have not approved the catalog of public roads by their inability to keep and let this do the individuals who end up taking over a heritage asset that Spanish law says it is inviolable, indivisible and does not expire with time.

For administrations walkers are the cause of many of the damages when they should be allies, because we are the ones who walked the farthest reaches of the *Serra*, and the first to report any developments that might occur.
(FRANCESC COLOM, 2014)

Then I'll give examples of some routes on which the owners have decided to close their farms, define access somehow, by requiring a reservation, limiting the number of hikers per day or cutting off pro-hunting-mers .

- The traditional route to *Fatima* on the road *Na Son Morro* and *Ses Esteles* is closed for quite some time. The alternative rise is published by Emilio Alonso in the *Ultima Hora* in October 2010. In addition he recommended if complications do not want to go back the way up. So we check the importance of well informed by all means before making walkers itineraries.

- The route to *Puig de S'Alzinar*, up the *Cami Reial* passes big game hunting grounds. In this case we consider the hunting season and the days that we can not make this journey for our safety.

- Access to *Puig Roig* from the *possession of Mossa* is only permitted on Sundays. Do not allow to circulate it. Also do not recommend leaving a car in *Lluc* is where left back.

- *La Finca del Teix* in all its entirety is restricted to the passage. It is a huge estate that comes from the *Coll de Sóller* to the top of the cliffs of *Deià*, to *Galera* until *s'Arxiduc* road near *Valldemossa*. This *finca* has a forbidden licensed big game and prevents the passage to non-hunters.

- In the *Comassema*, *Orient* the barrier to entry to the *finca* from *Orient* is closed. The owner has provided a firefighter bar type contraption to get out. On May 8, 2011 a claiming march was held to demand the opening of the road.
- During the course of the GR 221 passing through the estate of *Es Rafal*, between *Estellencs* and *Banyalbufar* passage it is closed. The choice is diverted to *Planícia* houses.
- The beautiful estate *S'Arrom* between *Sóller* and the *Serra d'Alfabia* and *Els Cornadors* retains all its closed with perimeter grid. It can happen if previously requested permission from the property.
- In the *Pas des Gat*, *Deià* in the dry wall between *Sa Pedrissa* and *Sa Marineta* there is a wire connected to sensors that detect when touched. Soon two guards prohibiting the passage appear.
- Finally, we have the example of restricting access more emblematic over *Cami de S'Arxiduc*. At the beginning of the itinerary of the *Puig des Teix*, by *sa Talaia Vella* and *S'Arxiduc* road there is a restriction passage where a reservation to indicate the route because it goes through private *finques* is necessary if there are no such reserve an alternative route but that's not the viewpoint of the coast or by *Sa Talaia Vella* nor the shelter is offered. Reservations are limited to 50 people per day.

These conflicts of access to private property in the *Serra* can be aggravated when a fire of great magnitude that occurred, like the one on July 26, 2013 where 2335 hectares of forest mass were calcined. After this devastating event most important thing was to carry out the recovery of the *Serra de Tramuntana*, but at that time a conflict arose, 93% of the burned area was private *finques*. 841 owners in this situation should give access to their *finques* to carry out the recovery plan is at these times that we must appeal to the collaboration and not create more conflict normativizing to force entry to these farms. Moreover, the authorization of the owners allows public forces to help with work and economic aid.

To solve these problems which affect the opportunity to enjoy the beauty of Mallorcan pearl, the *Serra de Tramuntana*, we should look for strategies for the influx of hikers in the *Serra* give a direct impact to the owners of *finques* and begin to see the hikers as friends. This implies both administrations and complementary offering that lives by people who practice this sport.

It would have to drastically reduce the number of goats that live in the *Serra*, as these are largely responsible for the degradation of habitats and micro habitats that we are in the area.

Besides hunting tourism is not as positive as we believe, because the visitors of the *Serra* spend more every weekend in complementary offer than the expenditures of the occasional hunter, although the hunters give a direct impact on farmers.

The administration would have to see that hiking is not just a leisure activity and with the help of which run around the mountain would be easier conservation and regulation, because now it is easier to ban than to regular. (FRANCESC COLOM, 2014)

6. CONCLUSION

Currently cultural tourism, nature and sports are booming. Having performed this study on walking holidays in the *Tramuntana* I am convinced that we have all the ingredients to specialize in this niche market, we have the opportunity to stop being a mature destination that is entering decline with mass tourism and the bad image that sometimes accompanies us for some antisocial actions.

Hiking in Mallorca has history and we know it, we would exploit this opportunity of a more fresh and new look, that would allow us to enhance the local product, the scenic beauty and the great humanistic heritage of the island and especially in the *Serra de Tramuntana*, taking advantage It is recognized internationally as a World Heritage Site by UNESCO.

In this way we could also receive a tourism profile more sensitized to the place they visit, with its culture, gastronomy and its natural setting, is a tourist more exclusive demanded more quality, value it and therefore also invests more in it.

To bring all this great investment full of possibilities, we must consider and minimized potential impacts of this kind of tourism. This is possible by raising awareness and educating both the people of the island and our tourists, administration and all public bodies must focus on this and act proactively.

Finally, I must emphasize that it would be possible to enhance and promote the walking holidays in the islands at a higher level but only if the conflicts that occur in the *Serra* concerning privately owned farms are solved. This issue is very important for the network of routes offered by the *Serra*, and owners and management must work closely together to carry out projects that benefit both the owners and society as a whole.

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