

Abstract

This paper illustrates recent processes of internationalization of second home tourism based on detailed research of the Spanish insular destination Mallorca as a case study. German second home owners are especially emphasised within the paper as they predominate on the island in terms of international ownership (as well the anual amount of tourist arrivals). The paper includes discussion on teoretical aspects of second home tourism with focus on latest trends such as international ownership of second homes and retirement migration. Empirical part describes second home tourism on Mallorca within the context of its historical development, spacial organization and using patterns. The key part of the research is questionnaire survey which has been conducted in order to find resident's perception of German second home owners in municipalities Andratx and Deiá.