Tourism Changes on a Mediterranean Island: Experiences from Mallorca Stephen A. Royle Queen's University Belfast Northern Ireland, United Kingdom HYPERLINK "mailto:s.royle@qub.ac.uk" s.royle@qub.ac.uk Abstract: Mediterranean islands exemplify well the interactions between tourism, heritage and culture on islands. After an introduction that considers their heritage and the pressures which might be applied by tourism because of insular characteristics such as scale, the paper considers the Spanish island of Mallorca as a case study. First its history and consequent heritage is identified and then various stages in its tourism development, which might be recognized in Butler's model, are treated with particular reference to two very different foreign commentators on the island, George Sand and Robert Trimnell. The mass market tourism exemplified by Trimnell has brought a reaction and in recent decades Mallorca has given much more consideration to its environment and heritage, illustrated here through the example of the district of Calvià and its Local Agenda 21 policies. This has seen a considerable impact on the island's tourism and marketing initiatives, as well as upon its natural environment. Keywords: Calvià, culture, George Sand, heritage, islands, Local Agenda 21, Mallorca, Mediterranean islands, Richard Butler, Robert Trimnell, tourism. © 2009 Institute of Island Studies, University of Prince Edward Island, Canada. S. A. Royle Tourism, Heritage Management and Land Use Conflict in Mallorca PAGE 240 PAGE 239 Island Studies Journal, Vol. 4, No. 2, 2009, pp. 225-240 PAGE 1" MERGEFORMAT 225 E . . . < < < " " "