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Escuela de Turismo de Baleares
When everything started...
“... 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
In 1950, there were 22,000 tourists...

...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 $\frac{1}{4}$ of the population come from other countries.
The new Balearics arrive from...
A ‘touristified’ education model...
11.4% (2012-13)
Services 83%

Building 9%

Industry 6%

Agriculture and fishing 2%
High season (Summer)
Low season (Winter)
Temporary jobs represent 24.1% of the labour market.
- Marked seasonality of the local economy
- Abundance of young workforce
- Abundance of poorly qualified workforce
- A high proportion of foreign workers

24.1%
SECONDARY EDUCATION QUALIFICATIONS + SEASONAL ACTIVITY = TEMPORARY PERMANENT JOBS

30.4%
Gràcies
Thank you