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

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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
Mallorca
Points of interest

- 3,600 km², 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
- 2,932 restaurants
- 1,586 hotels and rural hotels
- 215 million visitors have been received on Mallorca in the past 100 years
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.
“How much tourism can be acceptable in a tourist destination?”

“How much is enough?”

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

« Quel est le maximum?"
RESPONSIBLE TOURISM

“Sustainability is the objective, responsibility is the means.”

TOURISME RESPONSABLE

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

Handicaps Agricoles
VISIT THE OLDEST OIL MILL IN MALLORCA

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

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 Biniarax. 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 'Taiona', the oil mill, the olive firstly has to be cleaned. For the next step, the traditional stone grinder, the Truï, 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 BEAUCOUPO!