Antonio Bruyèl Olmedo

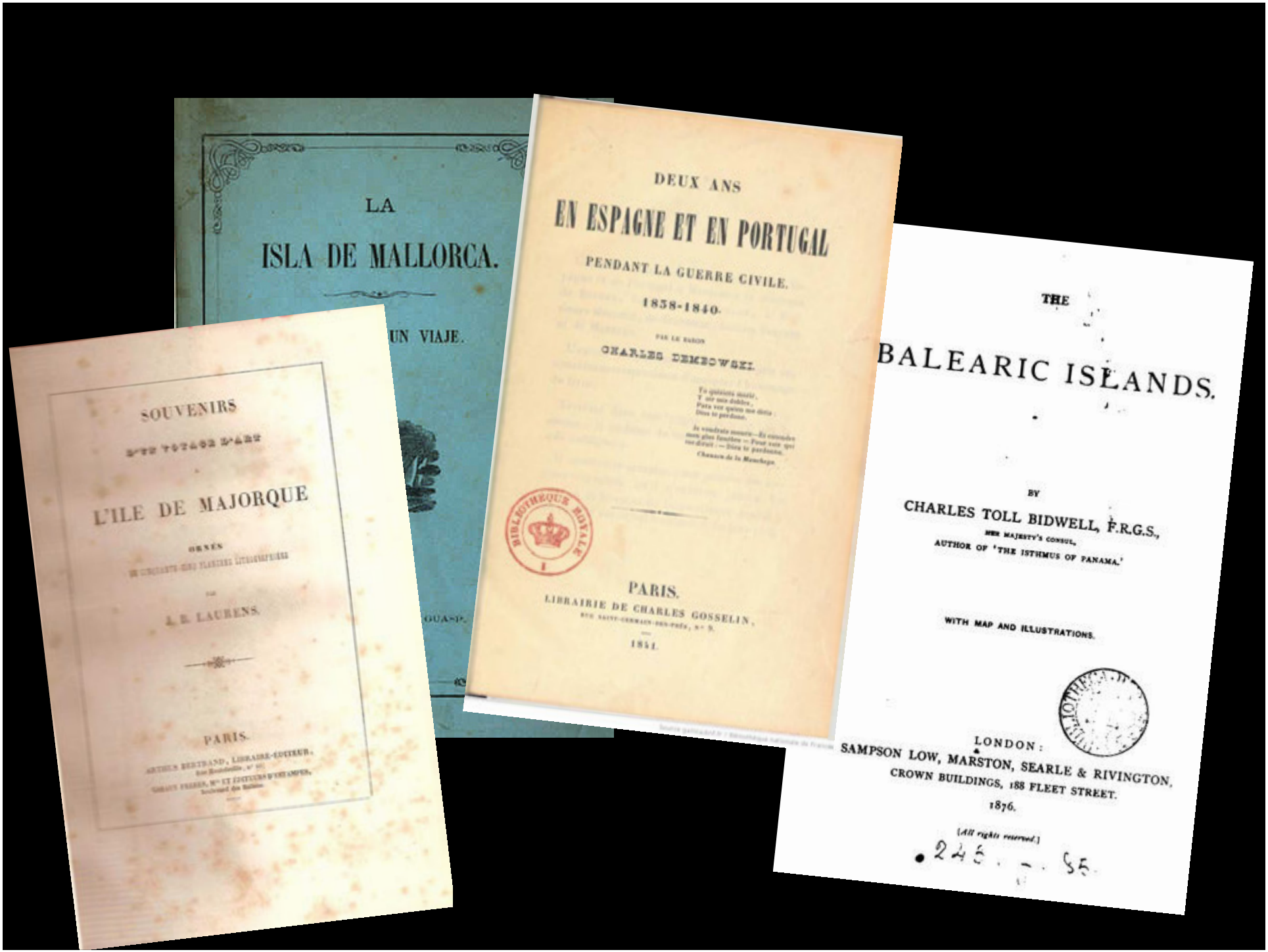
Escuela Universitaria de Turismo 'Felipe Moreno'

Escuela de Turismo de Baleares

CATALONIÆ PARS.
INSVLÆ
BALEARIDES
et PYTIVSÆ.
MARE BALEARICVM.
VALENTIÆ PARS.
Sucronensis Sinus.
MAIORCA.
MINORCA.
BALEARIDES
INSVLÆ DVÆ.
YVIÇA olim
EBVSVS INS.
PYTVSÆ
INSVLÆ DVÆ
MARIS MEDITERRANÆI PARS.
Ioannes Janssonius, Excudit.

When everything started…

DIE ULTIMATIVE
MALLORCA-PARTY
Ballermann summer
2013
60 HITS!
3 DJ-MIXE!
3 CDs!
JÜRGEN DREWS
DE DISCO BOYS
BB JÜRGEN
MICHAEL MIND
MIKE CANDYS

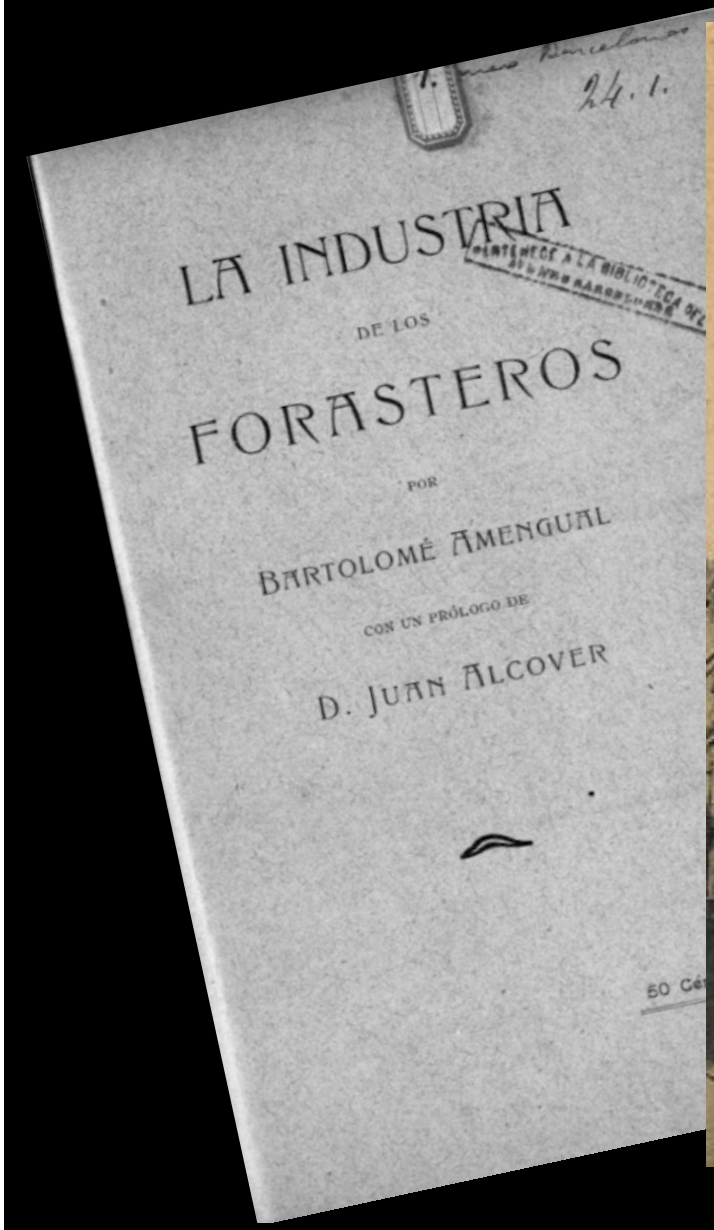

LA
ISLA DE MALLORCA.
UN VIAJE.
SOUVENIRS
L'ILE DE MAJORQUE
J. R. LAURENS.
PARIS.
DEUX ANS
EN ESPAGNE ET EN PORTUGAL
PENDANT LA GUERRE CIVILE.
1838-1840.
CHARLES DEMBOWSKI.
PARIS.
LIBRAIRIE DE CHARLES GOSSELIN,
1841.
THE
BALEARIC ISLANDS.
BY
CHARLES TOLL BIDWELL, F.R.G.S.,
HER MAJESTY'S CONSUL,
AUTHOR OF 'THE ISTHMUS OF PANAMA.'
WITH MAP AND ILLUSTRATIONS.
LONDON:
SAMPSON LOW, MARSTON, SEARLE & RIVINGTON,
CROWN BUILDINGS, 188 FLEET STREET.
1876.
[All rights reserved.]

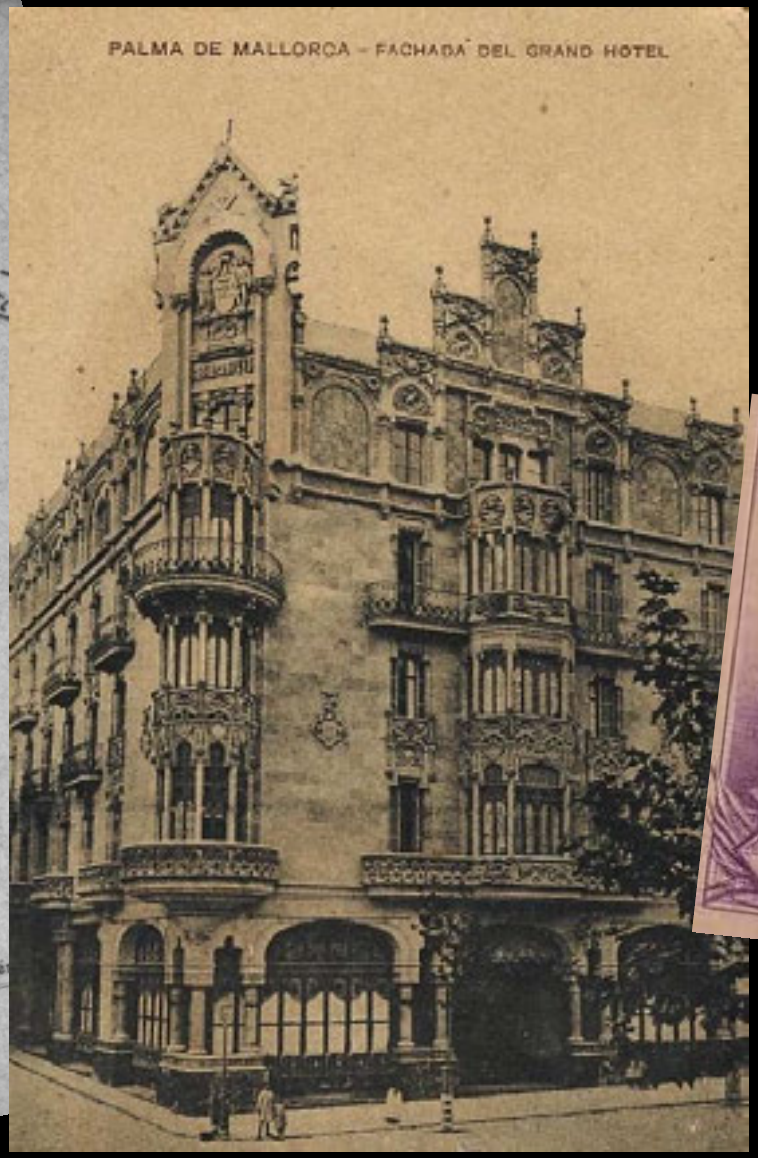
“… the expectation of the XIX Century French Society, who hoped to find in Spain an [sic] universe completely opposite to its daily life, a primitive world full of oriental magic, and in all islands, the fortunate island, the travellers portray an Islander between Paradise and the orient.”

George Sand

Frédéric Chopin

Archduke Ludwig Salvator of Austria


LA INDUSTRIA
DE LOS
FORASTEROS
POR
BARTOLOMÉ AMENGUAL
CON UN PRÓLOGO DE
D. JUAN ALCOVER


PALMA DE MALLORCA - FACHADA DEL GRAND HOTEL

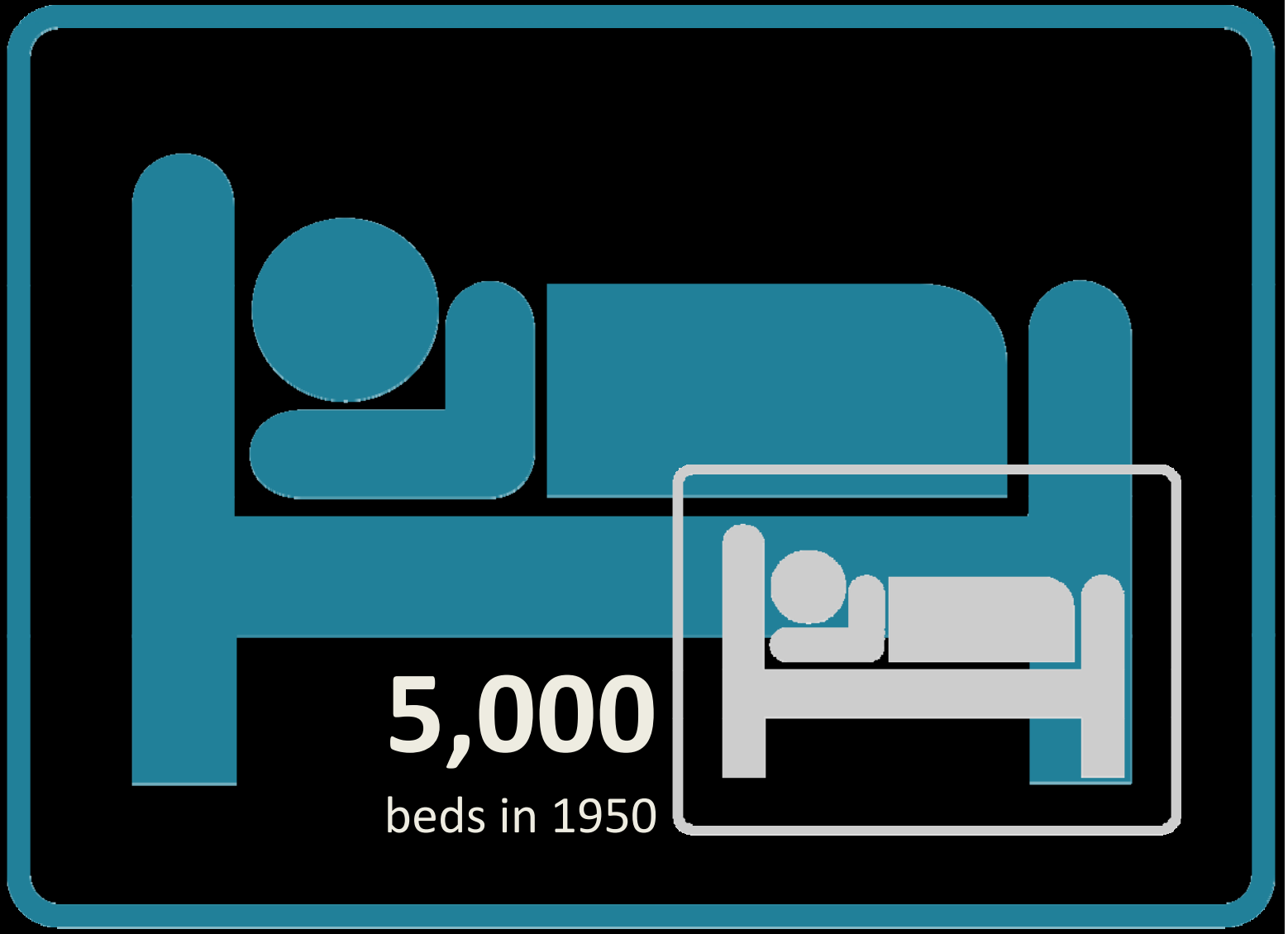
MALLORCA
OPTIMA
MAXIMA

...became
313,000
in 1960
22,000
tourists in 1950

…became

23,641

in 1960

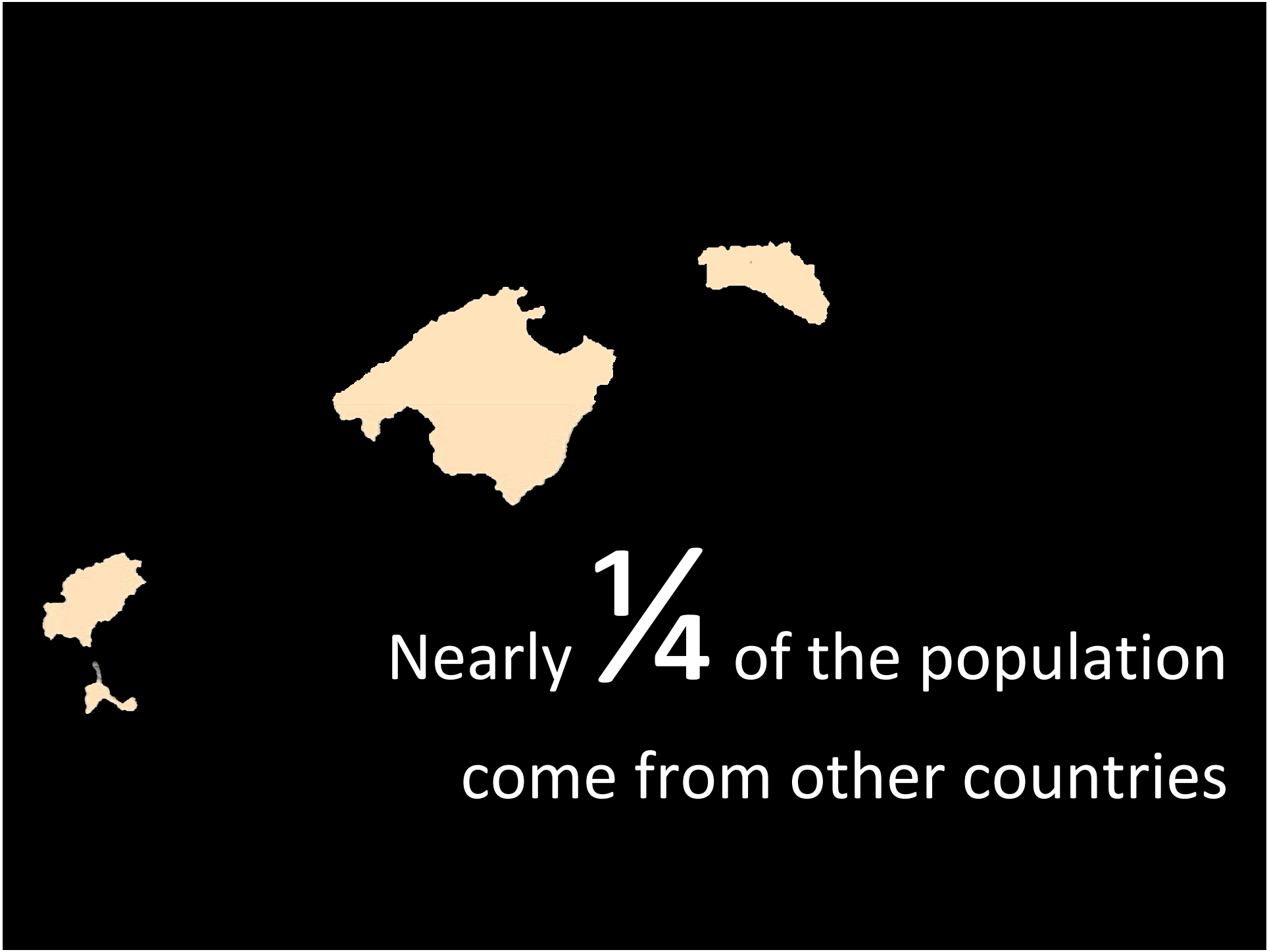


5,000

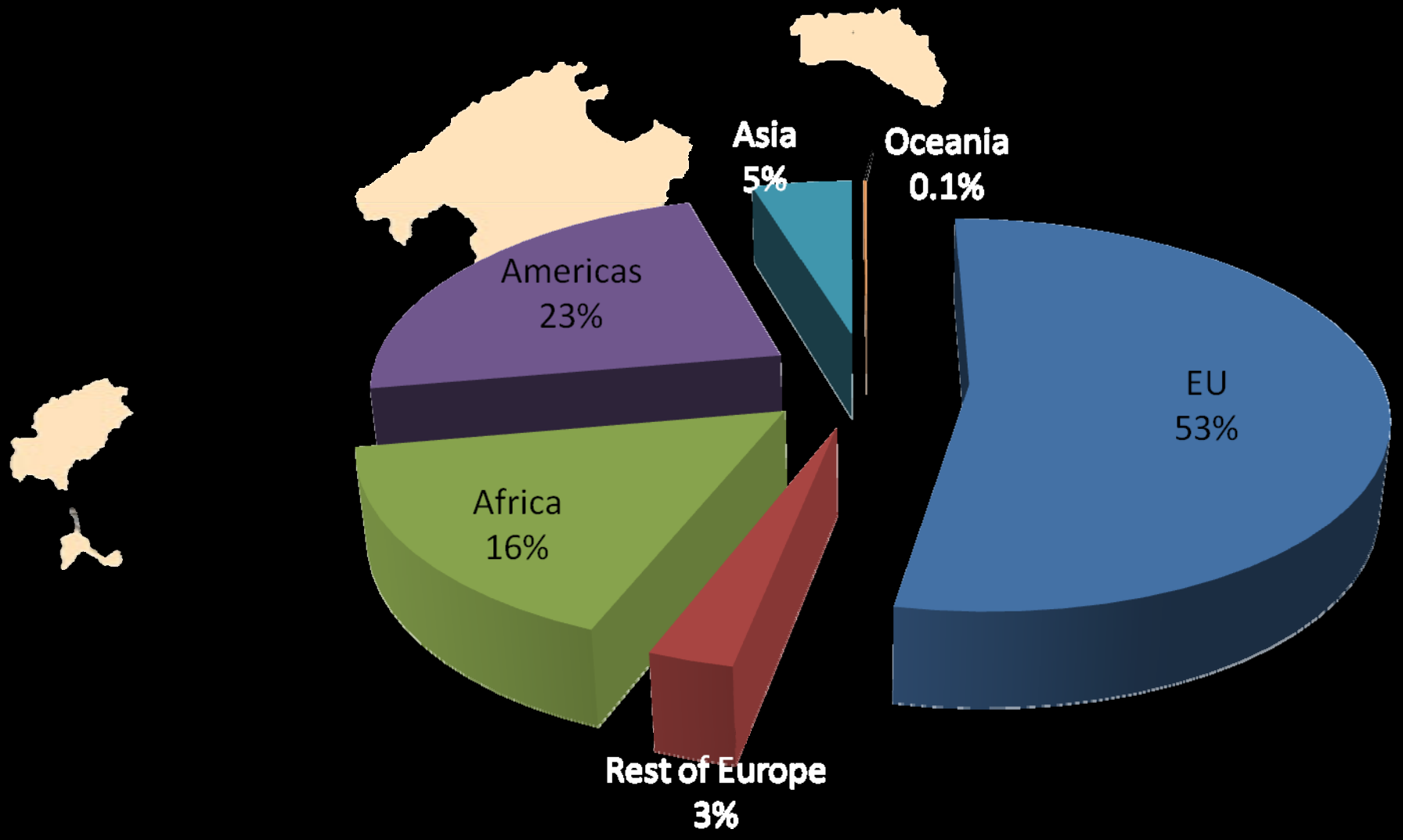
beds in 1950

…Has all this influenced the Balearic society?

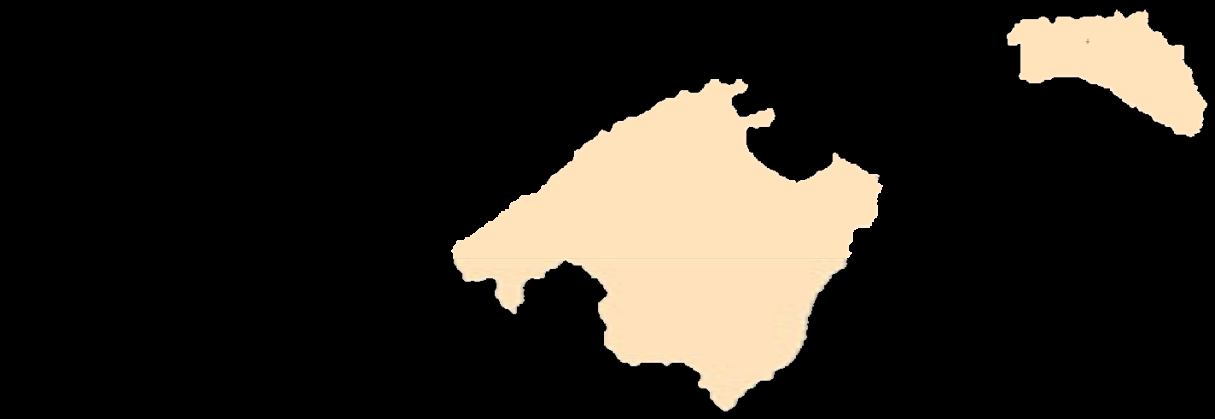
Between 1960 and 1970 the population of the Balearics increased as much as in the previous 50 years together.


Nearly 1/4 of the population
come from other countries

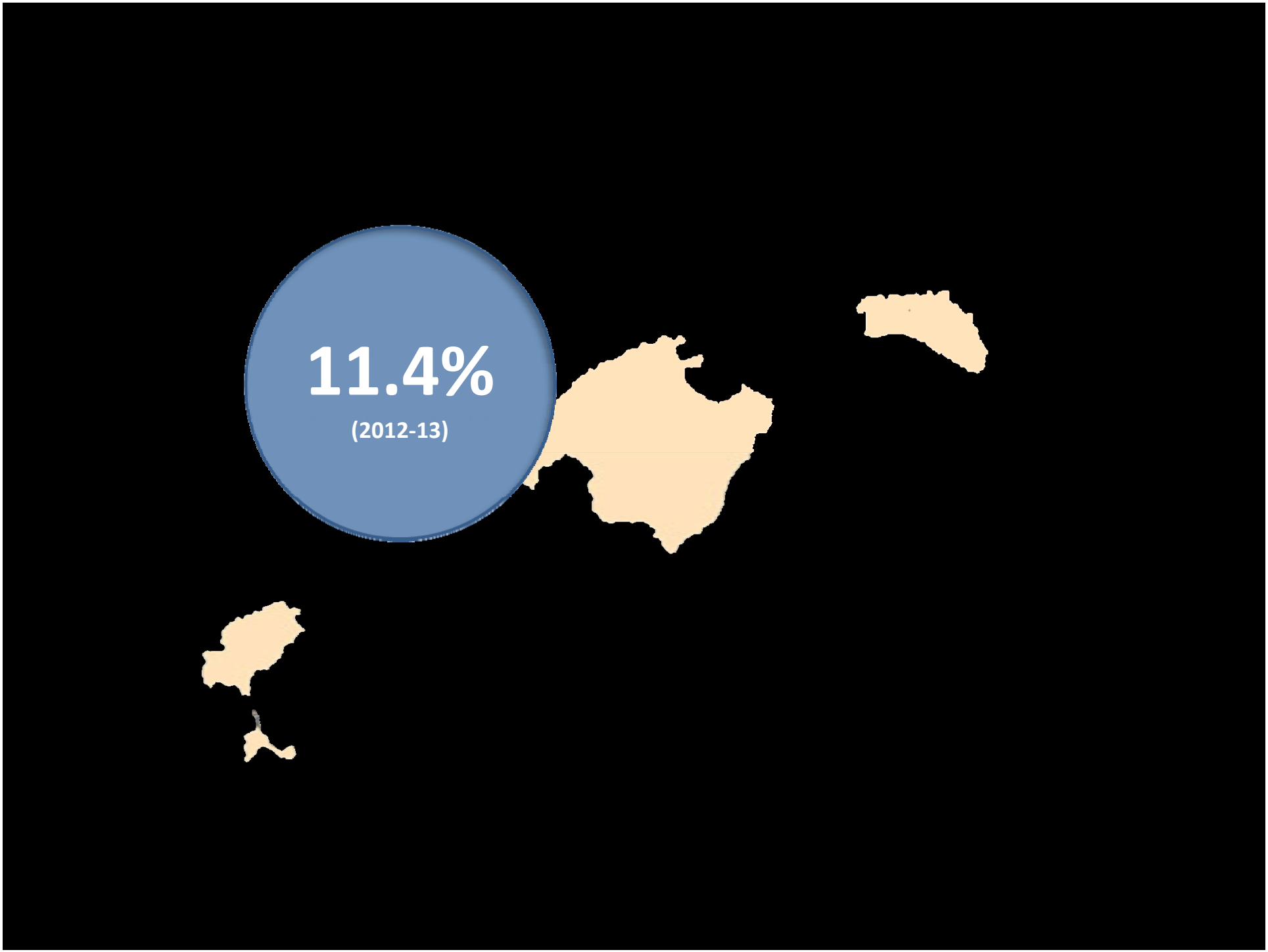
The new Balearics arrive from…

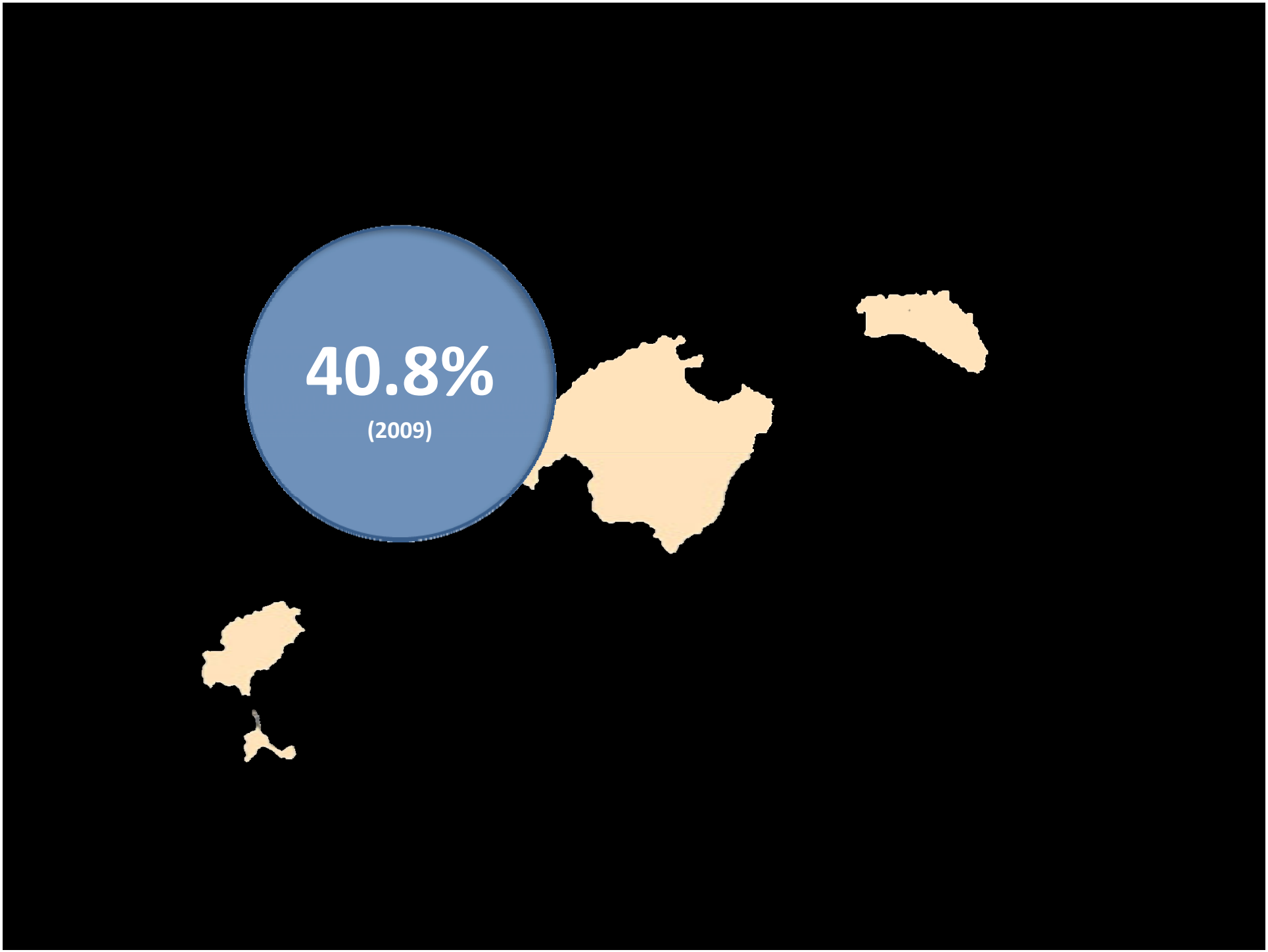


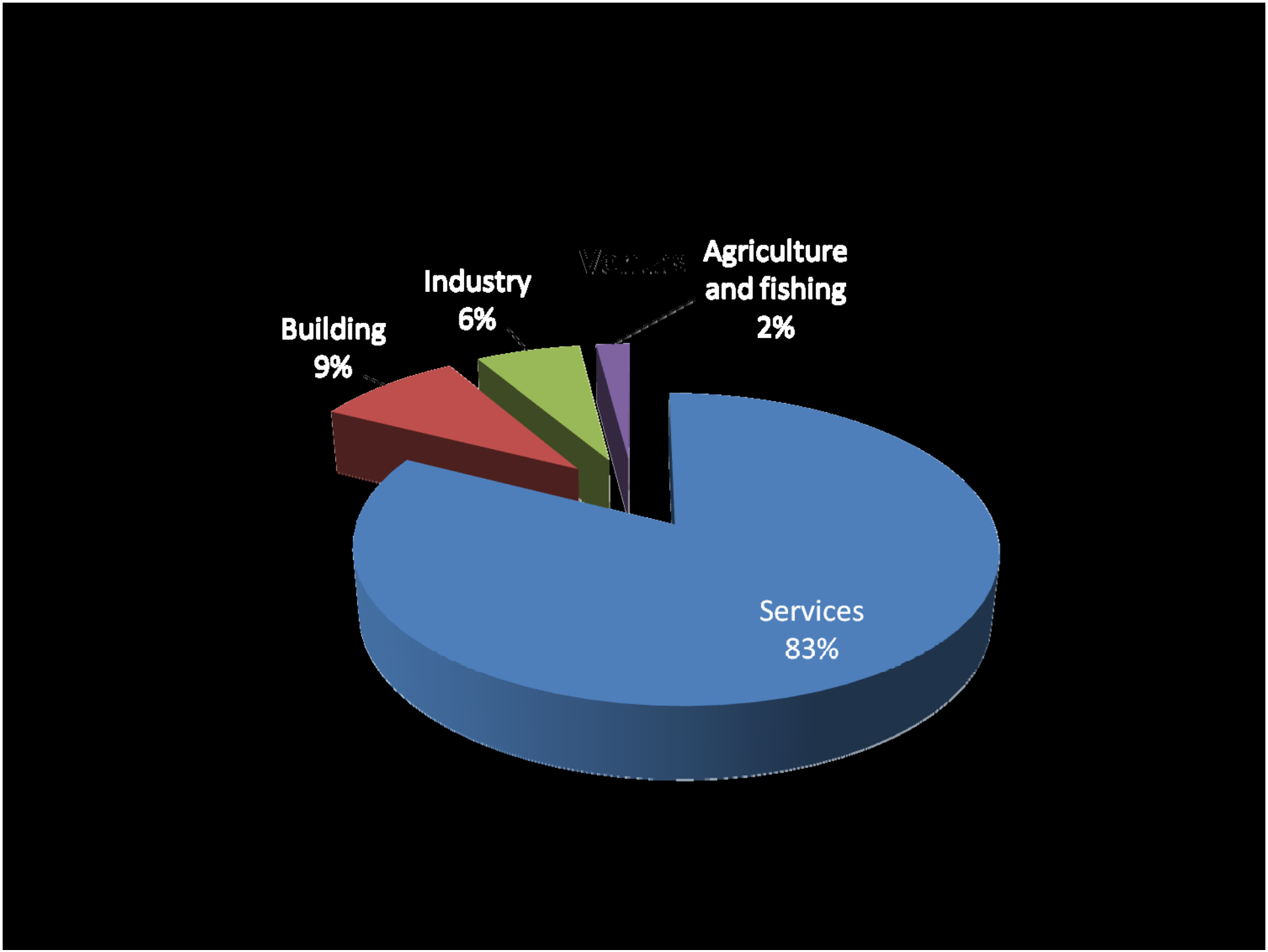
TALLER de BICIS
Cuadros
Horquillas
Sillines
Manillares
Cubiertas
Cámaras
Frenos
Pedales
Platos
Llantas
Cadenas de colores
¡y mucho más!
ARTAMTAM
FOR LIFE
Fine Image Printing
Art + Wi-Fi
Loud Speaker
in one !
Perfect Harmony
mooia
Equipatges
Sortida
Baggage
Exit
Gepäck
Ausgang
Equipajes
Salida
fruiteria - fruits secs
Llavors - Llegums
Telf.: 971 71 53 22
HAUPTGERICHTE
-GEGRILLTE GARNELEN MIT SALAD
-TINTENFISCHE VOM GRILL MIT SALAD UND KARTOFFELN
-THUNFISCH FILET MIT GEMUSE UND KARTOFFELN
-STEAK "ENTRECOT" MIT PAPRIKA, CHAMPIGNONS UND POMMES.
-HAHNCHENBRUSL VOM GRILL MIT GEMUSE

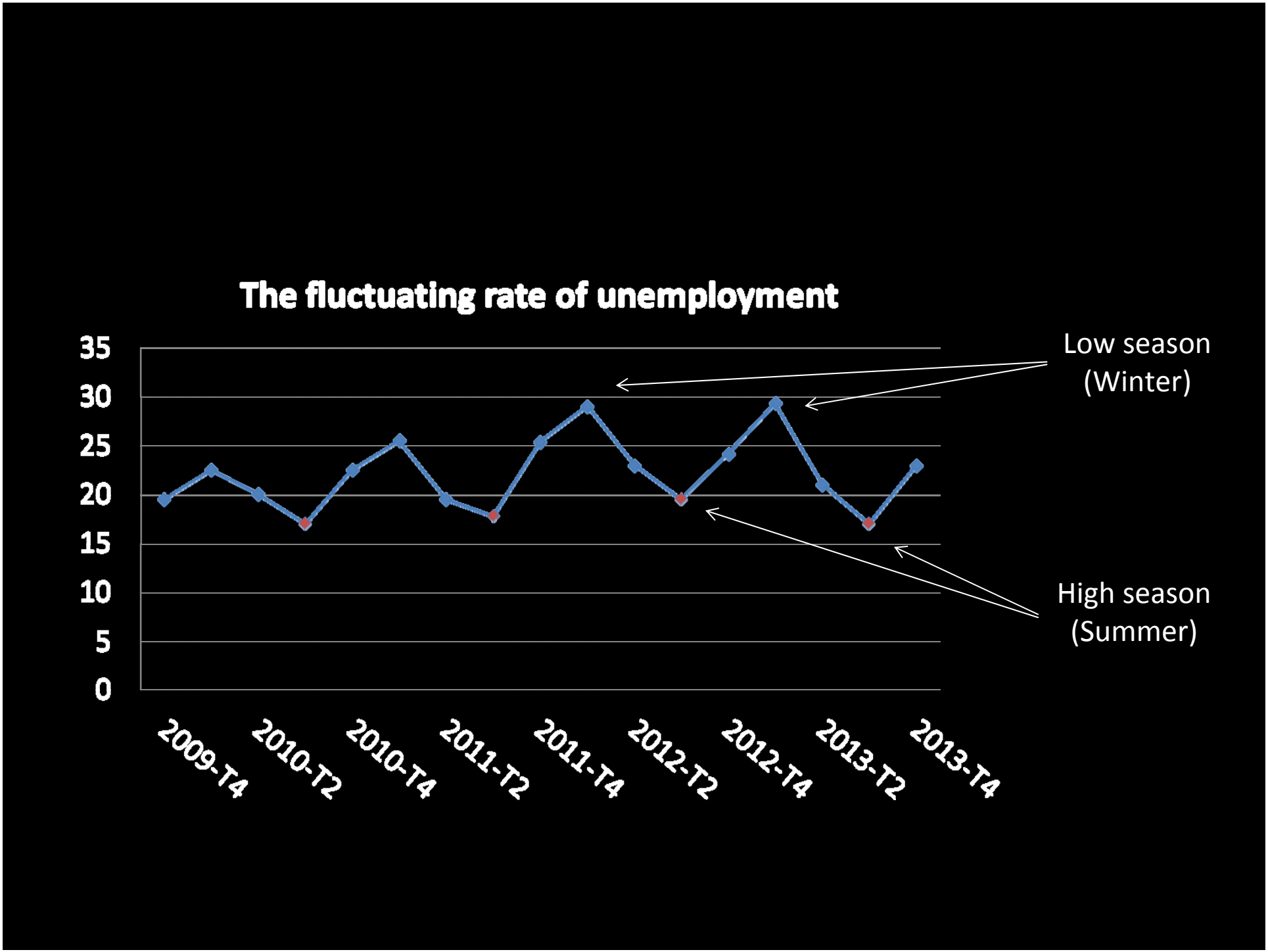


A ‘touristified’ education model…

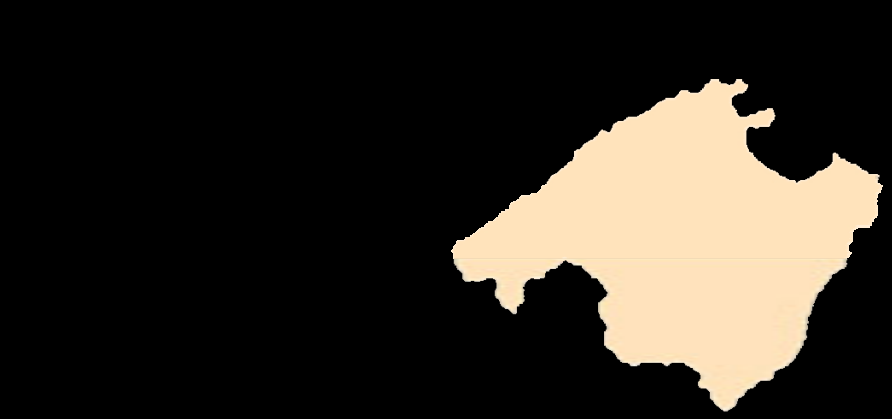

11.4%
(2012-13)


40.8%
(2009)


Agriculture and fishing 2%
Industry 6%
Building 9%
Services 83%

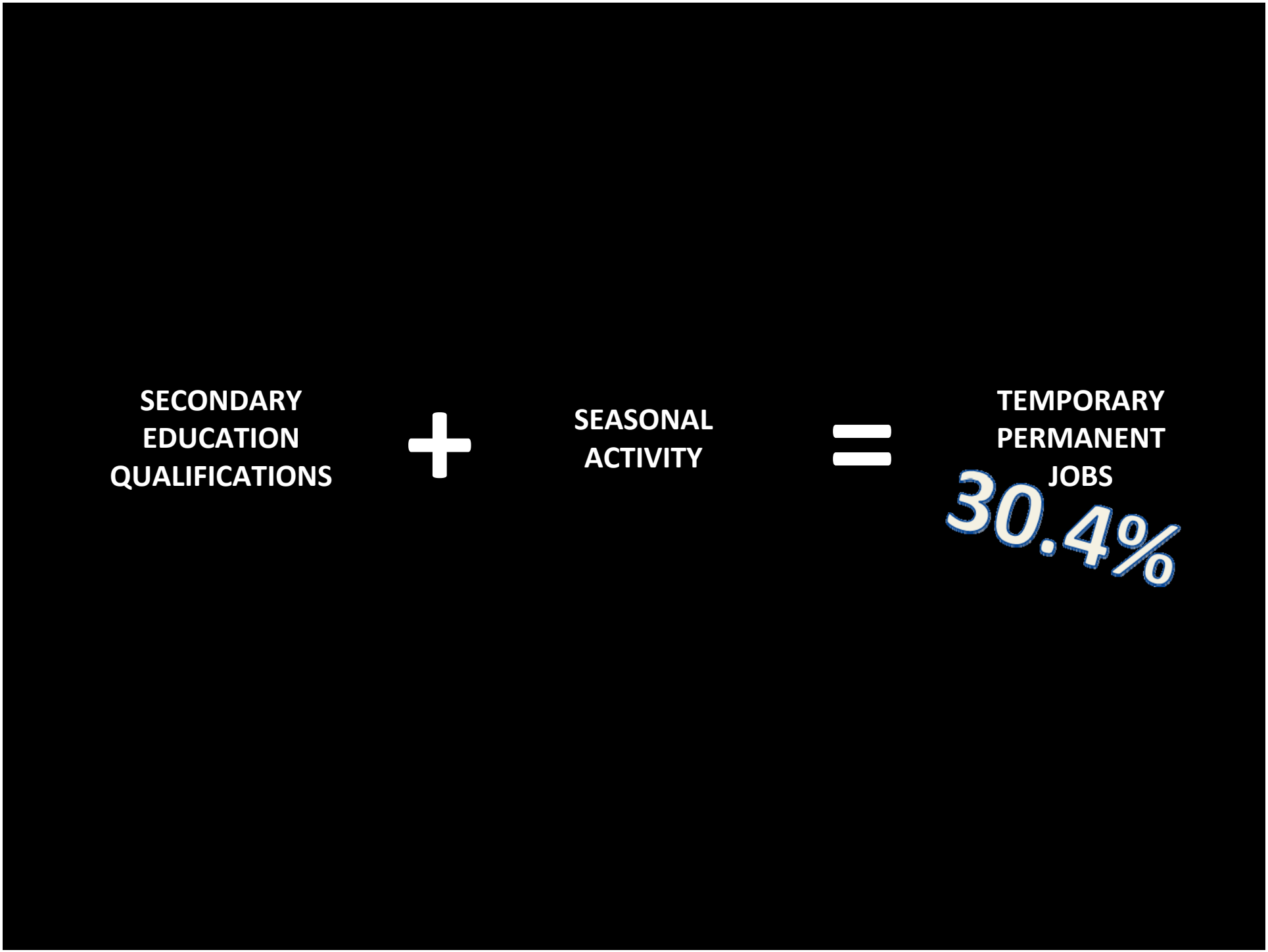

The fluctuating rate of unemployment
35
30
25
20
15
10
5
0
2009-T4
2010-T2
2010-T4
2011-T2
2011-T4
2012-T2
2012-T4
2013-T2
2013-T4
Low season
(Winter)
High season
(Summer)

Temporary jobs represent
of the labour market
24.1%



24.1%

- Marked seasonality of the local economy
- Abundance of young workforce
- Abundance of poorly qualified workforce
- A high proportion of foreign workers


SECONDARY EDUCATION QUALIFICATIONS
+
SEASONAL ACTIVITY
=
TEMPORARY PERMANENT JOBS
30.4%

Gràcies
Thank you