Case study: Menorca

Where is Menorca?

Menorca is the second largest of the Spanish Balearic Islands in the Mediterranean Sea. It has a population of 67,000 and it has a total land area of 702km2.

Why visit Menorca?

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|  | * Mediterranean Climate - average temp 16oC with an average of 24oC in the summer months, little rainfall in summer (most in the Autumn) |
|  | * Beautiful and varied landscape |
|  | * North of Menorca has an uneven and rugged coastline and in the South there are white sandy beaches |
|  | * Wide range of water sports available (windsurfing; water skiing; scuba-diving etc.) |
|  | * Other outdoor activities include - horse riding; cycling and potholing. |

Advantages of Tourism in Menorca

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|  | * Job Creation - tourism is the largest employer in Menorca (Menorca has the lowest unemployment of the Balearic Islands) |
|  | * Tourism has had a multiplier effect and support many different sectors of the economy e.g. jobs in farming (providing food for hotels); job in the craft industry (providing souvenirs for tourists); ice-cream is a major business. |
|  | * Tourism in Menorca has raised awareness of the need to preserve the environment |

Disadvantages of Tourism in Menorca

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|  | * Shortage of all year employment (tourism is seasonal - in winter months the number of tourists decrease) |
|  | * There have been changes in the local way of life due to the demands of tourists and also the increase in foreigners living in Menorca which has become a popular retirement destination |
|  | * Some of the early hotels bought in the area were not sensitively designed to fit in with the environment and are seen as eyesores |
|  | * There has been some "erosion" of local culture, as it has changed to meet the demands of tourism - in particular a threat to the local language and local traditions. |
|  | * With an increasing number of villas and property being bought as second homes / rent-outs for tourists there has been some resentment by locals. |

Working towards sustainable tourism in Menorca

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|  | * Restrictions on development - undeveloped areas remain undeveloped and planning permission has been tightened – there is a height restriction of 2 storeys on hotels within 250km of the coast; |
|  | * The government has sought to preserve the traditional language by ensuring all signs are in the local language and by restricting the use of other languages in the advertising of tourist facilities. |
|  | * The island has been declared a Biosphere Reserve by the UN - it landscape has significant scenic value and it has been recognised that the diversity of landscape is under threat and that some plant and animal species that can only be found in Menorca are in danger of extinction. |
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