TOURISM IN THE MEDITERRANEAN
Fun in the sun – Mediterranean tourism
On your blank map shade in and label the main tourist areas in the Mediterranean area.

Label Mallorca and its tourist towns of Santa Ponca and Palma.
Case Study: Why Mallorca (Majorca) Attracts Tourists

1 The Climate

Mallorca’s biggest attraction is its Mediterranean climate. During the summer, this region is usually under the influence of high atmospheric pressure, which results in long periods of hot, dry, sunny and calm conditions. These conditions are perfectly suited to beach holidays, especially since the region contains many sandy beaches. Each year, Mallorca’s beach resorts attract millions of tourists from damp, cool countries such as the United Kingdom, Germany and Ireland.

Winters are damp but mild in Mallorca. At this time, many retired northern Europeans live on the island to avoid the hard, cold winters of their home countries.
Attractions of Mallorca
Mallorca’s Other Attractions

- The area has a multitude of well-developed facilities, such as hotels, apartments and swimming pools.
- There is a lively nightlife in resorts such as Palma and Santa Ponça*, with numerous bars, restaurants, discos and leisure centres.
- Costs are generally lower than in many European countries such as Ireland.
Some Positive and Negative Effects of Tourism

Tourism brings **unwelcome impacts as well as benefits** to popular tourist areas. Some impacts that relate to *Mediterranean tourism* are outlined below.

- **This was once an area of high unemployment. Most local people have now found jobs in hotels, restaurants and souvenir shops.**
- **The tourist boom has provided lots of work in the building trade.**
- **This place used to be far too dull! Now there's plenty of entertainment available.**
- **Tourism is largely a seasonal business, with a very busy peak during the summer period. At other times of the year, many seasonal workers are without work.**
- **The high-rise hotels that have been built are extremely ugly. Many of them are poorly finished, and building work seems to be going on all the time! The long unplanned lines of these hotels dominate the skyline and spoil our beautiful scenery.**
- **This used to be a lovely, peaceful place. Now it is noisy, brash and littered and has lost its own distinctive character.**
Roads, electricity, water and sewerage services have all been greatly improved.

Tourism has brought lots of foreign money to the area. Peoples' standards of living have risen as a result.

I used to be a small farmer and was quite poor. I made a lot of money selling my land at a very high price to the property developers.

These services are overused during the peak tourist season. Roads are overcrowded. Swimming pools use so much water that water for local farms is in short supply. The Mediterranean Sea is polluted annually with the sewage of up to 90 million tourists.

The cost of living has risen too, especially the cost of food, housing and entertainment. This is particularly hard for those local people who do not make their money from tourism.

Land values have risen so rapidly here that only rich property developers and other wealthy outsiders can afford to buy land. Because of this, local people are gradually losing ownership of their own locality. High land values also mean that fewer public parks or other community amenities are being developed for local people.