

## ***ABSTRACT***

Majorca experienced the first boom of tourism already in early 1960s. Since then the tourism became the most important and at the same time most powerful sector for the entire economy of the Balearic Islands. Nowadays it is obvious that their manner of uncontrolled and chaotic development of mass tourism didn't bring only economic benefits (HDP, employment etc.) but had also many negative effects on the environment and culture of the islands and notably changed social structures of their inhabitants. In order to abolish these problems and avoid the others the Balearic Government and local authorities establish many measures. These are concerned above all with environment quality improvement (its' natural and also social component) and preservation of natural and cultural heritage of the destination. One of the main objectives is the deconcentration of tourist demand in space (remove them out of shore which is overcrowded) and time (equalize the number of their visits through all over the year - deseasonalisation). The possible tool of achieving this could be the implementation of alternative forms of tourism, not primary based on the traditional tourism product of Balearics – sun & beach. If the model of development of tourism is managed properly and its' long-term strategy is based on equality between tourist activities and conservation of the environment, then the idea of sustainable tourism will become real and Balearics will remain a competitive destination not only within the Mediterranean region.

### **Key words:**

Balearic Islands, Majorca, tourism, sustainable development, alternative forms of tourism