

## Panel 8. Paper 8.2 Responsible Tourism at a Rural Cultural Landscape: Opportunity or threat?

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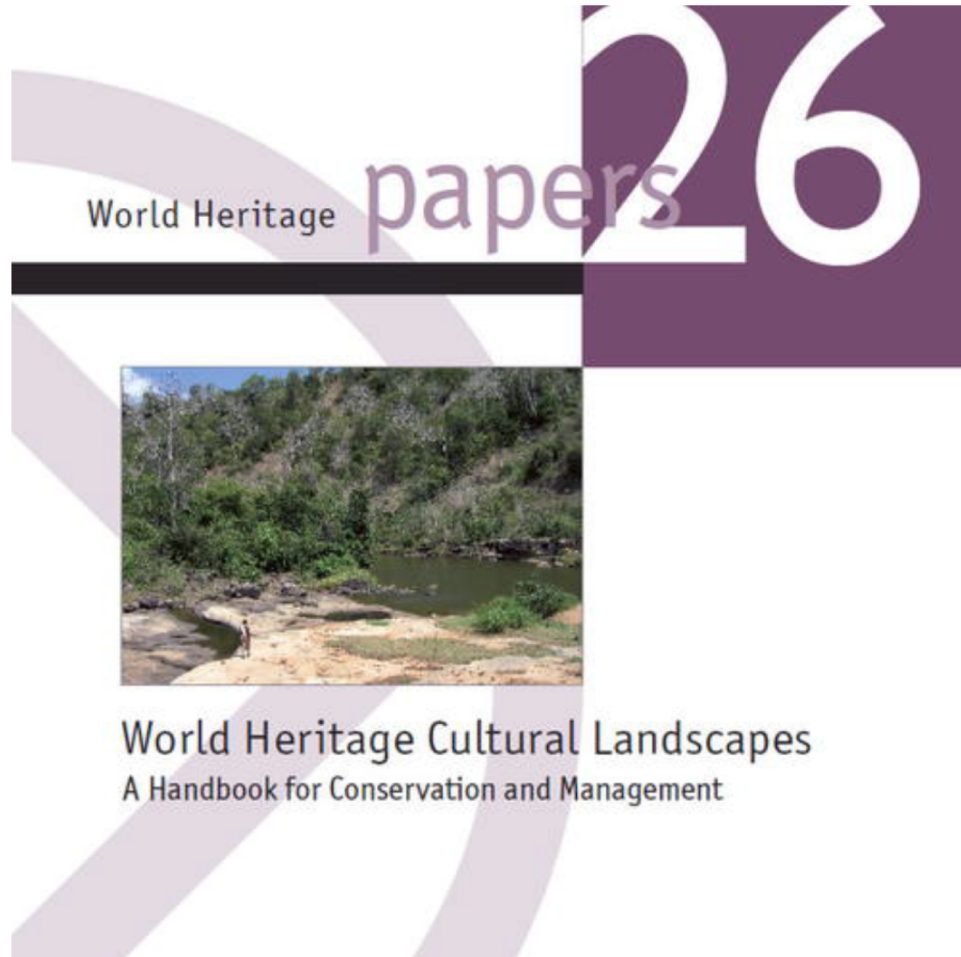
A close-up photograph of several ripe, bright orange fruits hanging from a tree. The oranges are surrounded by lush green leaves, some of which are slightly yellowed or damaged. The lighting is bright, highlighting the texture of the orange peels and the vibrant colors of the foliage.

RESPONSIBLE TOURISM AT A  
RURAL CULTURAL LANDSCAPE.  
OPPORTUNITY OR THREAT?

**TOURISME RESPONSABLE DANS  
UN PAYSAGE CULTUREL RURAL.  
OPPORTUNITÉ OU MENACE?**

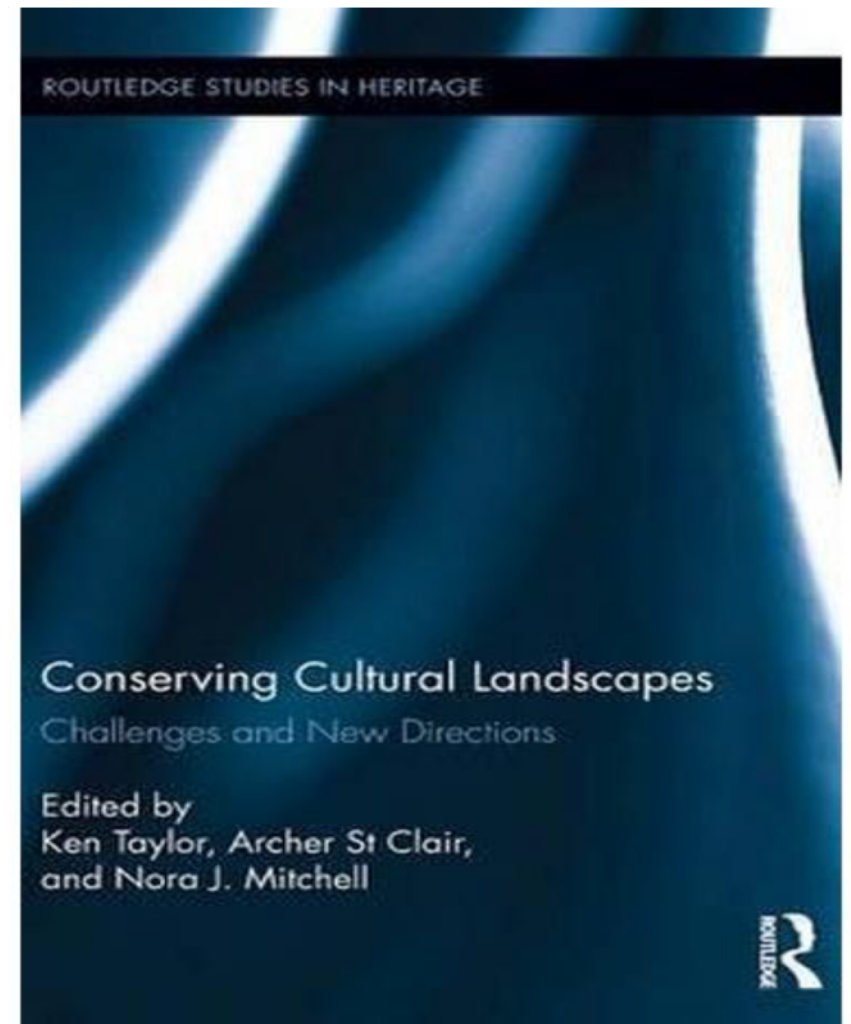
BARTOMEU DEYA – MARRAKESH, OCTOBER 2019





CULTURAL LANDSCAPE: INTERACTION BETWEEN HUMANKIND  
AND ITS NATURAL ENVIRONMENT


PAYSAGE CULTUREL: INTERACTION ENTRE  
L'HUMAINE ET SON ENVIRONNEMENT  
NATUREL



CULTURAL LANDSCAPE IS A TEMPORAL  
PROCESS

LE PAYSAGE CULTUREL EST UN PROCESSUS  
TEMPOREL





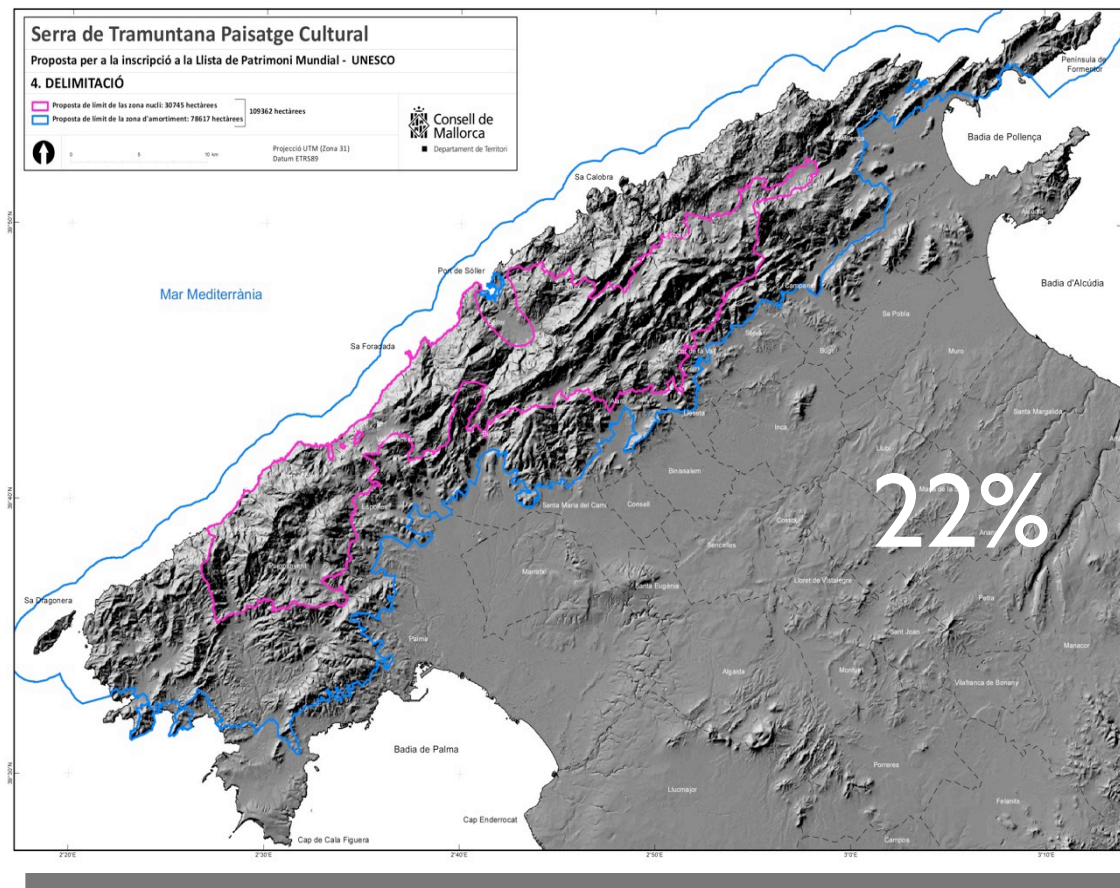
# Rural Economics and Heritage

## *Economie Rurale et Patrimoine*

- Tools and techniques to improve economic viability of small farms
- *Outils et techniques pour améliorer la viabilité économique des petites exploitations*
- Improved markets for rural products
- *Amélioration des marchés et des produits ruraux*
- Opportunities for rural-based cultural heritage tourism
- *Possibilités pour le tourisme du patrimoine culturel rural*



# CULTURAL LANDSCAPE SERRA TRAMUNTANA







KEY ELEMENTS: STONE AND WATER  
ELEMENTS CLÉS: PIERRE ET EAU





# SERRA DE **TRAMUNTANA** MALLORCA

PATRIMONIO MUNDIAL · PATRIMONI MUNDIAL · WORLD HERITAGE · WELTERBE · PATRIMOINE MONDIAL



SERRA DE  
**TRAMUNTANA**  
MALLORCA  
PATRIMONI MUNDIAL





#### Mallorca Points of interest

- 3,640 km<sup>2</sup>, of which 40% is protected natural parkland
- 554 km of coastline
- 176.5 km of signposted cycle routes
- More than 400 km of hiking routes
- More than 4 million almond trees
- 18 golf courses
- 41 marinas
- 21 vineyards
- 2,532 restaurants
- 1,586 hotels and rural hotels
- 215 million visitors have been received on Mallorca in the past 100 years




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Spain

100 years  
of **tourism**  
in Mallorca

The first *Tourist Board*  
in Spain



 **Govern  
de les Illes Balears**  
Conselleria de Turisme

**IBATUR**  
INSTITUT BALEAR DE TURISME



# Mallorca 100 years of successful tourism



**100 years** **Mallorca**  
**Tourist Board**  
Centenary 1905 - 2005



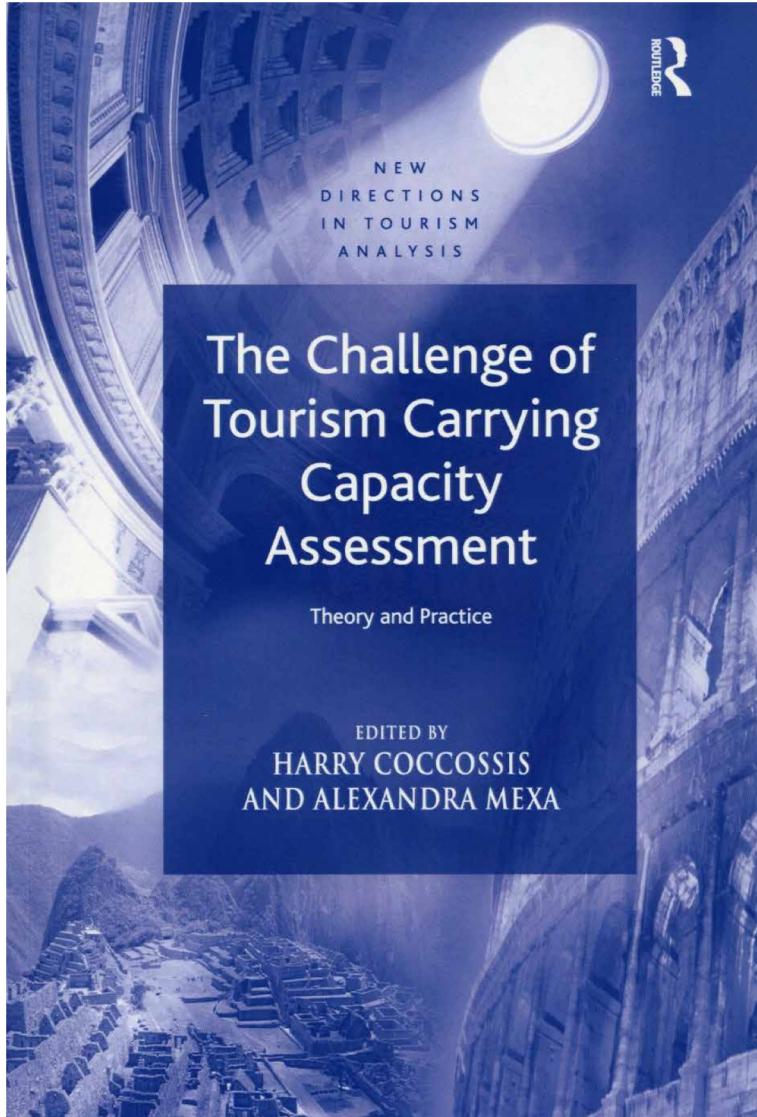


CONDÉ NAST  
**Traveler**

# Mallorca: The Spanish Island Telling Tourists to Stay Home

by ERIN FLORIO  
August 28, 2018

New bans highlight the tensions between locals and travelers  
on the Balearic Island.



## TOURISM CARRYING CAPACITY

“How much tourism can be acceptable in a tourist destination?”

“How much is enough?”

## CAPACITÉ D'ABSORPTION TOURISTIQUE

"Combien de tourisme peut être acceptable dans une destination touristique?"

« Quel est le maximum?"



Harold Goodwin



# Responsible Tourism

*Using Tourism for Sustainable Development*

Second edition



## RESPONSIBLE TOURISM

"Sustainability is the objective,  
responsibility is the means."

## TOURISME RESPONSABLE

"La durabilité est l'objectif, la responsabilité est  
le moyen."





Oli de Sa Serra  
Patrimoni Mundial

Taronja de Sa Serra  
Patrimoni Mundial

e Sa Serra  
moni Mundial



# AGRICULTURAL HANDICAPS

## Handicaps Agricoles





## VISIT THE OLDEST OIL MILL IN MALLORCA

*Just like 400 years ago – except the donkey is replaced by electricity*

The Majorcan, who took over the business from his father in 1995, by appointment initiates anybody interested into the secrets of a production that once brought riches to Majorca and especially the town of Sóller. Tomeu produces the velvety smooth, yellow-golden colored oil in one of the last fully functioning, traditional oil mills on the island. Other than the fruits for other premium oils, the black olives of the variety Empeltre or Mallorquina are harvested ripe. That gives the fine, fruity flavor and the slightly sweet taste of almonds which his many faithful clients appreciate so much.

After being greeted by Tomeu Deyà in Can Det, you are entering a world of the past. Because the farm in Sóller stands for tradition and authenticity like hardly any other on Majorca. The business, owned by the family since at least 1561, produces citrus fruits and olive oil. After crossing the threshold, you realize that what counts in this place is the substance, not the surface. On the way to the oil mill you cross through a patio, as rustic as they come. As the olive oil produced on the premises tastes rustic delicious.



The master of the house enthusiastically explains to his visitors – also in English – how the native olive oil is made from one of the oldest varieties of olives in Spain. Dozens of generations of his ancestors toiled for its quality. The process starts with handpicking the olives of the own fields in nearby Biniarx. Practically the only thing that has changed in the production over the last 400 years is that electricity has replaced mule power since 1930.

Once brought into the 'Tafona', the oil mill, the olive firstly has to be cleaned. For the next step, the traditional stone grinder, the Trui, goes in motion. The martial looking device crushed the black fruit. Slightly warmed, workers spread it between straw mats in hydraulic presses. From there, the priced juice flows into small basins. Due to the oils higher density, it separates itself from the water. To filter unwanted remnants, the olive oil goes through a centrifuge, before being stored in perfect conditions. Finally, the „liquid gold“ is bottled.

During oil season, from December through February, visitors can experience how labor was done „in the olden days.“ All year round, Tomeu offers not only explanations, but tastings of his produce, along with a “Pa amb Oli”, a rustic Majorcan dish not unlike a ploughman’s lunch. Before parting, one can load up on products as Majorcan as they get. The lemons and oranges are highly recommendable, as not only connoisseurs are convinced that their aroma and intensity far outmatch the competition from other regions.





# TRADITIONAL OIL MILL

# MOULIN À HUILE TRADITIONNEL





THANK YOU!

MERCI BEAUCOUP!

