5/31/2023

The opportunities and obstacles with developing walking and hiking tourism in Tramuntana, through the lens of community-based tourism (CBT).

A case study of Sierra de Tramuntana, Mallorca.

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Table of Contents

Abstract

The following project investigated walking and hiking tourism and looked at the potentials and barriers while developing this tourism type. Community-based tourism was used as a lens to look through while exploring the opportunities and obstacles.

The case study approach was applied, giving the possibility to focus on specific context and place, mainly Sierra de Tramuntana in Mallorca. It is the most famous and well-known mountain range, full of heritage and culture in Mallorca, Balearic Islands. Theoretical concepts of CBT, regenerative tourism, local involvement and empowerment, knowledge and information sharing and collaborations between various stakeholders allowed to explore this specific tourism type closer and its potential environmental, social, and economic impacts on communities and visitors. The goals and values that should drive walking and tourism development were also examined by conducting interviews with various community members.

Qualitative research was undertaken, where 13 interviews were conducted with expert stakeholders- walking and hiking guides, local community members and DMOs representatives. The data was also collected through fieldwork with observations where the researcher got fully immersed in the case settings. 4 months in Mallorca and participation in many walking and hiking trips, allowed researcher to become familiarized with social settings and structures on the island and in Tramuntana.

The thesis followed the exploratory and explanatory research approach where themes identified during interviews were analysed and made sense of with use of relevant theories and references. The analysis was divided into themes, where analysis was guided by 3 main themes: local perceptions on walking and hiking tourism, impacts of walking and hiking tourism and collaborations between stakeholders.

The findings gave some suggestions of opportunities and obstacles during development of walking and hiking tourism, as well as discussed how the barriers and opportunities found during this case study, can have greater implications in wider tourism contexts.

1. Introduction

Tourism has long been recognized as an engine for economic development, however the impact of the tourism sector on environments and local communities has not always been as favourable. That is mostly due to main focus being put on economic growth and emergent overcrowding following this growth tendency.

Tourism is predicted to constitute a significant part of global market size with a forecast of tourism sector being worth almost 2.3 billion dollars in 2023 (Statista, 2023).
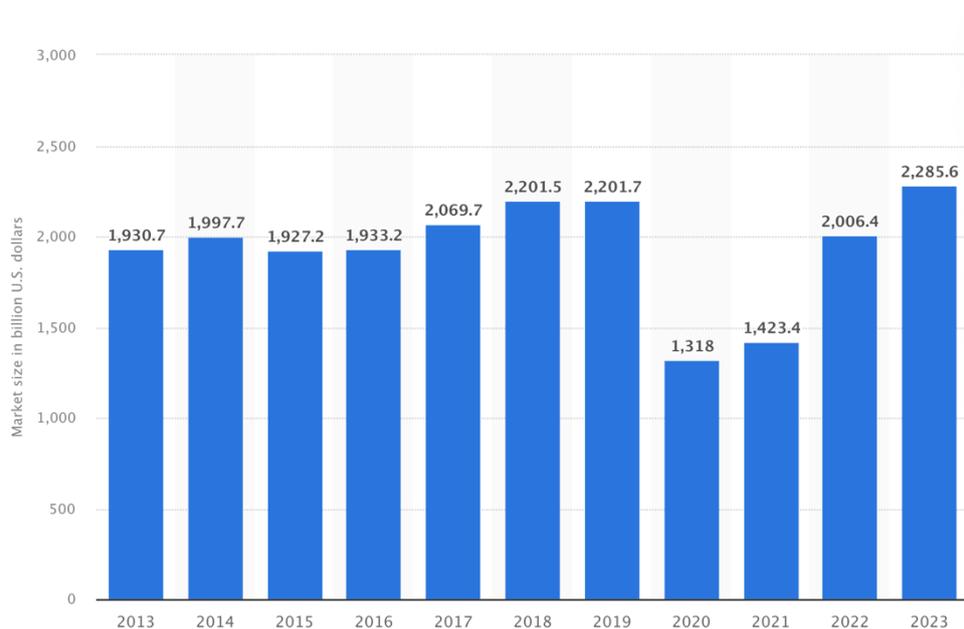
Fig.1) Market size of the tourism sector worldwide from 2013 to 2022, with a forecast for 2023 (Statista, 2023)

Overcrowding leads to residents often feeling alienated, tourist experience deteriorating, nature is prone to damages, culture and heritage are under threat and infrastructure often overloaded (WTTC and McKinsey & Company, 2017). Current tourism practices focus on very consumptive mindset. Use of resources, economic growth and delivering to higher needs of tourists. As people, and especially researchers and environmental activists and governmental institutions (UNTWO, 1995) started sharing knowledge that not all resources are renewable and can well run out, the debate on more conscious ways of consumption gained momentum.

And here sustainable tourism has emerged as a tool to alleviate the negative impacts of tourism consumption on natural surroundings, local communities, and their cultures.

Mainly, sustainability definitions, (defined by the World Commission on Environment and Development) (WCED, 1987) incorporated that it is a global issue and therefore requires global responsibilities. Next, sustainable solutions recognized boundaries to growth and putting environmental destruction to the minimum. Additionally, social equity and long-term thinking of future and coming generations became important points in sustainability debate, backing away from short-term goals for fast economic benefits. (Rogers & Hudson , 2011).

Nevertheless, even most sustainable initiatives may be unsuccessful of creating a positive local development if not all the stakeholders are included in the process. Tourism stakeholder's collaboration (such as: local, national governments, local communities, private businesses, NGOs) was identified as one of the main components of sustainable tourism development, which allows for cooperation on various initiatives, networking, and empowerment (Thukia, Gichia, & Agengo, 2022). In recent years, there has been a growing global interest in topics of community-based tourism (CBT) and ecotourism. (Rozemeijer, 2001) suggests that all tourism stakeholders have a lot to gain from community-based tourism and community-based projects in three main areas: rural development, conservation in communal areas and tourism development. The main four dimensions of sustainable community-based tourism are also presented in the article: economic viability, institutional consolidation, ecological sustainability, and equity in distribution of costs and benefits (Ibid.).

Community-based approaches are suggested in academia (Mtapuri, Camilleri, & Dłużewska, 2022) as a way for sustainable development of destinations, with potential to allow for participation and inclusion of all the stakeholders and local suppliers of products (such as: guided tours led by locals, knowledge sharing of flora and fauna of the regions, workshops on production of local typical products and including traditional processes of doing so, seasonal farmers market, sharing important historical facts and teaching on local heritage) .

The demand for ecotourism grows, as the travellers are more concerned with sustainability issues and willing to pay more for more equitable and just services and travel additions

(Petrosillo , Zurlini, Corliano, Zaccarelli, & Dadamo, 2007), (Yusof, Rahman, Jamil, & Iranmanesh, 2014).

Regenerative tourism, and active forms of tourism in line with nature have become more recognized and performed by more conscious tourists (Davies, Lumsdon, & Weston, 2012). This kind of tourism not only tries to reduce the negative impacts of tourism and tourism consumption, but also aims at bringing positive change to often vulnerable local communities and environment (Bellato, Frantzeskaki, & Nygaard, 2022).

Intact with the destination development plan, regenerative tourism respects the environment. The harmony between visitors and the place is maintained, bringing value for tourism and all well-beings. The plan aims to provide outcomes that enrich four well-beings (social, cultural, environmental, and economic) and hence make a thriving future possible (Fusté-Forné & Hussain, 2022). Regenerative tourism requires a holistic approach to tourism practices, in which environment, communities are included, and the tourists are willing and devoted to making a positive impact on the visited places, intact with nature and sociocultural context (Ibid.)." *(…) a balance between the development of tourism and the environmental impact is required to inform regenerative tourism that puts the relationship between people and places at the core centre of sustainable living and travelling (Zivoder et al., 2015).* "As cited in (Fusté-Forné & Hussain, 2022), p.349.

The area of tourism, that is very accessible for most and has potential to improve local development is walking and hiking tourism (World Tourism Organization, 2019). Walking tourism highlights the importance of walking as main transportation type, and through that reducing carbon dioxide CO2 emission to the atmosphere. In the report on DESTI-Smart project (Consell de Mallorca & Sustainability and Environment Department, 2020) authors recognized that high carbon footprint connected to huge use of private transportation forms, such as cars has a very negative impact on the Mallorca Island. The need for the use of low-carbon transport means and promoting new forms of tourism focusing more on islands' natural and cultural values is further expressed in the report. Walking tourism as one of such new forms of tourism, often takes place in natural, heritage and cultural landscapes and allows for close contact of tourists- the visitors and locals- hosts, therefore allowing for cultural exchange and increased support for natural resources preservation, through conscious tourism practices.

The following thesis aims at investigating the practice of walking and hiking tourism, as well as it explores the barriers and potentials of community-based tourism in developing walking and hiking tourism. It takes an approach of a case study and specifically the case of Sierra de Tramuntana Mountains. It focuses on impacts of walking tourism on local communities and on the environment. Additionally, the thesis seeks to explore the potential of walking tourism on reinforcing more sustainable practices such as regenerative tourism and community-based tourism approaches by investigating opportunities for community engagement as a means of reconnecting with cultural traditions, protecting natural resources and providing employment for the locals and involving tourists in this process.

Furthermore, community-based tourism opportunities and barriers are discussed, in our case study context. Lastly, the thesis contributes to better understanding of walking and hiking tourism as a new form of more conscious tourism and tool to regenerative tourism practices.

The thesis contributes to better understanding of the possibility of regenerative tourism practices and challenges that might hold those practices back. The researcher chose to work with the qualitative research approach, where interviews with expert stakeholders (walking and hiking guides) and locals from Sierra de Tramuntana were included. The analysis was further supported by fieldwork and participation in walking and hiking activities in Sierra de Tramuntana by the researcher.

1.1 Motivation and research gap

Most of the academic articles focus on travellers' perspective on travelling, their travel motivations or topics around personal health and self-development (body and mind balance, mental health) through experience of travelling. In my research I wanted to focus more on perspective of local people, as well as walking and hiking guides on Mallorca (some of them locals too), specifically in Sierra de Tramuntana region. I tried to understand their perspectives, points of view and hopes when it comes to development of walking and hiking tourism on the island. Additionally, this research aimed at exploring walking and hiking tourism on Mallorca by applying community-based tourism lens in this context, also in connection with regenerative tourism, stakeholders collaboration, local tourism and information sharing.

1.2 Problem formulation and research question

Due to its natural beauty, rich cultural history and being a part of UNESCO heritage sites Serra de Tramuntana attracts many tourists interested in walking, hiking and other outdoor activities, most of the year. As more tourists arrive the economic indicators increase, bringing profits to hotels and other tourists' attractions on the island. Unfortunately, often those profits are not shared equitably or at all with the locals, instead most of the shares goes to international concerns and global investors.

Consequently, the place's identity, character and authenticity are in danger of being replaced by the need for economic growth and mass tourism. Following up on Mallorca's plans for implementing more sustainable approaches on Mallorca and protecting destination as a whole (Consell de Mallorca, Pla d'actuació, 2022), collaboration between all stakeholders becomes essential.

Including local community members as important stakeholders in development of the area, incorporating community-based tourism initiatives and through that contributing to equitable tourism profits distribution, as well as protecting the environment by applying more conscious tourism strategies and taking actions heading towards regeneration, are interesting angles that led me to the following research question, mainly:

RQ: What are the opportunities and obstacles with developing walking and hiking tourism in Tramuntana?-through the lens of community-based tourism (CBT). A case study of Sierra de Tramuntana, Mallorca.

The research question was broken into three main sub-questions to help inform the analysis and add more understanding and the background information to the walking and hiking tourism in Sierra de Tramuntana.

1.3 Mallorca Island as a destination

A small introduction to Mallorca Island was presented here for the context of our analysis and better understanding of this specific destination.

Mallorca is a destination offering a variety of rural, coastal, and urban landscapes. Below a map of Mallorca (Fig.2) with a short structural and geographic presentation was included, as a good overview of how the island presents itself.

Mallorca
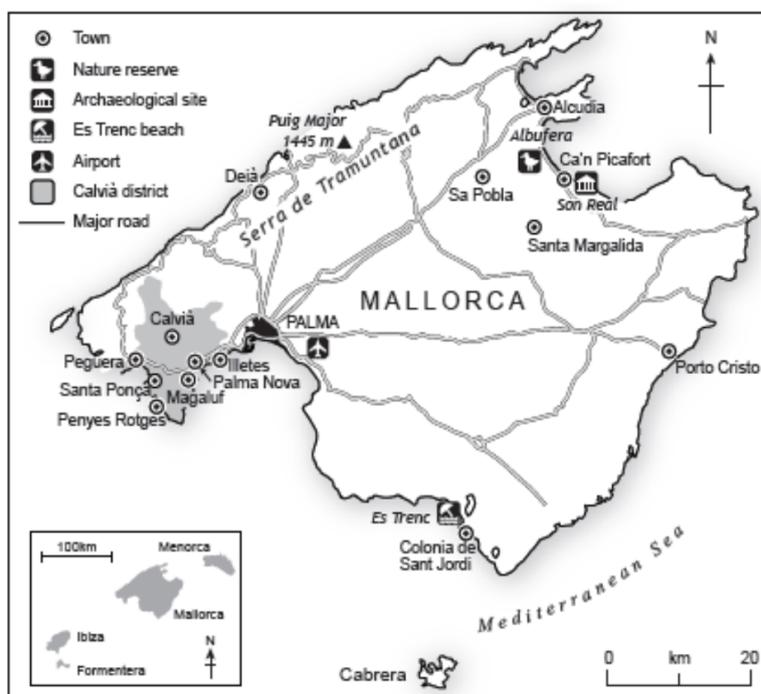
At 3,640 km^2 Mallorca (sometimes Majorca) (Figure 2) is the largest of the four Balearic Islands (Illes Balears in the local language; the others are Menorca, Ibiza (Eivissa) and Formentera, the smallest). As well as being one of Spain's 50 provinces, the archipelago forms one of the country's 17 Autonomous Communities, which gives its government considerable power over local affairs.

Fig.2) Mallorca and Balearic Islands on the map (Royle, 2009)

As a mature destination, currently being in a stagnation stage of destination, according to tourist area life cycle (Butler, 2006). Mallorca must now focus on destination protection. The protection of Mallorca as a mature destination is important due to 3 main objectives: maintenance of the quality of life on Mallorca, both for tourists and residents; improving the perception of the destination by making tourism agents get involved through co-creation and protecting resources and the territory of Mallorca, due to its link with low-cost mass tourism (Consell de Mallorca, Pla d'actuació, 2022). Sustainability is one of the main criteria to allow environmental, social, and cultural values to be preserved and offer corrective measures against mass tourism, leading to rejuvenation stage of TALC model, mentioned before.

Mallorca Tourism Foundation together with Mallorca's council presented their Plan of Action for 2022 (Consell de Mallorca, Pla d'actuació, 2022) which stated that main strategic actions to be undertaken. Here: strengthening the Mallorca brand through consolidation, enhancing, and diversifying the tourist offer, focusing on innovation of Mallorca as a destination, focusing on sustainability through maintenance and preservation of the quality of life in the destination, always looking for mutual benefits, both for tourists and for the residents, as well as including tourists in co-creation processes and lastly promoting Mallorca as a smart destination, that effectively utilizes new technologies to learn and adapt to new demands and tourists needs.

Mr. Josep Manchado Rojas, director of Sustainability and Environmental department starts his foreword for DESTI-Smart report with a statement:

"*Mallorca is one the most touristic island in the Mediterranean, receiving more than 14 million visitors every year.*" (Consell de Mallorca & Sustainability and Environment Department, 2020)*.* With its main tourists and target segments including Germany, England, Nordic countries, and France, Mallorca is open for new and niche markets with its focus on diversification of Mallorca's tourist offer.

Mallorca has so much to offer, and apart from its beautiful beaches and sunny weather, its full of heritage sites, wonderful landscapes and cozy, picturesque villages. Serra de Tramuntana (Sierra de Tramontana) is a mountain range, that since 2011 has been put on UNESCO World Heritage sites. It offers hiking and walking possibilities throughout most seasons of the year on Mallorca and through that is a great activity to counteract seasonality issues of the island (can be done out of typical tourist season).

The island is known for its two main mountain ranges: Sierra de Tramuntana in the northwestern part of the island (with villages such as: Deiá, Valldemossa, Sóller, Fornalutx, Alcúdia, Pollença) and Sierra de Levante in the eastern part (Arta region). Trails are accessible for both professional hikers and complete amateurs of outdoor recreation and occasional walkers. Mallorca is often referred to as the 'walkers' paradise' due to its warm climate and diverse and impressive scenery (The other Mallorca, n.d.).

Apart from mountain ranges with fantastic walking and hiking opportunities, the island offers amazing cycling routes, plethora of golf courses and spiritual retreats for body and mind.

The majority of tourists arriving to Mallorca come from Germany, Spain, United Kingdom, and France. Still significant numbers of visitors on Mallorca are from countries of Benelux, Nordic countries, and Italy. (Fig.3)
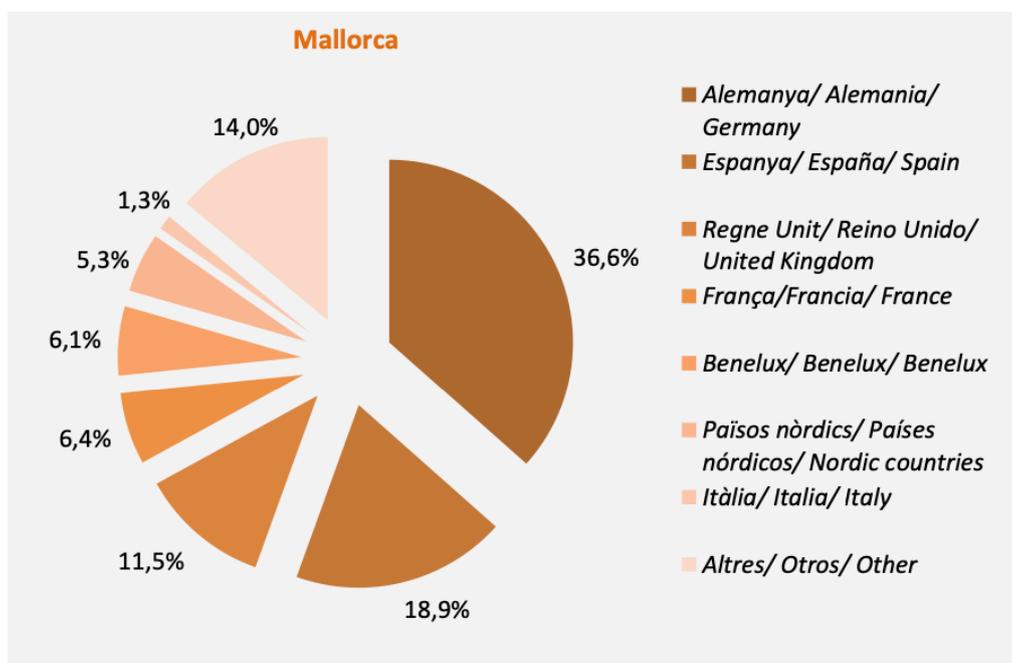
Fig.3) Distribution of tourists' arrivals according to island and country of residence (2021) Source: (Agència d'Estratègia Turística de les Illes Balears, Conselleria de Model Econòmic, Turisme i Treball. Govern de les Illes Balears., 2022)

When it comes to promotion of Mallorca, the priority is given to sports, meetings, incentives, conferences, and exhibitions tourism (MICE), nature, luxury tourism, active tourism, cultural and heritage and gastronomy (Consell de Mallorca, Pla d'actuació, 2022).

1.4 Motivation for writing the project.

The main motivation for writing the Master thesis on topic of walking and hiking tourism was the personal interest of the researcher in these tourism activities, potentially accessible for most tourists, independently of the physical fitness. Mallorca was explored by the researcher before and seemed as a very interesting island to conduct more research including topics of CBT, sustainability, regenerative tourism, collaboration and local involvement into development of the island.

The researcher wanted to expand their knowledge and gain more skills within the field research and active participation in the study and data collection. Following various Tramuntana mountains trails and participating in walking and hiking activities were a very hands-on research approach, that allowed the researcher to get immersed and more knowledgeable of the field. The researcher had an opportunity to live on Mallorca during the duration of the research (4 months) and gained a better understanding of social structures through this immersion into island life.

Additionally, many interviews conducted with expert stakeholders (walking and hiking guides), as well as with locals helped researcher to improve their soft skills in interpersonal communication and hard skills- interviewing, planning, and building networks.

2. LITERATURE REVIEW

2.1 Sustainability in tourism

Tourism and travel is one of the fastest booming industries in the world (Zolfani, Sedaghat, Zavadskas, & Maknoon , 2015), and therefore apart from debates on benefits of tourism, like economic growth, creating jobs opportunities for marginalized groups (Cukier, 2002) and overall development, it also creates many debates on negative impacts of tourism on environment and local communities lifestyles. Those negative impacts are often devastating and need to be addressed quickly. The huge problems linked to degradation of natural resources, high carbon footprint, water, land, and air pollution, as well as overtourism forcing the local residents to leave their homes and leading to the gentrification process, are the main

global issues in tourism. From that need to counteract the negative impacts of tourism, a concept of sustainable tourism was born.

Sustainable tourism is a form of tourism that tries to decrease the negative impacts in order to preserve the natural and cultural resources of the destinations. There are many contributions on sustainable tourism from various authors and researchers (Butler, Sustainable tourism: A state-of the-art review., 1999), (Mitchell & Hall, 2005), (Swarbrooke & Horner , 2011). In 2015 sustainable 17 development goals (SDGs) were introduced by the United Nations General Assembly (UNGA) and they: *"seek to realize the human rights of all and to achieve gender equality and the empowerment of all women and girls. They are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental."* (United Nations, n.d.).

There are several debates surrounding sustainable tourism. One of the main questions is how to balance economic development with environmental and social concerns. Here the issues of the carrying capacity, social carrying capacity and overcrowding are relevant (García-Buades, García-Sastre, & Alemany-Hormaeche , 2022).

Carrying capacity and social carrying capacity concepts, where the debate tackles the maximum number of tourists visiting the destination without degrading the area and creating negative impacts for the host community. At the same time, together with tourism development, economic impact is increasing, while natural resources are regularly being overused and overtourism often causing social disruption for the residents. In the World Travel and Tourism Council report (WTTC and McKinsey & Company, 2017) five main challenges associated with overcrowding were given: threats to culture and heritage, damage to nature, overloaded infrastructure, degraded tourist experience and alienated local communities.

The environmental degradation debate expresses the need for more environmental and social data, followed by thorough analysis in order to make most beneficial and environmentally conscious decisions (Moon, 2018). The choice of indicators (ex. income inequality, air pollution, forced labour, sex tourism) and initiatives (ex. extreme weather events) included in this data become crucial in those sustainable decisions.

Several theories and concepts are relevant to the topic of sustainability in tourism. One key concept is the triple bottom line (Elkington, 1997), which refers to the social, economic, and environmental dimensions of sustainability. Sustainable tourism aims at balancing the relationship between those three elements to achieve equitable, bearable, and viable goals. This model also helps to measure sustainability, but sometimes exposes some tensions between competing goals (Rogers & Hudson, 2011).
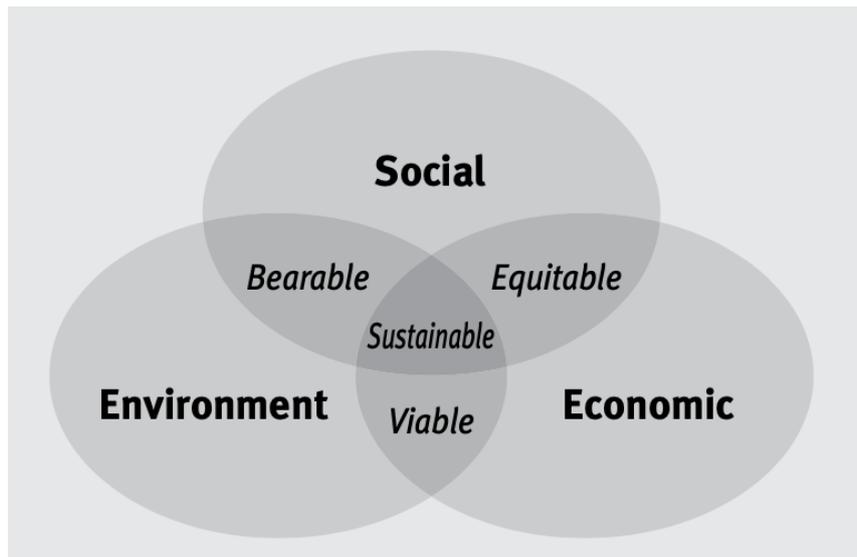
Fig.4) The triple bottom line model (Rogers & Hudson, 2011)

2.1.1 Ecotourism

Lastly, the concept of ecotourism is worth mentioning while introducing sustainable practices in tourism. Ecotourism is a form of travel that include conservation of natural environment and promotes community development. Ecotourism can generate positive impacts on local communities, but some criticism exists amongst academia, considering the variety of ecotourism definitions: *"(...) the inherent subjectivity of these definitions has generated concern that the term is prone to overuse, misuse or has limited practical relevance (Wall, 1997)."*, as cited in (Clifton & Benson, 2006). Measuring the quality of ecotourism activities and services may bring positive contribution and understanding of handling ecotourism matters. In their research (Yusof, Rahman, Jamil, & Iranmanesh, 2014) propose the use of SERVQUAL model in tourism, which they improved by adding sustainability considerations to it. The foundation of the research is the tourists being ever more concerned with sustainability issues and environmental protection. They are also

willing to spend higher prices for ecofriendly and sustainable destinations (Petrosillo , Zurlini, Corliano, Zaccarelli, & Dadamo, 2007).

The next paragraph will tackle the topic of social sustainability and issues connected to it.

2.2 Social sustainability

The concept of social sustainability is connected to sustainable development but focuses mostly on social dimensions and impacts, apart from economic and environmental factors. It is *"(…) about identifying and managing business impacts, both positive and negative, on people."* (UN Global Compact, n.d.).

(Vallance , Dixon, & Perkins , 2011) refers to Brundtland Report, Our Common Future (1987) premises while defining social sustainability. More specifically *"This report defines sustainable development in a way that emphasizes human livelihoods as integral to accomplishing ecological goals though economic development that "meets the needs of the present without compromising the ability of future generations to meet their own needs".* As cited in (Eizenberg & Jabareen, 2017), p.2.

In one of the more recent analyses on social sustainability, some key terms have been allocated to the concept and amongst them: equity, democracy, social engagement, social inclusion, social interaction, sense of place, safety, and security (Shirazi & Keivani , 2019).

When reading about social sustainability, many conflicts and gaps become evident in the way various researchers frame that concept. In the following article by Vallance et al. (2011), the authors differentiated between three types of social sustainability, mainly: development sustainability, bridge sustainability and maintenance sustainability. First type refers to people's needs, second to bio-physical environment and the third type to what people want. They argue that differences between those three types are often ignored in the literature and that creates confusion around the social sustainability concept, and they add in the conclusion: *"We cannot assume that the various elements of social sustainability are able to be reconciled; sometimes they involve fundamentally incompatible goals. "*(Ibid., p.347). One of the examples given by the authors, referring to incompatibility between development and maintenance sustainability is people's desire for huge country lots, that affects land's prices,

15

preventing poorer members of society to own their own homes and can be followed by over-crowding.

There can emerge obstacles between local communities and tourists when it comes to maintaining social sustainability in tourism settings.

On Mallorca, some protests took place around 1980s against tourists and development on local grounds (Royle, 2009). Such protests could have grounds in challenges connected with understanding and communication between tourists and local communities, which are still not uncommon on the island.

In his travel book (Löfgren, 1999) expressed the opinion that most holiday do not bring meaningful cultural exchange amongst locals and tourists. Most times tourists do not express interest in interacting with residents, or they may not know how to engage in such a cultural exchange with locals. That creates boundaries and sometimes austerity and does not allow for social sustainability development.

The lack of interest in learning local language (Royle, 2009) disturbs the integration process into local community. When tourists and locals cannot communicate, tension may arise, feeling of inequality- richer tourists, that locals do not know anything about, as well as danger connected to lack of familiarity and communication.

In order to allow social sustainability, 'equitable distribution of resources and opportunities' (Vallance et al., (2011), p.343) is necessary, to allow all the social groups participation is social and ecological sustainable development.

2.2.1 Local tourism and Community- based tourism (CBT)

At this point introducing the concept of local tourism in combination with community-based tourism becomes valid. It was quite a challenge to find articles that focused on local tourism, while using this 'local tourism' keyword while conducting literature search. That can be due to lack of indexing by search engines and academic databases or publications' access being limited. However, the researcher tried searching for related fields of research, such as: sustainable tourism, community-based tourism, alternative tourism, micro-tourism, and slow tourism, domestic tourism and through that managed to find and discuss relevant aspects of

local tourism and topics related to it. From that research a following description of local tourism was created.

Local tourism refers to the practice of traveling to destinations or attractions located in a travellers' local area, and usually within one's own surroundings (country or region), also known as domestic tourism. This practice became even more popular in connection with COVID-19 pandemic and people's and traveller's growing awareness of safety and environmental issues (Wendt, Sæþórsdóttir, & Waage, 2022). It involves visiting destinations that are close to one's home, rather than going on international trips and long-distance journeys. This type of tourism can offer a wide range of activities, such as visiting national parks, museums, historical areas, participating in cultural events, and local festivals, as well as tasting local specialities and engaging in food tourism (Giampiccoli & Kalis, 2012).

Local tourism is also a tourism performed by locals in their residential area, often by indigenous communities or foreigners that spent enough time in the area to identify as locals. In most cases communities consist of farmers, artisans, fishermen and alike, residing in beautiful, serene, and remote rural areas.

Local tourism is usually associated with sustainable tourism development, due to resources and profits being kept and utilized in area and local surroundings, allowing for economic growth and investments in the region. Here amongst others, stimulating micro tourism enterprises, supporting local entrepreneurs, local craft and boosting employment opportunities of the poor become possible (Ashley, 2006).

In comparison to the past, when tourist focus was put primarily on attractions, nature and historical monuments, tourists now show more interest in the communities, attitudes of local people and operational systems of destinations. Therefore, local governance becomes an important organ to enable cooperation between tourist stakeholders in reinvigorating local tourism (Kim & Lee , 2022). Local tourism promotes cultural exchange and understanding by exposing travellers to residents, their customs, and traditions. Additionally, local tourism can help to reduce the negative impacts of mass tourism on the local communities and the environment as well as counteract the overtourism.

In my research local tourism and its benefits will be very relevant, but the definition will not be restricted to domestic travellers and locals only. Mallorca is a very popular tourist destination. Therefore, international travellers will also be considered in my research, and here specifically relations between locals and tourists, perceptions of hiking tourists and through that potential opportunities and obstacles with development of walking and hiking tourism will be examined.

Community- based tourism is a type of local tourism, as it is residents that are the providers of tourist services. The definition that seems most encompassing for CBT term, reads as follows:*"Tourism initiatives that are owned by one or more defined communities, or run as jointventure partnerships with the private sector with equitable community participation, as a means of using the natural resources in a sustainable manner to improve their standard of living in an economically viable way."* (Rozemeijer, 2001)*, p.14.*

It seems a very relevant topic in connection with social sustainability and local tourism. Firstly, an introduction to the term of 'community' is provided: *"(…) a notion of community evokes a group of people who have something in common and who are actively engaged with one another in a benign fashion, and such sentiments may be used rhetorically to generate some kind of shared identity where it was only latent (Anderson, 1991)."* , as cited in (Salazar, 2012).

In an article by (Mtapuri, Camilleri, & Dłużewska, 2022) authors introduce concepts of leakages and linkages in tourism. Examples of leakages include creating jobs for non-residents, multinational firms being controlled by foreign entrepreneurs, which often means more import instead of local supplies and alike. The main argument presented is that sustainable CBT approaches can have a positive impact on local economic development (LED), increasing linkages from the tourism industry and reducing the tourism leakages.

By encouraging the social organization of local communities, people working towards the common goals, inclusion, and active participation of all the stakeholders, CBT allows for greater success when it comes to creating tourism linkages. Here, utilizing local services from small-sized businesses, putting less pressure on environmental environment. (Ibid.).

The sustainable model for community-based tourism is presented (Fig.5) where carrying capacities and its management are included. The model highlights the importance of monitoring and evaluating community-based projects.
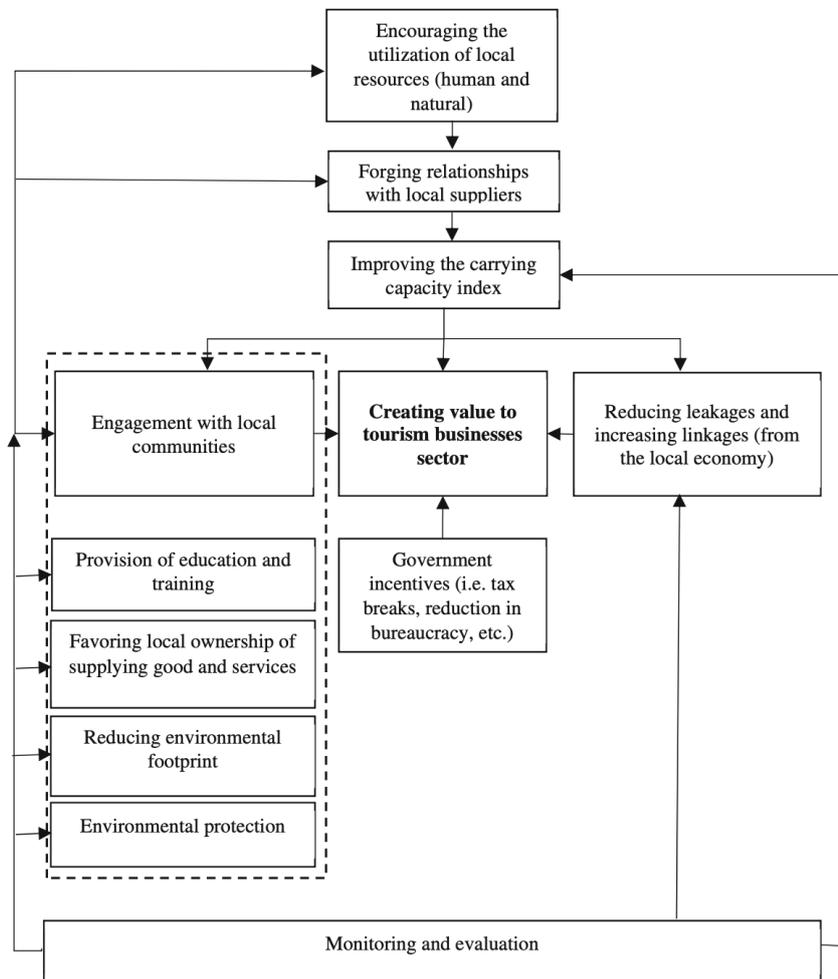
Fig.5) A sustainable model for community-based tourism

Source: (Mtapuri, Camilleri, & Dłużewska, 2022)

The benefits and issues connected to community-based tourism.

The benefits of community- based tourism are often associated with sustainable development, and here: the revenue shall exceed the costs (local businesses growth, job creation, income generation), the environment should be protected (preservation of natural resources, eco-friendly initiatives), all participants shall be included in equitable distribution of costs and benefits (community engagement, equity, democracy) and organizational aim is to be transparent amongst all stakeholders. The figure below illustrates those:
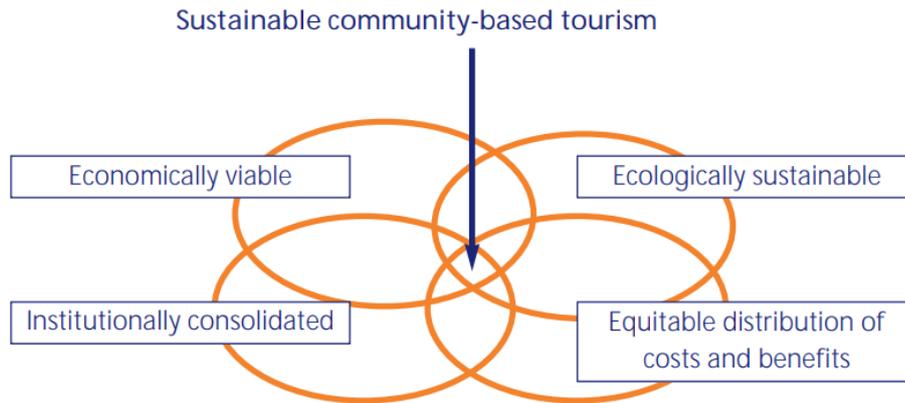
Fig.6) The four dimensions of sustainable community-based tourism

Source: (Rozemeijer, 2001)

The main problems that have been addressed to date, associated to CBT initiatives are issues with cooperation amongst local community representants and other stakeholders. Power imbalances often create significant obstacles to successful collaboration (Jamal & Getz, 1995). Next, not enough focus is put on community empowerment (Blackstock, 2005) and management of CBT projects is still not within local community representatives' hands but often private enterprises. Lastly, *"The word "local" – and, likewise, the word "community" – distracts one from the "intense complexity of micro-politics that all sides are inevitably imbricated within and shaped by" (Meethan, 2001, p. 61). As cited in* (Salazar, 2012)*.* The above quote frames very accurately that local and community-based tourism are very complex terms and shall be handled with care by all the relevant stakeholders.

2.2.2 Regenerative tourism and sustainability

Regenerative tourism is a concept getting more and more popularity and attention amongst tourism scholars and tourism industry, there are many discussions about it nowadays. It focuses on not only preventing negative impacts of tourism but creating a positive impact on the environment and local communities. Here the practices supporting local entrepreneurs, reducing carbon footprint and water waste, engaging in voluntary activities, and participation in protecting actions towards environment, as well as actions centered towards cultural and local heritage.

Despite the increasing interest in regenerative tourism topic, its transformative potential and practical applications remain ambiguous and subject to debate, as noted by Cheer and Lew (Cheer & Lew, 2018). There are many trials to create more accurate definitions of this concept, adding new findings and attributes to frame regenerative tourism better. According to Pollock (Pollock, 2019), regenerative tourism should be understood by following the idea that the destination and visitor economy is a living system- nature *"(...) and subject to Nature's operating rules and principles."* (Ibid., p.7). During her presentation to European Travel Commission, she also expressed that following the sustainable practices is necessary and 'ESSENTIAL', but it is not enough. She further claimed that sustainable practices often *"(...) buy us a little time and also – more dangerously – defer the moment when we have to get down to the work of systemic change. The time for that kind of work is now."* (Ibid., p.1). She presents a graph about maturation of sustainability, and moving towards regeneration, presented below (Fig.7).

The following graph depicts the direction for different future, which tourism sector shall follow. The future focusing on recognizing that the world cannot be seen as a machine, that can be easily manipulated, but as a living system, capable to evolve and being equipped with consciousness. This similar idea of living system was also expressed by Du Plessis and Brandon, (Du Plessis & Brandon, 2015) in their article about ecological worldview, where authors pointed out that health of natural systems and humans is expressed by their ability to regenerate and heal themselves.

Referring back to the future, that graph is heading towards, it requires an essential shift in the way of thinking and perception, to deliver positive impacts to the communities and places, instead of solely focus on economic profits, effectiveness and minimizing damages. From BAU- Business as Usual, through doing less harm to net positive income and finally achieving regeneration stage (Pollock, 2019).

Pollock also imparted her thoughts on very unique aspects of regenerative tourism, using words: possibility, aliveness, thriving, flourishing with a very idealized and almost utopian quote: *"(...) this will be expressed in a greater engagement and passion experienced by both guest and host; a commitment to stewarding the natural resources on which tourism depends; a closer match between what the community wants to share and what the visitor values; and greater involvement from across the community which leads to greater creativity, collaboration and resilience."*(Ibid., p.8).

Owen in her case study on Yulara town (Owen, 2007), described regenerative tourism as closely related to the place, recognizing humans as integral part of nature, creating positive effects, and reconnecting socio-political dimension with environmental factors.

In the report on regenerative tourism (McEnhill, Jorgensen , & Urlich, 2020), the authors propose several pathways to regenerative tourism.

Firstly, the significant change in perspective, as already mentioned above. Secondly, they referred to Mauriora Systems Framework (Matunga, 1993), the framework developed to establish the limits of tourism impacts for New Zealand's people- Mäori, and the environment. Thirdly, they proposed place-based approaches to regenerative tourism. Based on the premises that regenerative tourism aims at understanding living systems in a specific place (Reed, 2007), the regenerative elements will vary depending on place's unique processes (cultural, social, environmental). Next, the authors expressed the strong need for collaboration and co-creation, while implementing regenerative strategies. Many more authors also agreed that collaboration and knowledge-sharing is essential to support host communities and help achieve transformations in the tourism sector (Visit Flanders. Travel to tomorrow., 2018). Lastly, iterative approaches and diverse economies framework were mentioned, calling for the need to treat living systems as ever changing and therefore needing various iterations in the process of handling along the way.

Although often being used interchangeably with the notion of sustainable tourism, it is not the same concept. As the authors stated in the following article on regenerative tourism: *"Regenerative tourism departs from the sustainable development paradigm by positioning tourism activities as interventions that develop the capacities of places, communities and their guests to operate in harmony with interconnected social-ecological systems. "* (Bellato, Frantzeskaki, & Nygaard, 2022).

Differences between sustainability and regenerative tourism

There exists a fair amount of criticism and discussions regarding the paradigms between sustainability and the regenerative tourism. (Bellato, Frantzeskaki, & Nygaard, 2022) gathered various approaches to sustainable and regenerative tourism, based on their literature review. Their comparison was based on the following characteristics: worldview/paradigm, potential, power and colonial relations, systems, change agents, participation and collaboration, concept development, stakeholder relations and purpose.

Following some of those characteristics' sustainable tourism stems from industrial and mechanistic worldview, focused on economic growth and creating more material wealth (Higgins-Desbiolles, 2018). Regenerative tourism on the contrary, derives from ecological worldview. Furthermore, sustainable tourism deploys generic technologies and infrastructure that are to be adaptable to a wide range of problems (Becken, 2019), while regenerative

tourism concentrates on leveraging the unique qualities of the place to utilize its potential (Owen C. , 2007). Regenerative tourism aligns with whole systems- living systems and emphasizes working with host communities on local level and stakeholders' collaboration. Sustainable tourism prioritizes economic dimensions, and the dimensions of society, environment and economy are separate (Becken, 2019). Lastly, the purpose of regenerative tourism is on creating positive impact on living systems, while sustainable tourism puts more focus on minimizing the damage that already occurred to the support systems and doing less harm to the environment, although both paradigms promote the well-being of future generations (Bellato, Frantzeskaki, & Nygaard, 2022).

The goal of regenerative tourism is to create an almost symbiotic relationship between all the living matter, tourists, communities, natural environment, and the places visited, where each of the stakeholders benefit from the other's presence. While the concept of regenerative tourism is not clearly defined, it can be seen as a promising form of aid towards the more sustainable goals achievement and more conscious and responsible travels.

2.3 Sustainable tourism and the Mallorca Island

This section will give a general overview of tourism research on Mallorca and sustainability.

Mallorca is a 'mainland' island, concept use by Royle (Royle, 2009), an island with relatively easy access for the tourists, where mass tourism is ever present. Royle's study of Mallorca island followed the Butler's tourist area cycle of evolution (Butler R. , 1980), (Butler R. , Modelling Tourism Development: Evolution, Growth and Decline, 2003), where certain sustainable solutions applied during the island's tourism development process and sustainable challenges are brought to light.

The goal with introducing more sustainable strategies for Mallorca Island, especially around 1990s was to change the focus and image of the island from the mass-tourism, cheap holiday destination into a destination offering possibilities to more environmentally conscious and more-sophisticated clientele. It was also Local Agenda 21, the United Nations Conference on Environment and Development that provided destinations such as Mallorca with necessary frameworks for sustainable initiatives on local level. Issues such as carrying capacity were addressed, protective zones and green areas implemented into the island and

water and pollution means enforced. Positive social and environmental impacts weren't left without opponents. As an example, a huge harbour facility was still under construction, due to discontentment of influential developers (Royle, 2009). That definitely was not the most sustainable decision, considering cliffs, being tremendous natural and cultural sites of the island.

Mallorca also introduced a tax for tourists and short-term visitors, that was about to contribute to protection of Mallorca. Many new national parks and reserves were brought in/ introduced together with new environmental legislations.

In more recent years Mallorca has engaged very much into sustainable initiatives through being a part of The Sustainable Tourism Observatory (STO) and having organizations such as The Mallorca Tourism Foundation, a non-profit organization that cares for natural heritage of the island and acts in the public interest of Mallorca as a more and more sustainable destination (Consell de Mallorca, Pla d'actuació, 2022). The island is making an strategic objective to "(*…) promote new form of tourism based more of cultural and natural values of the island, in order to enlarge tourism season, contribute to economic diversification, and revitalization of touristic areas.*", as well as maximize the use of more low-carbon transportation means on the island (Consell de Mallorca & Sustainability and Environment Department, Action Plan for Mallorca Island , 2020).

Not long ago, and to be precise from the beginning of January 2023, public transport was announced to be free in Palma de Mallorca for all the people, who can provide a citizen card (Moore, 2023). The Mayor of Palma, José Hila and the Minister of Mobility and Housing of the Balearic Government, Josep Marí have made the decision public at the end of year 2022 and stressed the importance of support for citizens and families especially due to inflation connected to the war in Ukraine and economic impacts after COVID-19 pandemic (Modijefsky, 2022). This initiative invites the citizens to use public transport instead of private cars, so a green alternative contributing to low-carbon transportation means. This decision will make Palma de Mallorca the biggest city in Spain offering free transport to its citizens and through that commit to the sustainable mobility agenda.

Mallorca is also engaging in eco-tourism, trying to attract more conscious travellers, who are willing to indulge themselves in natural reserves and cultural heritage of the island, and

bring more profits for the locals. In the promotion materials, activities such as walking, hiking, cycling and golf are included (Royle, 2009).

Next paragraph will introduce the walking tourism activity and will aim at exploring the role of walking tourism in local development and its advocacy towards sustainability.

2.3.1 Walking and hiking tourism as a tool for regenerative tourism

Walking tourism can be classified under the umbrella of sport tourism and active tourism, it is also one of the most popular ways to experience a destination in an authentic way: *"Demands for "experiencing" a destination in an authentic way and growing popularity of active tourism make walking tourism more and more relevant for both destinations and travellers."* (World Tourism Organization, 2019).

Walking tourism can be developed in most destinations, offering unique scenery and surroundings to the practitioners. It is a relatively easy tourist activity, that can help the destinations, that want to incorporate sustainable tourism offering into their destination proposal. It is a sustainable tourism type, as it promotes "green" way of transportation in comparison to cars, that produce high levels of CO2 (Weston & Mota, 2012). Additionally, walking tourism allows for encounters between locals and tourists. With a focus on sustainability, healthy lifestyle, and overall well-being consciousness nowadays, walking tourism ticks many of the boxes on the sustainable travel map, contributing to more conscious and environmentally friendly tourism development.

In the article on motivations for recreational walking in UK, authors (Davies, Lumsdon, & Weston, 2012) mention that the desire to improve physical condition and bringing about mental well-being are two main motivations for choice of walking and cycling as a recreational activity amongst adults. They refer to Lumsdon and Spence's research (Lumsdon & Spence, 2002), which suggests that recreational walking gives a unique opportunity to share cultural and social dimensions, when compared with other forms of transport.

Benefits connected to walking and hiking tourism.

There exist many economic, social, and environmental benefits of walking and hiking tourism for the destinations, tourists, and residents themselves.

Starting with an economic perspective, cost of investment required for walking tourism facilities is moderate, when compared to sport tourism facilities. That has been confirmed by research on Girona greenways and organized sports facilities (Palau , Forgas, Blasco , & Ferrer, 2012). Amongst all the indicators analyzed, greenways deemed more beneficial financially, especially when taking improvement, development, and maintenance of those facilities into consideration.

When it comes to benefits of walking and hiking tourism, it can have significant implications for local and public investments in the destinations. It is easily accessible for both tourists and residents, showing high return on investment. Walking trails and greenways can be used most of the year, reducing the seasonality of tourists flow and allowing for the diversified use (walking, hiking, cycling).

Social aspect of walking tourism allows tourists to interact more easily with residents and destination itself. (Middleton, 2010) in her text on embodied geographies of urban walking suggests that walking, offers the best way to feel and experience the unique atmosphere of the place.

When being emerged into green areas while walking, tourists and residents themselves have better opportunity to understand the culture, heritage and admire landscapes of the place. That can lead to more conscious and more sustainable environmental decisions. As walking tourism is easily accessible to residents and therefore has potential to improve residents' health, *"(…) where appropriate, the development of walking tourism can be combined with the health and welfare policy of a destination."* (World Tourism Organization, 2019), p.13).

The profits from tourism in the destination, allow for further development of that place, especially if appropriate strategies are implemented, here community-based tourism leads the way to more equitable, fair, and improved local tourism development (more jobs for residents, generating income for local entrepreneurs and businesses).

On Mallorca 2.1 million visits from European countries were registered in 2021 (Statista, 2022). The fig.8) below showcases that. The island is very popular and is not losing the willing, returning travellers. For that reason, strategies encouraging sustainable urban planning and access to open and green spaces (such as walking and hiking trails) seem very

relevant for this destination. Promotion of walking and hiking tourism in the context of local development can be of help for Mallorca achieving its sustainable goals.
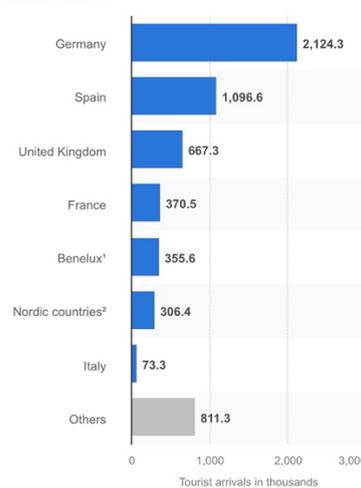
Fig. 8) Number of tourists arrivals in the Balearic Island of Mallorca, Spain in 2021, by country of residence (in 1.000s), (Statista, 2022)

In this research paper development of walking and hiking tourism on Mallorca, Sierra de Tramuntana will be discussed in relation to community-based tourism.

Having introduced sustainability research in tourism and research focusing on Mallorca Island and sustainability we will move on with examining the case of Sierra de Tramuntana.

2.4 Theoretical approach and concepts

What the following research seeks out to do, is by drawing upon the concepts and notions of community-based tourism, particularly in relation to collaboration, knowledge and information sharing, local tourism, local perceptions, empowerment, and regenerative tourism elements, conduct the analysis. More specifically, the opportunities and obstacles with developing walking and hiking tourism through the lens of community- based tourism.

The analysis was divided into themes, where three main aspects and underlying sub-themes were discussed. The framework below represents the structure of the analysis followed in the thesis (Fig.9).
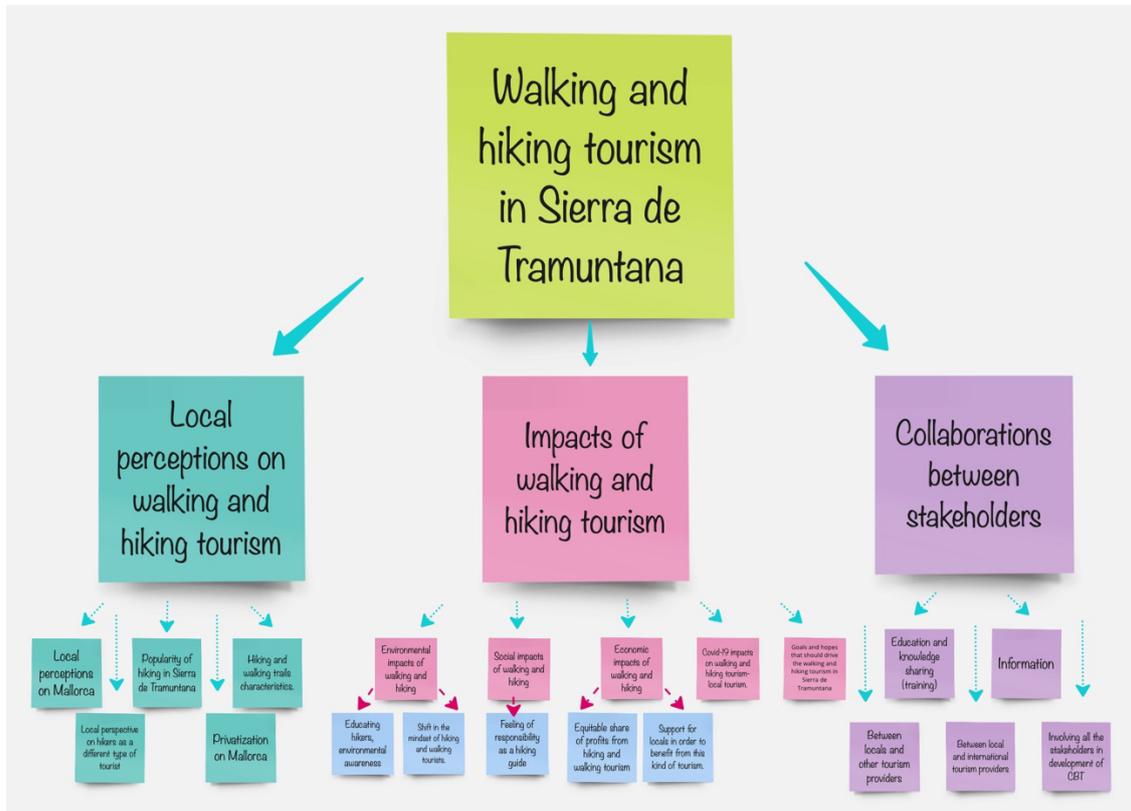
Fig.9) Framework providing the structure of analysis, authors' own.

3. Methodology and research design

As the main research strategy, the methodology underpins how the research will be approached. It consists of philosophical assumptions, as well as schools of understanding-believe systems, that as a whole allow for the understanding of research question and motivate the choice of research methods (Melnikovas, 2018). Methodology aims at creating consistency between tools, data collection methods and research philosophy.

The methodology chapter of this research paper will take its beginning in the concept of "research onion" (Saunders, Lewis, & Thornhill, 2019).
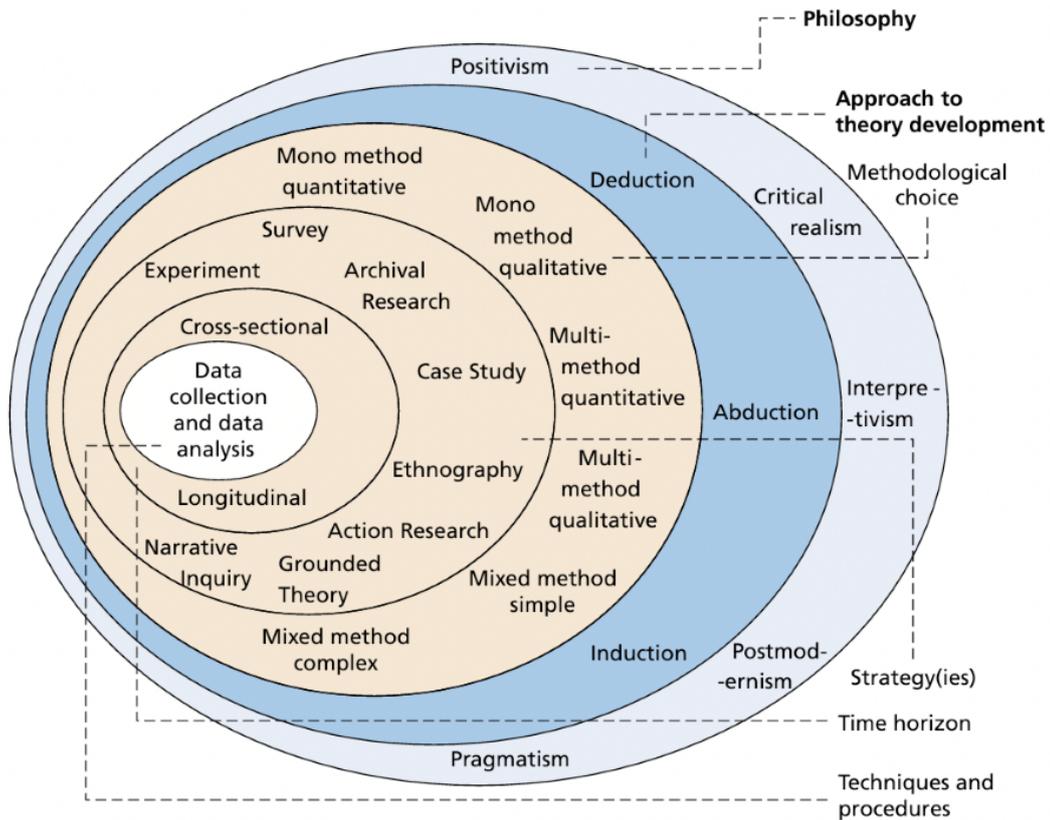
Fig.10) The 'research onion' model, Source: (Saunders, Lewis, & Thornhill, 2019)

Following the 'research onion' model (Fig.10), six main steps were undertaken in the research, mainly: research philosophy (including research paradigms), approach to theory development, methodological choice, strategy of data collection and data analysis, time horizons and techniques and procedures, where data collection, analysis, sampling methods and interview guides will be included. This model allowed the researcher for clear and consistent research design and therefore seemed highly relevant when working with designing master thesis research methodology.

3.1 Philosophy of research

During the process of choosing the most suitable research philosophy the goal was to give clarification to knowledge produced during this research. In the case of this academic paper, two closely related philosophies were taken into consideration, social constructivism and interpretivism.

Both philosophies have the same ontological origin. Firstly, they recognize that there exist multiple realities (Burrell & Morgan, 2016.). Secondly, researchers who adopt these paradigms (social constructivism and interpretivism), agree that reality is created for individuals, through their unique experiences. Accordingly, both philosophies understand that various people can experience the same events differently, based on their own realities.

There exist epistemological differences in how constructivists and interpretivists strive to interpret the multiple realities. Constructivists assume that knowledge is constructed through social processes (socially constructed) and the reality is subjective and context dependent (Saunders, Lewis, & Thornhill, 2019). Here the emphasis is put on the role of language and social interactions, when understanding the world and shaping individual's experiences. Instead, interpretivists research focus on the subjective meanings, perceptions, and feelings that individuals associate with specific experiences. Here, the people are believed to be experts of their own experiences.

In my research on walking and hiking tourism on Mallorca, knowledge formation will follow the premises of social constructivist philosophy. The knowledge was constructed through social interactions and interpretation. The interviews were conducted with walking and hiking guides, as well as with many locals and DMOs representatives, where various perceptions of walking and hiking tourism were present. The emphasis was be put on understanding social aspects of walking and hiking tourism on Mallorca, such as perspectives on walking and hiking tourism, insights on community involvement and engagement from local residents' perspective, perceptions of walking and hiking tourism contribution to local development , its impacts on local development and environment and collaboration between stakeholders , as well as studying mutual interactions between tourists and locals in the tourism context, through walking and hiking activities.

To complement the social constructivist philosophy, hermeneutic approach was included in the interpretation of the data. In the process of understanding and arriving at conclusions various perspectives of locals and guides were considered, as researcher was moving back and forth in the research, whenever new data was acquired, new learnings were made. In this process of including researchers' and interviewees' realities, understanding was achieved through dialogue and interpretation, with language playing an important role (Pernecky & Jamal, 2010).

When analyzing the realities of interviewees, the researcher recognized that discovering the complete truth in the views shared by interviewees, was not the goal. Additionally, researcher was aware of own worldview (research positionality) and its potential influence on the research (Savin-Baden & Major, 2013). As the researcher lived on Mallorca during the research and whole writing process, the immersion allowed for some extra insights, based on own knowledge while analyzing the data. It was chosen by the researcher to include those, instead of abandoning this aspect in the research. The researcher had some existing knowledge on Mallorca Island, based on previous research conducted on that very island few months back during the internship period and seeing potential in walking and hiking tourism popularity, decided to put focus on that topic in the current project.

As the researcher and the interviewed locals and guides participated actively in construction of reality and interpretation, in this walking and hiking tourism context, there can exist some bias (Pham, 2018).

The purpose of the research design

This study about opportunities and obstacles while developing walking and hiking tourism included combined studies research approach. That is due to a combination of exploratory and explanatory nature of the research question.

Exploratory aspect of research can be noticed in the researchers' aim to understand the phenomenon of walking and hiking tourism from different individuals' perspectives. The exploratory research can be conducted through number of ways (Saunders, Lewis, & Thornhill, 2019). In our case some of those ways were also followed.

Firstly, a literature search was carried out, where various perspectives, issues, facts, and problems connected to walking and hiking tourism were explored. Secondly, interviews with locals and 'experts of the field' -walking and hiking guides were conducted, which helped to navigate the research and guide its direction. Throughout the research, the researcher had been aware of the study's ability to change and considered a safe margin of research flexibility. Considering research flexibility, many changes occurred throughout the process.

Explanatory nature of the research design aims at establishing causal relationships between variables (Saunders, Lewis, & Thornhill, 2019). In this study researcher included questions

starting with 'How' to allow the interviewees to express more explanations, while responding to the interviewers' questions. Such, explanatory answers were believed to help and support the researcher in getting a deeper understanding of the relationships between walking and hiking tourism, and its development through CBT on Mallorca.

Research paradigm, ontological and epistemological assumptions

In order to start with development of new knowledge in the tourism field, certain assumptions were naturally taken into consideration by the researcher. Therefore, some ontological and epistemological considerations were included to help navigate this specific research.

Ontology is concerned with two main perspectives on social entities. First one concerning social entities as objective, with the reality outside of social actors, being influenced by external actors, and second one concerning social entities as built from perceptions, meanings, and feelings of social actors (Bryman, 2012). It operates with questions like: "What is the nature of reality?" or "What is the world like?". As a researcher following the social constructivism philosophy, it is recognized that the world is socially constructed, and nature is decided by the convention (Saunders, Lewis, & Thornhill, 2019). In my research on walking and hiking tourism the interviews conducted with locals and walking and hiking guides gave voice to various perceptions, meanings, and opinions, and through those multiple realities, the social constructivism that stands behind, was incorporated in the study.

From the epistemological perspective, questions like: "How can we know what we know?", "What knowledge shall be acceptable?", "What contributions to knowledge can be made?", become relevant. It *"(…) refers to assumptions about knowledge, what constitutes acceptable, valid and legitimate knowledge, and how we can communicate knowledge to others (Burrell and Morgan 2016)."* As cited in (Saunders, Lewis, & Thornhill, 2019), p.133.

Adopting social constructivism philosophy into my study, the assumptions of the arts and humanities were made. Additionally, people's opinions and various perceptions of walking and hiking experiences were included as valid and acceptable knowledge (Saunders, Lewis, & Thornhill, 2019). Qualitative data, such as spoken and visual accounts with attributed meaning served as good source of research foundations. That is due to qualitative research allowing for greater subjectivity during data collection process, focusing on the individual

participants' perspectives and allowing the researcher to engage with them (Dickson , Akwasi , & Attah, 2016). Lastly, when it comes to contribution of knowledge, individual accounts were included in the tourism context during specific tourist activity: walking and hiking. The research was interpreted through social interactions with the locals and walking and hiking guides on Mallorca during interviews and immersion in the field by the researcher.

3.2 Approach to theory development

Choosing the approach to developing theory is important, as it facilitates the researchers in well informed decisions about the research design. According to (Easterby-Smith, Thorpe, & Jackson, 2012), appropriately chosen research approach enables the researcher to choose the theories and strategies that will work in the research, and those that will not.

Deductive approach revolves around the existing theory or theories, and the conclusion is based on those theories (Lussier, 2011). The data collected can either verify or negate those theories.

On the contrary, inductive research approach focuses on collecting data, to study the chosen phenomenon, and then suggests the theoretical frameworks accordingly. It builds and generates theories based on specific phenomena, generalizes from specific to the general (Saunders, Lewis, & Thornhill, 2019).

There is also the third approach, mainly abductive research approach. In this study the abductive reasoning was be followed, as it allowed the researcher to move between deduction and induction (Suddaby, 2006), and helped to include alternative, flexible approaches depending on available data and new theoretical frameworks and viewpoints found throughout the research.

As a researcher I began this project with knowledge about walking and hiking tourism popularity on Mallorca. This knowledge was acquired from the research that focused on Mallorca and experiences available on the island, that was conducted by the researcher during an internship period few months back. Based on the existing knowledge and in relation to literature read, the researcher started the project work with some pre-existing assumptions. Still, during interviews with the locals and guides' new perspectives, patterns and themes were identified, allowing for the abductive reasoning approach to be utilized and

moving the research between both deduction (conceptual frameworks) and induction (data collection), based on new facts, exposed during the research process.

3.3 Methodological choice

When it comes to methodological choice for this study a multi-method qualitative study seemed to be suitable. This methodology complies more than a single method of data collection, but as it does not incorporate quantitative and qualitative techniques together, we do not speak of mixed methods (Saunders, Lewis , & Thornhill, 2009).

The researcher considered mixed- methods research approach, combining interviews and observations with a survey, but ended up not making this methodological choice. There are debates against mixed methods research, that include the paradigm argument (Morgan, 1998) and the embedded methods argument, that strongly provide against linking different epistemological and ontological assumptions.
In this research, interviews were combined with field immersion and some observations.

3.4 Strategies

The two main strategies that were applied to study the case of walking and hiking tourism in Sierra de Tramuntana were case study and immersion.

Case study research was chosen due to its concern with complexity and very specific context, that it allows the researcher to explore (Stake, 1995). In this case, the 'case' term associated the study with the phenomenon of walking and hiking tourism and the location of Mallorca and Sierra de Tramuntana region specifically. Following the case study design the research included qualitative methods, and here immersion and interviews as data collection methods were utilized, *"these methods are viewed as particularly helpful in the generation of an intensive, detailed examination of a case."* (Bryman, 2012), p.68.

Another reason for choosing the case study rationale was based on the possibility for the researcher to engage into social interactions and processes, and through that get in depth understanding of the case and explore the existing theory.

Lastly, the case study approach in its exploratory nature provided a source of interesting new questions and issues within the case context.

Case study of Sierra de Tramuntana

Sierra de Tramuntana mountain range is one of the most valued traditional landscapes of the Balearics, with focus on mountain farming (Consell de Mallorca, translated by Rachel Waters, 2009). Around 95% of the Serra the Tramuntana Mountains are owned by private people (Made in Tramuntana, n.d.).

Tramuntana is a very significant Mediterranean agriculture landscape. After many transformations it became adapted to be settled by humans, mostly by implementation of great waterwork networks and terrace systems supported by dry stone constructions allowing for farming and planting of olive trees, various fruit, and vegetable. The fusion of Muslim and Christian cultures is embedded in Tramuntana region and Arabic water accumulation, and administration technology is present. The landscape of Tramuntana varies between rocky mountain terrains, woodlands, many vineyards, and extensive flatlands: *"A number of villages, churches, sanctuaries, towers, lighthouses, and other dry-stone constructions dot the terraced landscape, adding to its overall character."* (UNESCO, n.d.). Unfortunately, due to high touristic activity and economic focused development pressures, socio-economic integrity is under threat in Tramuntana region. The very authentic atmosphere of Tramuntana is visible amongst others thanks to traditional skills and activities (building and fixing using dry-stone structures) being cultivated. (UNESCO, n.d.) The pictures below (Fig.11-14) were chosen to present Sierra de Tramuntana region and very diversified landscape.

Fig.11+12) La Trapa and Bunyola – author's own photos.

Fig.13) Formentor- author's own photos.
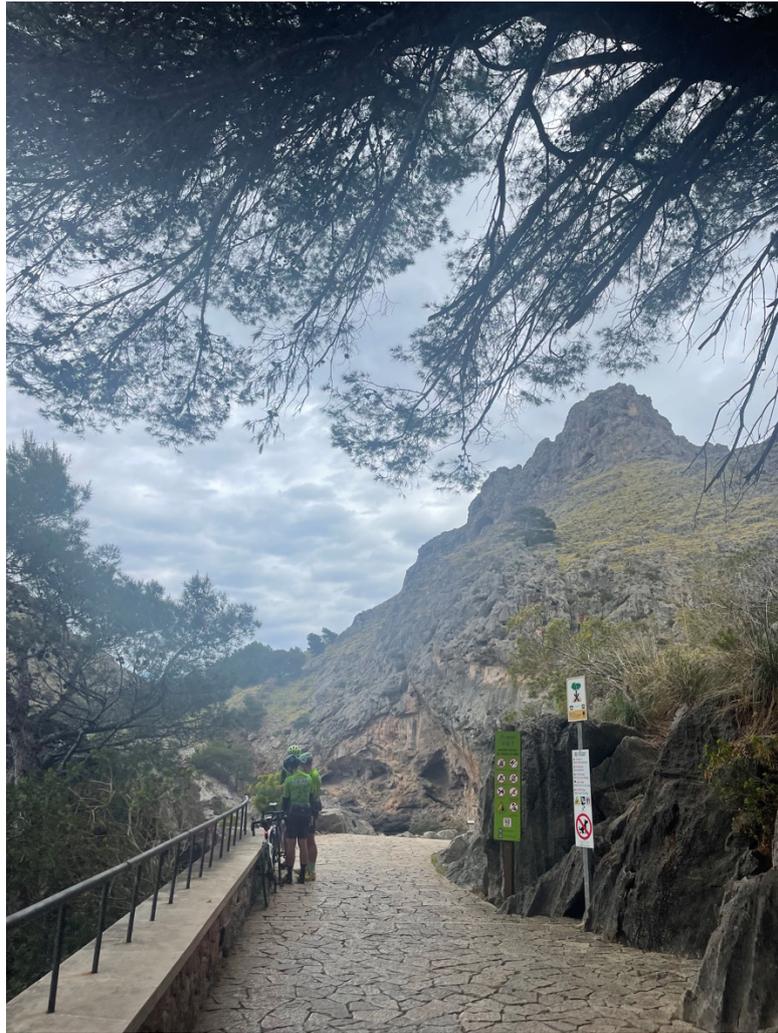
Fig.14) Sa Calobra- author's own photos.

The researcher also considered working with ethnographic research, considering its purpose, mainly *"to describe and explain the social world the research subjects inhabit in the way in which they would describe and explain it."* (Saunders, Lewis , & Thornhill, 2009), p.150. This strategy was considered for my study, as it would allow the researcher to immerse into social worlds of Mallorquin people and absorb information through field research. It would require flexibility and responsiveness to change, due to new information and patterns being noticed through extended observations, which could then act as additional benefit for the exploratory nature of thesis' research question.

Due to time limitations and focus being put on 13 interviews, the full ethnography was not conducted as initially planned. However, researcher spent extended period of time during the research study on Mallorca, which allowed for immersion in the field and getting to know the communities. This immersion gave insights on top of what had been said during interviews.

Combining interviews with those insights from the field was followed with purpose of understanding locals and guides perspectives on walking and hiking tourism development.

3.5 Time horizon

My research studied the walking and hiking tourism phenomenon in Mallorca, Tramuntana region and the researcher was collecting primary data at the present time (year 2023), the research was also time constrained. Based on that one could argue that this study is cross-sectional.

However, the researcher has gained access to plenty of academic articles and papers, that were referring to Mallorca before the time of the research, allowing to track and study the development of Mallorca as a destination and changes connected to walking and hiking tourism over time. Based on the previously published articles with data collected over time, together with recent data collection of the researcher, this study was longitudinal. *"In longitudinal studies the basic question is 'Has there been any change over a period of time?' (Bouma and Atkinson 1995:114)."*. As cited in (Saunders, Lewis , & Thornhill, 2009) , p.156. This research focused on obstacles and opportunities with CBT while developing walking and hiking tourism and in that process, environmental, social, and economic impacts that have occurred and changed over time.

3.6 Techniques and procedures

In this section data collection methods and approach to data analysis was discussed.

Data collection

Both primary and secondary data was collected for this study. Primary data included semi-structured interviews with open-ended questions, as well as fieldwork with immersion into social settings of the case- Sierra de Tramuntana with some observations.

Primary data

In total 13 semi-structured interviews were conducted. Amongst those 13, 5 interviews were conducted with walking and hiking guides that work in Tramuntana region and 8

interviews with local people and DMO representatives from Tramuntana area, from 2 chosen villages, mainly Bunyola and Soller. The table (Fig.15) below gives an overview of interviewees, where the acronyms, instead of right names were used or professions of the locals, due to interviewees wishes to stay anonymous.

Appendix	Name	Gender	Profession	Duration of the interview	Interview type	Country of origin
			Walking and hiking guides			
1	X.S.N.	man	professional walking and hiking guide/ previous business owner	76min	face-to-face	Mallorca
2	E.L.	woman	professional walking and hiking guide	40min	telephone	Austria
3	J.H.	woman	professional walking and hiking guide/ cycling guide	53 min	face-to-face	Finland
4	M.B.	man	professional walking and hiking guide/ previous work in government with nature focus- ecotourism technician/ member of Tramuntana XXI and expert on ecotourism and community	78min	face-to-face	Mallorca
5	J.S.O.	man	professional walking and hiking guide	-	internet-mediated	Mallorca
			Locals			
6		woman	Artisan Sóller_own workshop	10min	face-to-face	Mallorca
9		woman	Hotel Sóller_receptionist	10min	face-to-face	Mallorca
10		man	Bar owner_Bunyola	10min	face-to-face	Mallorca
11		man	Older_local_Bunyola	10min	face-to-face	Mallorca
12		woman	Young_local_Sóller	10min	face-to-face	Mallorca
13		man	Seller_onlocalmarket_Sóller	10min	face-to-face	Mallorca
			DMOs represenatives (locals)			
7		woman	DMO Sóller	20min	face-to-face	Mallorca
8		woman	DMO Bunyola	20min	face-to-face	Mallorca

Fig.15) Overview of interviewees and interviews

The conducted interviews allowed researcher to get a lot of data, while coding and thematization process, with plenty of insights to analyze afterwards. Fieldwork with immersion and observations were conducted during walking and hiking activities that researcher participated in. The fieldwork lasted for the whole period of working with the project, which lasted 4 months and allowed researchers immersion into local communities and social structures.

Interviews

Semi- structured interviews are non-standardised and often used in qualitative research. Following the social constructivist research philosophy, the researcher allowed the predetermined themes to be quite flexible and conditional to specific interviewees' points of view, topics that emerged. In contrast to realist research philosophy, interpretivists and social constructivists do not seek definite truth to emerge from the research. Instead, all the different answers and life experiences of interviewees are treated as equally valuable and true. (Saunders, Lewis, & Thornhill, 2019)

As the researcher was conducting 5 interviews with walking and hiking guides and 8 interviews with locals (here separate interview guide towards DMOs representants and local community were created), the following interview guides were created (App.14), (App.15), (App.16).

Depending on the flow and direction of each conversation, the questions were covered sometimes in different order, formulation and depending on areas covered during those interviews. Criteria of successful interviewer, suggested by Kvale (Kvale, 1996) were also considered and used in practice during the interviewing process. The researcher aimed at staying open to the interviewees' views and perspectives and tried to be an active listener, supported by initially prepared interview guides. That allowed for some unexpected turns in the conversations and new interesting themes emerging. The themes, that researcher did not plan to include, from the literature review and own research, but seemed important to include, exactly because of this open structure of semi-structured interviews.

As the abductive reasoning was followed in this research both inductive and deductive approaches were used during interviews. Following the thoughts and flows of interviewees allowed the researcher to explore the themes independently of existing theories. Additionally, deductive approach was applied, as certain themes and concepts (such as: attitudes towards community-based initiatives, regenerative tourism and local involvement in walking and hiking tourism) were included, as the researcher attempted at testing the theory in the context of this specific case study. The interviews were audio-recorded by the researcher, after consent being given by the participants. A thorough explanation of the research goals and themes examined were presented to the participants, as well as GDPR- forms were handed in to each and every of the interviewees, due to researcher trying to stay ethically sensitive. The forms were signed in person or sent to the researcher by email. The interviews were later on transcribed by the researcher, which gave the researcher a good opportunity to get familiarized with the data.

Most of the interviews were conducted face-to-face (11), one was conducted over the phone, and one was Internet-mediated. It was a great experience to meet so many of the participants, where researcher connected with them and often had longer conversations with many extra questions answered. Advantage of this interviewing type is data that is free from bias, given the possibility to get a deeper understanding during the conversations.

When it comes to telephone interview, the researcher had a very good experience with that one too. It did require good connection and audio-recorder ready, as well as relatively calm settings for the fidelity of the sound and clear communication. Advantage of this interviewing technique is the distance, where the participants can be anywhere around the world and still communicate in this way. Some of the disadvantages may include issues when interviews run over time, and finishing a phone call is relatively easy, when compared to being in a place, in person. One quite important downside of both telephone and internet-mediated interviews is lack of ability to observe the body language and facial expressions, which can often add to the answers and understanding of the interviewee (Bryman, 2012). During face-to-face interviews researcher is able to observe and feel interviewees' feelings, values and emotions, due to physical presence and interactive nature of the encounter (Wellington & Szcerbinski, 2007).

Selecting samples for the interviews

In the selecting samples for the interviews, the researcher followed the logic of purposive sampling. This kind of sampling is a non-probability sampling, which means that sample is chosen not on accidental basis. The process started with creating an overview of the members of the society, that are important stakeholders when we talk about walking and hiking tourism in Tramuntana, Mallorca (App.20). Based on that overview, the researcher aimed at conducting interviews with different groups of society and therefore getting a wider variation of answers in the context of research interest.

The walking and hiking guides were selected based on their experience and knowledge of the industry, the expert stakeholders. The sampling started with contacting a tour guide responsible for and actively participating in the association of mountain guides of the Balearic Islands (Associació de guies de muntanya de les Illes Balears). Then the researcher was guided and got access to many guides from this association and contacted many- around 50, with preference towards locals, but also international guides living in Mallorca, because of language of the interview and availability. The guide that had a lot of experience with working with ecotourism and policymaking was also selected, but that was not the main criteria. The age and gender were not considered as most important, but a variation of both men and women was preferred.

The locals and DMOs representatives were chosen based on their profession and group they belonged to within the society (App.20), to give a good sample of the local community. Here again the balance between men and women was tried to be maintained.

Therefore, the sample was chosen to give a good variety in the way that members differ from one another and have various characteristics that might bring various and different insights to the research question. This form of sampling does not allow to generalize the conclusions to the whole population, as the interviewees are chosen based on their potential relevance for the research question, in our case being in one way or another engaged with or encountering walking and hiking tourism. (Bryman, 2012)

When talking about specific purposive sampling approaches, (Palys, 2008) in our case the maximum variation sampling was applied. That approach was followed, as participants were chosen based on premises to ensure as great variation as possible in relation to the topic of walking and hiking tourism development.

When it comes to sampling size, the following quotation presents well, the reasoning of the researcher during this study *"In general, sample sizes in qualitative research should not be so small as to make it difficult to achieve data saturation, theoretical saturation, or informational redundancy. At the same time, the sample should not be so large that it is difficult to undertake a deep, case-oriented analysis. (Onwuegbuzie and Collins 2007: 289)"*. As cited in (Bryman, 2012), p.425.

Developing interview guides. Operationalizing concepts for analysis.

When developing interview guides the researcher asked questions that would allow for getting answers within the area of research interest and most importantly frame them with specific interviewees' groups in mind. Operationalization allowed for turning difficult and abstract concepts and ideas into more manageable formulations, understandable for the interviewees, often giving examples of ways of doing things or actions.

During the process of creating interview guides for walking and hiking guides, that are expert stakeholders' concepts such as sustainable and local development, stakeholders' collaboration and community-based tourism were addressed in questions directly or during

the interview in between questions. The interview guide for guides was the most extensive and long. (App.14).

As an example, when trying to find all the interviewees' stances on regeneration, researcher asked whether some environmental actions in the mountains were undertaken by both locals and tourists and whether a shift in the way we perceive the world, environment and tourism is necessary. In that way asking more specifically about ways to incorporate regenerative practices, rather than using the term regenerative tourism in question. The goals and visions on what should drive development of walking and hiking tourism allowed for examining whether those views on development focus more on regeneration or maybe pure economic profits.

Having local community members in mind, questions and concepts used during interviews differed a lot from those asked to the guides. Here examples were given to present ideas and give better understanding to more complex questions, for example: when asking about involvement and empowerment, question was focusing more on support locals would require in order to benefit and be engaged in hiking tourism activities. Another important question also focusing on local involvement was structured more with focus on relations between hikers and locals to assess whether there is willingness for such involvement. (App.15).

Lastly, when developing interview guides for DMOs representative's questions were very much focused on the agenda of local government on the goals for management of Sierra de Tramuntana. Here there was no need for questions being operationalized, as those stakeholders- DMOs representatives are tied to local government, that define touristic goals and strategies for tourism development in the area (App.16) and therefore were considered knowledgeable parties in walking and hiking development themes.

Fieldwork with observations

Fieldwork was conducted on Mallorca and in various locations around the Tramuntana during the course of 4 months, that researcher spent on the island. The researcher participated in walking and hiking activities, either recommended by locals or found through a digital platform, Wikiloc. The hikes and walks in La Trapa, Deía, Sóller, Valdemossa, Sa Calobra and Esporles were taken by the researcher. During this journey, researcher put attention to the

walking and hiking facilities available, general atmosphere on the trails and in near villages and towns, behviours and interactions between locals and tourists participating in walking and hiking tourism.

This fieldwork really complimented the interviews and knowledge that researcher got from the secondary data collection. Being in the place for such a significant period of time, allowed for networking with relevant stakeholders, gaining access to data that otherwise would not have been possible. It also brought a lot of personal satisfaction, optimism, and fulfilment to the researcher, being able to connect with people, social settings, culture, and ways things are done in Sierra de Tramuntana, Mallorca. It made the lonely process of writing such an extensive research project more manageable and enjoyable.

Ethical considerations (axiological arguments)

As the research followed the social constructivist's philosophy, the researcher was aware that researcher's own values would shape the research. Additionally, when it comes to values of research participant's they stem an integral and reflexive part of the examination and were handled with care by including means such as consent form and complying with GDPR law. Consent forms (App.17) for all the interviewees were sent out and, either signed form was returned to the researcher or the consent to use the interviews insights in the research was expressed at the beginning of the interview vocally. All the audio-recordings were only listened in order to transcribe the data and deleted after the process was completed. Confidentiality was respected and data anonymized. Only the profession, when using quotes was included, keeping the privacy of the participants as the highest priority.

Secondary data

The researcher used a great deal of secondary data sources in form of articles and academic papers on walking and hiking tourism, sustainability, community-based tourism, and regenerative tourism, as well as Mallorca as a destination.

Academic articles and research papers were used to explore the research topic further, create a literature review of the research area/scope and find relevant theories and concepts when working with case about walking and hiking tourism development in Tramuntana.

Academic books and thesis were used to support the methodological choices, research design and philosophy. During the fieldwork leaflets were collected at the DMOs offices. They included mostly ways on how to behave in the mountains as well as cultural offer for the tourists. Up to date newspaper articles on walking and hiking tourism helped to engage with current views and debates on walking and hiking tourism practices. Official plans and agendas on Mallorca's strategic plans for tourism development, managerial plans for the cultural landscape of the Sierra de Tramuntana, and action plan for incorporating sustainability and innovation on Mallorca allowed for solid support to academic articles and insights to what is actually being done or is planned already.

Additional information to help structure interview guides and get relevant knowledge on DMOs was acquired with use of official DMO's websites from Sierra de Tramuntana area. Lastly, some statistics to support the statements were used from Statista and official tourism authorities on Mallorca - Agència d'Estratègia Turística de les Illes Balears, Conselleria de Model Econòmic and Turisme i Treball.

Data analysis

In order to create a credible qualitative research, data analysis constitutes an important part of that process. As the qualitative researcher it is his/her role to understand, delineate and interpret various perceptions and individuals' experiences to disclose the meaning in specific contexts and under specific circumstances. (Maguire & Delahunt, 2017)

There are many different ways of analyzing qualitative data, but in the case of this project the thematic analysis was chosen as the most suitable for this case study with big amount of empirical material collected during interviews and fieldwork. Theoretical thematic analysis was followed specifically, as researcher had gathered some knowledge from reading articles and chosen some theories and aspects before the analysis. It was therefore driven by analysts' theoretical interests, like community-based tourism and regenerative tourism. Some degree of change was allowed, and researcher tried to stay open to re-appearing patterns and topics from the interviews.

Thematic analysis is a method of identifying themes (patterns) within the collected data. It allows for organization of data and describes each data set in detail. (Braun & Clarke , 2006)

Even though it is widely used in academia, there is no clear guidelines on how to conduct it and how to identify themes (Tuckett, 2005). It was therefore crucial for the researcher to be clear on the process of thematic analysis followed, also to give opportunity to compare it with other studies on similar topics. There are many very positive views on thematic analysis as a way of interpreting and analyzing data "*Rubin and Rubin (1995: 226) claim that analysis is exciting because 'you discover themes and concepts embedded throughout your interviews'.* ". *As cited in* (Braun & Clarke , 2006)*, p.80.*

Braun and Clarke (Braun & Clarke , 2006) offer the following framework (Fig.16), where respective phases of thematic analysis are well presented together with corresponding descriptions of the process. The researcher decided to follow those steps during analysis. That also allowed the researcher to keep the data structured within the walking and hiking tourism development context.

Phase	Description of the process
1. Familiarizing yourself with your data:	Transcribing data (if necessary), reading and re-reading the data, noting down initial ideas.
2. Generating initial codes:	Coding interesting features of the data in a systematic fashion across the entire data set, collating data relevant to each code.
3. Searching for themes:	Collating codes into potential themes, gathering all data relevant to each potential theme.
4. Reviewing themes:	Checking if the themes work in relation to the coded extracts (Level 1) and the entire data set (Level 2), generating a thematic 'map' of the analysis.
5. Defining and naming themes:	Ongoing analysis to refine the specifics of each theme, and the overall story the analysis tells, generating clear definitions and names for each theme.
6. Producing the report:	The final opportunity for analysis. Selection of vivid, compelling extract examples, final analysis of selected extracts, relating back of the analysis to the research question and literature, producing a scholarly report of the analysis.

Fig.16) Phases of thematic analysis. Source: (Braun & Clarke , 2006)

The researcher started the process with listening to and transcribing all the interviews. This process took a lot of time but allowed for thorough understanding and familiarization with the data. This step was followed by re-reading of the transcribed data and highlighting initial codes on paper, to make the process more manageable and more tactile (highlighters, colours,

paper, researcher hand). The coding identified semantic features of data, that were interesting for the researcher in context of the research. The codes were then put in tables in Microsoft Excel, to keep them in one place and ready to be easily edited and re-viewed (App.l8+19). The researcher put close attention to codes that were similar or repeated across one or more data sets. That process led to initial themes emerging, which were then re-defined or separated into final themes (App.22) local perceptions on walking and hiking tourism, impacts of walking and hiking tourism, goals and hopes that should drive development and collaborations between stakeholders. The analysis was finalized with producing the final report, where quotes supporting specific codes and themes were included to add validity and merit to story presented in the dissertation. The arguments from analyzed data were presented, together with references to theories and concepts, to support the findings of the research or highlight issues that might occur taking into consideration complex social and political contexts of tourism development.

Even though steps were followed the process of thematic analysis has not been linear. Moving back and forth was necessary sometimes, when searching for themes, reviewing them, defining and re-defining. It was a process that developed over time (Ely, Vinz, Downing, & Anzul, 1997) and was quite slow, but allowed for thorough and systematic analysis of all data sets.

Reflexivity, validity, reliability

When referring to researcher's reflexivity (Pocock, 2015) touches upon the concept of historicity. Historicity complies social and personal histories, connections with others, and general worldviews in context of life, from the past, through presence and to future life goals. Only by applying this personal lens, recognizing own historicity the understanding of the world and interpretation becomes possible *"From a researcher's perspective, reflexively acknowledging and exploring one's own historicity is an integral part of creating trustworthy and transparent research accounts."* (Ibid. p.35). By recognizing the researcher's own placement in this research: choice of research participants, choice of interview guides, choice of the arguments and frameworks, the research could then be considered credible, on basis of reflexivity. Use of theoretical frameworks and arguments to support research findings aimed at increasing research validity. The research findings can potentially bring some more

understanding on potentials and obstacles when applying CBT in development of walking and hiking tourism and encourage other regions to use those findings and develop them further. When it comes to research reliability, all the interviews' transcriptions, coding process, and thematization were included in the appendices ensuring the transparency in how the data was analyzed.

Generalizability

The purpose of the research was not to present conclusions and theories that can be generalisable to other places and populations (Saunders, Lewis , & Thornhill, 2009). As the case study focused on specific area and research settings, mainly Sierra de Tramuntana, the goal was to explore and explain the dynamics and social views on walking and tourism development in this particular context. Therefore, the generalisability does not apply, but similar research methods used in this paper, can be applied to other chosen contexts and new research settings.

Limitations

The research developed a lot during immersion and physical stay in Mallorca and in close distance to Sierra de Tramuntana. It is considered that full ethnographic research with many broad descriptions could have added an almost like "being there" sensation for the reader, where the researcher could have shown the path taken through fieldnotes. Due to time limitations and only one researcher engaged in the process the full ethnography was not conducted. It is though distinguished that created fieldnotes with data from various encounters and connections with people along the way could have added validity to the research, when guiding those fieldnotes theoretically (Sanjek, 1990).

Many secondary data sources, official documents were only available in Catalan and Spanish. Some were translated by the researcher, with help of native speakers but the research recognizes that more material is available on the topic, but due to the language barrier only the chosen ones were included in the analysis.

The thesis was created by one researcher and not in a group or team. Therefore, it is recognized that various ideas and questions could have been developed with more researchers working on the topic together. The researcher is aware that contributions of other people and

different perspectives could have given new learnings, support the research process and develop researcher's academic versality.

Due to technical issues 2 interviews were not fully recorded and therefore the transcriptions were shorter, there were highlights of the conversations taken right after interviewing, so most important thoughts were still considered.

4. Analysis

SQ 1) How does walking and hiking tourism currently look like on Mallorca and specifically in Sierra de Tramuntana?

4.1 Walking and hiking tourism in Sierra de Tramuntana

Local perceptions on Mallorca- From party island to an active destination

First theme identified during the thematic analysis were the perceptions of Mallorca Island and common associations with this popular tourist destination. During the interviews with the hiking and walking guides, locals, and my own observations, based on being closely immersed into the project and the social settings of the studied case, many insights have been gathered.

Mallorca as a mature destination, visited by biggest number of tourists, when compared with other parts of the Balearic Islands is often known as a crowded, 'sun, sea and sand', island with mass tourism (Blázquez-Salom, Cladera, & Sard, 2021). At the maturity stage as a destination (Butler R. W., The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources. , 2006), Mallorca goes through rapid development (tourism services, infrastructure), and economic growth, but also associated environmental, social and economic tourism impacts (Balearic Islands Tourist Board., 2017).

However, now Mallorca slowly starts to be also recognized as a more active destination, with beautiful nature and varied, fantastic landscape. According to an article on outdoor activities on the island, Mallorca Daily Bulletin (a well-known Mallorcan newspaper)

"Mallorca is a gift for outdoor activity lovers" (majorcadailybulletin, 2021). In this article hiking has been detailed as one of the best outdoor activities while on the island. The article further encourages hiking on Mallorca by referring to protected natural areas, affluent variety of fauna and flora, coastal views, as well as rich heritage value of rural areas on the hiking trails.

During the interviews local hiking guides also recognized that Mallorca, even though still associated by many with those common perceptions of being a party island, it also invites tourists and visitors looking for other aspects of the island *"I see that hiking tourists come here because they have seen on TV or heard in on the radio or even read in the newspaper, something very different about Mallorca so they're keen on getting to know that other Mallorca- 'a bit different Mallorca'."* (App.2)

Hiking and walking guides agreed with, that perceptions of Mallorca are changing, mainly:

"Mallorca used to be a place where you went for partying and sun and beach. Nowadays, thanks to both hiking and cycling, it has become more of an active tourist destination spot." (App.3)

In the article on active tourism by (González-Morcillo, Horrach-Rosselló, Valero-Sierra, & Mulet-Forteza, 2022) we can also read on various active tourism activities available on Balearic Islands. Mountaineering and hiking tourism are listed amongst many activities presented in this article. By offering this new active tourism offering to mature destination such as Mallorca, where sustainable dimension in tourism is timely (Ibid.), the diversification of offer, explains the changing perceptions of Mallorca Island. From 'Sun, Sand and Sangria model' into more active tourism destination, with focus on nature, culture, and traditions.

Popularity of hiking in Sierra de Tramuntana

A reoccurring theme in the coding process was the popularity of hiking in Sierra de Tramuntana. Mallorca is known for two main tourism types: coastal tourism and sports tourism (triathletes, cyclists) (García-Buades, García-Sastre, & Alemany-Hormaeche , 2022). Many families, seniors, young party tourists and sport teams, as well as individual active tourists come. Local people in Sierra de Tramuntana, when asked during the interviews, if

they see different tourist types, almost every time referred to hikers and walking tourists *"Cycling, hiking, families, couples, the more relaxed ones"* (App.9) *"There are many tourists who are more into mountains, excursions in the Sierra de Tramuntana."* (App.12) The local DMO representative from Bunyola added: "the tourists who really come that is more than anything cyclists or hikers." (App.8)

That indicates that walking and hiking tourism is a very popular activity in Sierra de Tramuntana, slightly after cycling tourism, recognized by locals and DMOs representatives.

Sierra de Tramuntana is the most known hiking and walking area on the island, and that was also confirmed by the hiking and walking guides during the interviews and them speaking of areas they work at, or most of their clients are interested in exploring: "Tramuntana is basically the most famous hiking area on Mallorca." (App.4) With its longest Drystone Trail (Ruta de Pedra En Sec) GR 221, spreading from Andratx to Formentor attracts many mountain and nature lovers.

Fig.17) Map of GR221 route in Tramuntana, Mallorca. Source: (Consell de Mallorca, n.d.)

Royle in his article on tourism changes on a Mediterranean Islands, also refers to rural environment of Mallorca being very rich and splendid. Particularly, he refers to 'spectacular mountain range' – Sierra de Tramuntana, which is full of culture and heritage features such as limestone, and water management systems, that formed the terraces. (Royle, 2009)

Hiking and walking trails characteristics.

Next theme identified during the interviews handled the current conditions of the trails in Sierra de Tramuntana. Here the hiking and walking infrastructure, its maintenance and availability of educational materials (how to behave while in the mountains, what is allowed and what is not, what areas of mountains not to cross) for hikers were discussed. Apart from the insights from the interviews, the researcher tried various hikes and gained various insights at the site. Some illustrations were added to add real life examples of trails characteristics theme.

Many interviewees put attention to the missing signs on the trails, as well as general difficulty to find hikers' way around and staying on the right track. One guide mentioned: *"There's not too much signposting but I'm aware that this is not good for the hikers that come on their own and start the hike on their own. That they sometimes really have faced difficulties to find the way you know."* (App.2) and also added: "I don't know how they find it because I find I personally find it very difficult to stay on the track. It's incredible." (App.2) A local person also contributed with saying: "But hikers hmm, I feel it's easy to get lost on trails sometimes. Definitely some signs are missing. I am not sure if there are any posters with rules how to behave." (App.12)

As I was getting immersed into Tramuntanas' hiking trails myself, I must agree that there is a big issue with the signposting and route directions, the signs are also often only in Spanish or Catalan, and therefore not easy to understand for everyone. At the beginning of some trails there are boards with general overviews of the area and a map, but those are not well-maintained and hard to read, often full of peoples' doodles. The exception to these observations, were my hikes in Sóller and Port de Sóller, where some signs are really vivid and easy to follow. Additionally, some posters educating and reminding of importance and contribution of hiking to nature conservation were spotted. The signs are also very different, here I mean shapes, style of the presented information. One guide also mentioned this issue: *"Another thing is that, for instance, the government of the Balearic Islands makes signs different than the government of Majorca. City hall does another signs also, it is a mess. "* (App.4)

DMOs representatives presented different view, they said the trails are well signposted and that additional information on how to behave in the mountains and information about fauna and flora can be found in the DMOs offices in forms of brochures *"Everything, all that is in*

fact in the brochures that we give them is quite indicated and everything that is on the trails, apart from being signposted, it is always explained a little what kind of animals there are, what kind of flora, fauna and how they shall care for it during walks and hikes." (App.8)

Brochures are available in the offices, that was checked by the researcher during field work, but the trails are rarely signposted well.

Below the brochures with good practices on how to behave in the mountains, found at DMOs offices, were included. (Fig.18)
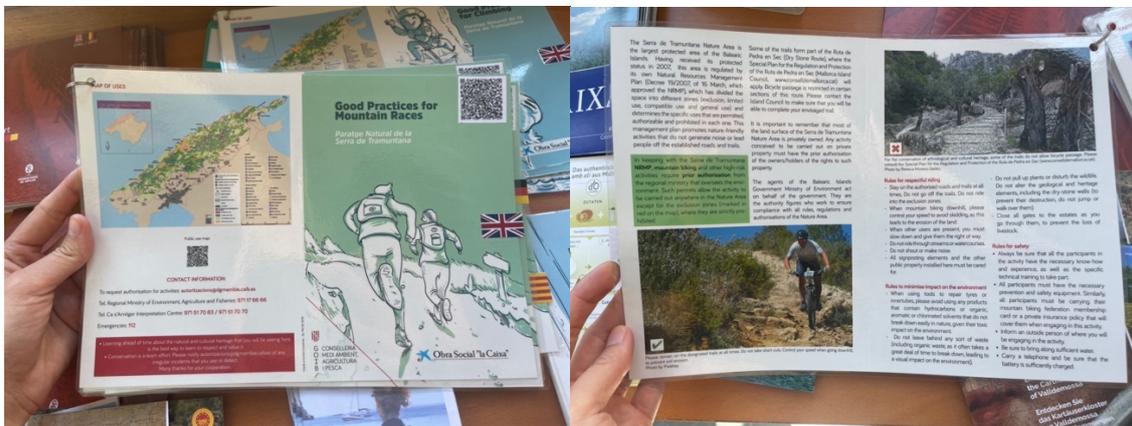
Fig.18) brochures available at DMOs' offices

(Authors own photographs)

The following collage (Fig.19) illustrates the various signposting in Tramuntana. Starting from the top left corner, the map full of doodles, very difficult to read and understand. Next to the right, the sign translated in 4 languages, quite clear to understand. Two middle signs, very simple but quite difficult to notice, with no further information other than direction. And last two signs and boards, very informative and clear with information on nature conservation through hiking practices and choosing local products.

Fig. 19) Signposting in Tramuntana (Authors own photographs)

Certain concerns when it comes to trails safety and general condition (not enough trash bins, car park spots) were also conveyed during interviews: *"It must also be protected more (…), it's important that the trails are in good condition that they're safe. So, I think there needs to be an improvement in the maintenance"* (App.3) and necessity of the footpaths to be better maintained: *"Investing in improving local infrastructures and trails is essential" (App.5)* Additionally, importance of available facilities close to the trails, such as car- parks was mentioned. Otherwise, issues with finding spots for locals and for tourists arises. That obviously wouldn't be a big issue if trails were well connected with the city by the means of public transport.

When it comes to governance of walking and hiking activities (Consell de Mallorca, 2010) in Sierra de Tramuntana, the following bodies, with competences in various areas and various accountabilities are responsible for it:

- Departamento del Territorio del Consell de Mallorca, that has the competences in the field of the land and urbanism.
- Departemento de Cultura y Patrimoio del Consell de Mallorca, which has the competences to protect, conserve and maintain cultural and historical heritage.
- Conselleria de la Agricultura y Pesca del Govern de las Isles Balears and the Departement de Economica y Turismo del Consell de Mallorca, both entities have specific competences in the rural development and maintenance of Sierra de Tramunata, such as: as allocating funding for the farmers for improvement of their actions.
- Conselleria del Medi Ambient del Govern de les Illes Balears and the Deparment de Medi Amgient del Consell de Mallorca, where both stakeholders are responsible for the maintenance of the environment and biodiversity of the Sierra de Tramuntana.
- Tourism is managed by the different municipality with their Oficines of Tourismo (DMOs) where they develop strategic plans and make decrees aligned with the values and goals of their municipality, Mallorca and Illes Balears. DMOs are also in charge of communication and information sharing and destination promotion to the tourists.

It can be noticed that communication between those departments must be maintained, and that can be an issue, when responsibilities are divided between so many different actors.

Dialogue and collaboration should be paid close attention to, in order to maintain understanding between all stakeholders and understanding of often complex tourism development issues.

Local perspective on hikers as a different type of tourist

Another theme that was defined from the interviews was how local residents from Mallorca perceive hikers, as there seem to be significant difference between how the traditional tourist focusing on sun and partying is seen, when compared to walking and hiking tourist.

According to (Loi & Pearce, 2015), the type of tourists and their specific behaviours impact the quality of encounters and interactions of hosts and tourists. Therefore, this difference considering hiker as a specific tourist type seems even more interesting in our case.

Overall, there is very positive feedback when it comes to hiking tourists in Sierra de Tramuntana. They are seen as respectful and *"they are very much welcomed and respected by the locals." (App.3),* as one guide expressed during the interview.

The main highlights from the hiking and walking guides included hikers' willingness to spend money and invest in exploring beautiful fauna and flora of Sierra de Tramuntana, interest of hikers in local culture and respect towards the natural environment:
"For hikers it's all about slowness, peace, enjoying time in nature and beautiful landscapes, in line with nature and I believe respecting it." (App.2)
And also, one more quote about values of hikers and showcasing the contrast to the tourist focusing only on consumption:

"I really like this kind of like metaphor that you know, a hiker is there and should be and has this approach to enjoy the mountains to take their time to be slower and connect with nature rather than just say oh, I want to get there because I want to show a picture to my friends. You know, this is lifestyle choice and different approach to exploring mountains then other people." (App.2)

The values that can be identified in the above quote are slowness, nature-admiration, taking-time to be present, presence, authenticity. Those values when compared to mass tourism, create a very significant difference. From fast paced holiday, just to 'take a photo' in a tourist spot to feeling the place and taking time to be in it, reach the mountains at the pace that suits, not according to scheduled itinerary, and outside of the 'tourist gaze'(Urry).

Hikers are seen as more aware and more eager to choose tourist services based on sustainable principles being applied and available, fx. in the hotels *"really chooses you know, like the hotel because of its sustainability." (App.3)* They also use public transportation when available.

Having said that, on Mallorca the connections with public transport are not as developed as in the cities. Buses do not go to all or even many of the hiking spots, which necessitates rent and use of the car. I experienced it during my field trips and some hikes I took to study hiking and walking phenomenon. It was not possible to get to the starting point unless one walked on the road, not meant to be walked on for a significant amount of time. One guide said: *"But you can't reach all the routes. So of course, also these kind of tourism uses a lot of rental car. Now this of course adds to the general tourism which collapses our roads and places and places to park in the summer and I mean in the high season."* (App.3)

In their text on developing recreational trails in UK (Davies, Lumsdon, & Weston, 2012) authors also refer to potential use of car amongst hikers and walking tourists, due to inflexible timetables for the way back from the trail or lack of understanding of public transport information and times. Their study also identified that some tourists choose not to use cars to feel more freedom connected to exploring natural areas.

On the contrary, one guide added that increased number of hiking and walking tourists causes locals stress, mostly due to change after Covid-19, when the tourism stopped: *"They are afraid because we have suffered the massification along the coast and the Tramuntana. They are not aware that this kind of tourism allows for greater spread of hikers in other seasons than most crowded summer seasons." (App.4)*

From the article of (García-Buades et.al. 2022) on overtourism and local perceptions of tourists on Mallorca, authors touch upon locals' attitudes towards limiting tourism. They add that there were ongoing debates both in media and in government to reduce tourist numbers especially in summer months. Additionally, it was stated in a survey amongst locals on Mallorca, back in 2017, that almost 70% were for reduction of tourist numbers on Mallorca Island. (Ibid.)

Having stated that, it appears that it might not have been only Covid-19 that created the stress amongst locals, but a general and lasting overtourism and overcrowding on the whole island. On the positive note, hiking tourists can go walking and hiking most of the year and therefore this tourism creates opportunities for season spreading over less occupied months.

Another data set (App.19) that included interviews with local people and DMOs, also included this theme. Here the hikers were also thought of as being close to the nature, curious to experience authentic atmosphere and learn about the local traditions. It was noticed that they interact with locals:

"If the truth be told, what I know from my current workshop and before when I worked in a restaurant, yes there are interactions. So, they are interested. They want to talk. They are curious about the local culture, customs, and food." (App.6) And when asked about how could locals' and hikers' interactions be improved the following answer was given:

"I think they already have a good relationship because the local people here, we like to go to the mountains and be in the nature. I think that already unites us and tourists, doing hikes here in Tramuntana, in itself." (App.6)

In the above quote we can see that there exist community members, that do not really feel changes or improvements are necessary and would rather let things be as they are. In their ideologies not really looking forward and considering bigger picture but seeing things and walking tourism as an activity in the now, and now it is considered okay.

One respondent from the local community did not see any negative effects of hikers for the environment, most of them they don't leave trash and save water. But having stated that, not so many of the interviewed members of local community referred to meeting or knowing

hiking tourists. Maybe they just did not add it to the conversation, or maybe they expanded their resilience, that (Cheung & Li, 2019) refer to in context of destinations that suffer overtourism. As there are so many tourists visiting Mallorca, locals might search for *"a balance between the perceived positive and negative impacts of tourism (Szromek et al., 2020)."* As cited in (M.E. García-Buades et al., 2022, p.8).

There are many articles on negative impacts of hikers on environment (Barnett, Jackson-Smith, & Haeffner, 2018), (Kamel, 2020) but the local perceptions of hikers in Tramuntana, so in our specific case, compared to traditional tourists are really positive, they also have different values than tourists who just travel to consume.

Privatization on Mallorca

Privatization as another theme identified during the thematic analysis, was mentioned during most interviews with walking and hiking guides. That is probably due to the fact that they, as expert stakeholders, interacting with Sierra de Tramuntana daily, are aware of the issues that this phenomenon creates. Local people and tourists are not even aware they cannot cross certain lands without permission.

Huge privatization of Mallorca *"a problem on Mallorca where a lot of you know, there's a lot of the ground is privately owned, almost 92%."* (App.3). That creates issues with locals as hikers' cross areas, they are not aware of, they cannot cross. When the walking and hiking guides plan a guided hike with clients then need to make sure to get all the necessary permissions to cross certain parts of the trails. That often requires payments to the owners of the lands. During the interview one guide added: *"It's not so easy to do the hikes. I mean the trails are not finished. This is due to privatization (...)."* (App.4)

In the literature we can read of potential benefits behind the idea of privatization, such as: maximization of profit or collective management being less sustainable (Blázquez Salom, 2013). But in the Balearic Islands the privatization has led to 'privileged and gentrified coutrysides' (Ibid. p.10).

On Mallorca liberal institution (constitutional tradition) safeguard private properties beyond common properties. Liberalism assumes that privatization, commodification, and profit

maximization are preferable to optimizing common resources. Blázquez in his text also refers to the argument of "tragedy of the commons", which postulates that public management is not efficient and absence of personal duty leads towards deterioration (Blázquez Salom, 2013).

One guide, criticized privatization: *"Privatization is growing, and that is not good, destroys the hiking community and common right to free access to the commons."* (App.1) It becomes evident that guides see the public access to privatized Sierra de Tramuntana as essential to feel freedom of hiking and walking as well as essential information about the private grounds being conveyed to hikers in order to prevent conflicts occurring between locals and hikers during this practice.

(Higgins-Desbiolles F. , 2020) in her article on socializing tourism after Covid-19 points out the key lessons the pandemic provided. Mainly, importance of community, social connections, and privatisation, that has shown to be harmful to well-being and public health. (Ibid.) She uses the concept of socialising tourism, as a call to *"place tourism in the context of society in which it occurs and to harness it for the empowerment and wellbeing of local communities. "*(Ibid. p.618). She also includes the agenda that would help in socialization, where a point on privatisation is made. Basically, no further privatisation of protected areas should occur (commons, that the interviewee referred to, those shall be protected), and protection of nature shall be highest priority mostly due to the climate change.

As the privatisation continues on Mallorca, that can be an obstacle for both CBT and regenerative practices in Tramuntana. Not allowing for local communities feeling empowered and being damaging towards the common well-being, which is an important aspect of regenerative tourism idea. The aspect *"that is to "de- velop" as in "de-veil,"or reveal the potential inherent in every living thing and allow it to become more – as in more complex, more beautiful, more adaptable, more resilient and more capable of living life to the full. "* (Pollock, 2019)*, p.7*

Thankfully, some of the non-governmental institutions such as Tramuntana XXI allow local community to gain benefits from the private lands crossings and help with nature conservation at the same time.

"I have to deal with private fincas and farms, that I can go in with clients, but I have to pay them. This money goes for conservation. So, I give them directly to Tramuntana XXI or we buy some things from the local people. I'm not gonna change the Tramuntana, but if many companies do that in the future, we'll see positive changes and attitudes amongst the local community." (App.4)

Lastly, the privatization impacts the Sierra de Tramuntana in a way that camping is not legal. In order to camp, tourists would need to apply for special permits. As one guide added: *"You cannot camp on the private lands on Mallorca and there are regulations of the government, where you have to ask for special permissions of the owners. It's not a very practical way to do camping."* (App.1)

Section sub-conclusion

The section was devoted to analyzing the current situation of walking and hiking tourism in Tramuntana and identifying what issues might be present. The main theme analyzed, presented that Mallorca is currently seen as more active and outdoor sport destination, when compared to the past. Sierra de Tramuntana is the most popular mountain range on Mallorca and encourages many visitors to come and explore. Trails are unfortunately poorly signed and that often creates confusion amongst the hikers and difficulty finding their way in the mountains. The analysis depicted not enough information concerning safety and behaviour in the mountains. The analysis also showcased the governing bodies responsible for walking and hiking activities in Tramuntana, with many entities, various competencies and responsibilities. This structure might create issues with communication and necessitates clear dialogue between them. Hiking and walking tourists appeared to be valued and wanted by Tramuntana community and seen as very respectful when compared to tourists coming for sun and sand. Lastly, concerns with widely applied privatization were expressed, with significant consequences for hiking communities and locals in Tamuntana.

SQ 2) How does walking and hiking tourism impact (both positively and negatively) (the local) development of Sierra de Tramuntana and for what goals should walking tourism be developed?

4.2 Walking and hiking tourism impacts

During the interviews with the guides and thematization process of data, themes of hiking and walking tourism impact were determined. And here, environmental, social, and economic impacts were presented. Additionally, Covid-19 effects on walking and hiking tourism theme was found. Lastly, the theme of goals and visions that should drive the development of this kind of tourism was analyzed, giving various perspectives both from the guides and from the local community.

Environmental impacts of walking and hiking

There are several negative environmental impacts, that emerged during interviews. And amongst them environmental degradation in forms of garbage left behind hikers, noise pollution, deteriorating trails condition and human interference into natural settings of Tramuntana. The negative environmental impacts often discussed and featured in academia, also include overcrowding, traffic as well as deterioration of natural resources (water, soil) (Aref, Redzuan, & S. Gill, 2009), (Mason, 2003).

One guide referred to fauna and flora of Sierra de Tramuntana being impacted by more people in the mountains: *"unfortunately not for good. The animals, the plants and environment are very delicate. They are in a in a very delicate balance, okay. The man and action of the man can introduce some problems: noise, garbage, buildings."* (App.1) Polluted forest areas, can then lead to potentially dangerous situations and fires.

Another guide mentioned significant paths degradation and overcrowding especially in the high season.
When it comes to interference with the natural settings of Tramuntana, some people started using their own way of marking the routes and spraying on the trails *"there's been people taking their own initiative without any permits to go and spray colours along the path. (...) it's been increasing so we've been seeing many paths with paint every two metres which is bit crazy. It looks really ugly. (...) that really does change the natural settings."* (App.3)

When it comes to positive environmental impacts of walking and hiking tourism, investments in improving natural environment were mentioned: *"I also think if there is a*

demand for this tourism, hiking tourism then the investment in it is bigger. I mean the government will invest money into developing necessary hiking and trail infrastructure and that can contribute to improving environment.'' (App.7) It can also be observed in the article (Aref et.al. 2009) on community perceptions towards tourism impacts, where authors mentioned that the tourism often provides motivation and reason to conserve the natural surroundings, villages, and traditional neighbourhoods, bringing this positive impact for the environment.

Educating hikers, environmental awareness

Here the following sub-theme was identified, mainly guides educating hikers on environment and spreading environmental awareness.

Many guides expressed the importance of educating hikers on surrounding environment during hikes. They mentioned showing different tourism practices than just pure consumption, practical advice on how to behave while walking and hiking in Tramuntana, showing the nature and introducing to various species on the way:

"Yes, I think it is important. Me as a guide I always try to show people how wonderful the environment is during the hikes. Describe and introduce them to beautiful nature around them. " (App.4)

In their presentation 'Travel to tomorrow' Visit Flanders DMO also referred to travellers worldview changing with values attached to collaboration, social justice, peace, human relationships and environment (VisitFlanders, 2018). Educating those travellers, that already show interest in above mentioned values, can most likely contribute positively to further development (social interactions, respect towards culture and heritage) and healthy habits while hiking, walking, and engaging in those forms of touristic activities. And guides, being often the main locals that hikers meet during their journey (Salazar, 2012), are important stakeholders that can convey knowledge on Tramuntanas' fauna and flora, local traditions and give useful tips on how to behave in the mountains.

Shift in the mindset of hiking and walking tourists.

Even though there are many negative environmental impacts, it would seem as if hiking and walking tourism offer possibility for a change. During the interviews the sub-theme of shift in the way tourists think was identified. This shift seems necessary to ensure that hiking and walking tourism contributes positively to natural environment, as well as to overcoming political obstacles and environmental laws and regulations, that are currently not being applied in practice *"It's obvious that here in Mallorca there are many tasks that are not caried out properly for example cleaning of forests, of paths, more signalization, more bins on the paths. It's essential."* (App.9)

In the context of regenerative tourism and living in peace with all the nature well-beings, the shift is necessary, in the way we perceive world, not just as machine, but as a living system capable of self-healing and evolving (Pollock, 2019). According to Pollock, *"Academics describe this as "the ontological threshold" which actually means changing the way we perceive the world and make sense of it."* (Ibid., p.5).

During the interviews guides and locals referred to this mental shift in context of environmental protection and positive contribution that tourism could make *"Another thing is the mental shift, that needs to happen to support local development. That shift shall correlate with the political shift- more focus on sustainability, more support to local community and investment in tourism activities such as hiking, that can contribute to regeneration."* (App.1) The mental shift from seeing just the personal benefits to realizing the bigger picture.

Unfortunately, points repeated many times during interviews with locals considered political statements and commitments that are rarely being kept on Mallorca. If the political change towards sustainability and more conscious tourism decisions are not going to be implemented and rules followed, regeneration of tourism is unlikely to be successful.

Another guide also agreed that focus on regenerative aspects of walking and hiking tourism is very *important "(...) we cannot grow anymore, purely economically, the focus must change, we must see the bigger picture, common well-being of nature and humans. "* (App.4) Here again we can notice the shift in values from consumerism to common good, call for maintenance of what is and not pure focus on growth.

Regenerative tourism is a great and very idealistic idea, that in practice may be very challenging to implement in case of Tramuntana, due to government not really implementing

and following laws. It is the very first thing that is necessary for such a huge idea to have a chance to thrive and be successful. The collaboration between all the parties must be maintained, and for now it seems like it is a part of CBT that Tamuntana has to work on. Knowledge sharing and access to information constitute important elements for a big idea such as regenerative tourism to work, otherwise symbiotic existence of all the well-beings cannot ever be achieved.

In order to achieve long-term results interviewees agreed the control over paths is vital, where carrying capacity measures (to avoid overcrowding) must be introduced *"The government should introduce the capacity limits, as Mallorca has already reached its tourism limits. We cannot grow anymore in terms of more people, tourists."* (App.4)

Social impacts of walking and hiking

The main theme of social impacts was presented together with a sub-theme - responsibilities as guides.

The positive social impacts of walking and hiking tourism included: being in contact with locals directly, interactions between locals and tourists, engagement of hikers with local culture and traditions, cultural exchange and sharing local gastronomy.

"Maybe I would promote this type of tourism more, which maybe is true that it does not leave as much money, but for me it is of much higher quality than this tourism that is coming for beach or disco. They interact, they share their own stories and cultures with us, so it is a nice exchange if you ask me." (App.6)

The above quote shows well the good cultural exchange between hikers and locals, with cultures and stories being shared between them. Next, another interviewed local added that she always sees hikers being interested and curious, asking questions about local cultural places and local cuisine. Hiking and walking tourists' social impact has also been recognized by their genuine interest in local craftmanship (example of typical Mallorcan sandals was given) and useful feedback towards local offers *"They ask a lot of questions and give comments, so I think that is helpful, so we know better what to do."* (App.7) Hiking and

walking tourists also like participating in local markets, where they can interact with local sellers and learn about the products.

The DMO representative added that hikers like to participate in local festivals and celebrations *"they quite like that. So, the tourists who come do tend to ask for information about the giants and the big heads (Fig20) (local events with typical traditions) and about the festivals that take place in the towns."* (App.8)

In comparison to typical tourist consumption hikers' express willingness for cultural exchange.
Here local culture and CBT can help to present the authentic image of local community. When locals manage and lead tourist activities, they will also represent their values, culture and traditions without external parties, that can often 'hygienize' local context (Giampiccoli & Kalis, 2012).

Fig.20) Local traditional festival giants 'gegants de Bunyola', Authors own photos

The main negative social impact was mentioned in one interview, mainly a story was told about a group that hired a tour guide and when he was trying to explain a bit about culture, history they just were not interested and in a rush for another activities, that seemed like a disrespect to the place and local guide *"But also, some high end travellers, are not at all interested in culture, they are too busy going from point A to B, it happened to me. (...) I tried to explain about culture, flora and fauna to educate them on important areas of Mallorcan*

68

traditions and heritage. I was told that they only have limited time before their golf competition, that starts at 3pm. And they do not have time for all those descriptions. In that moment I was shocked, well… it doesn't happen often, but those tourists also exist." (App.1)

Not enough time spent in the Tramuntana area by hikers, was also referred to as a negative impact on social interactions, mostly because in order to engage with local community more time is necessary.

Feeling of responsibility as a hiking guide

This sub-theme was mentioned by guides, and considered more interactions, history sharing and cultural exchange with the clients. Guides seem to be very important mediators between hikers and locals, when it comes to sharing stories, knowledge, and local traditions.

According to Salazar, tour guides are often the only local people with who the tourists (in our case hikers) interact and spend more time. Therefore, guides play an important role in image-building process of the locals and visited places. It can also influence tourist destination image (Salazar, 2012).

During the interviews, the guides expressed how important is being a role model for the hiking groups, where they initiate contact with locals, to encourage greater social and cultural interactions between locals and hikers:

" (…) we get to see people working like doing the stone walls, the terraces and I try to interact with them, and the hikers are curious to see how they work and why they work and what they do and what time it takes them. " (App.2)

One local felt that guides play an important role also as mediators between local entrepreneurs and hikers, as language barrier might often be an issue to communicate otherwise.

Guides are vital to transfer the rich cultural and natural heritage, through eye-to-eye interactions with tourists (Salazar, 2012). Some quotes showcasing the responsibility felt by guides were presented below:

" For me guiding is not just a walk, but sharing the culture, the story of my land." (App.1) and

"My goal is not only to show you the way, but also to explain what we're gonna see on the way. You not only will not get lost, but as well, I will explain you why we have stone terraces in Tramuntana and olive trees 1000 years old and things like that. I try to educate and share stories of my country and my home." (App.4)

Lastly, one guide added that even though he tries to teach his clients, he also learns a lot himself, and these cultural and educational dimensions become beautiful positive social impacts in themselves.

Economic impacts of walking and hiking

This main theme was presented together with two sub-themes, mainly: equitable share of benefits in CBT and ways to support locals in benefiting from walking and hiking tourism.

Walking and hiking tourism can have implications in quite a few economic areas, both positive as well as negative, and amongst them: job creation, support for local entrepreneurs by buying local products (such as: olive oil, wine, olives, oranges) and local Agriturismo providers as well as economic support for agriculture and environmental protection. Negative impact, mainly unequal profits distribution and how to prevent it was analyzed too.

The following employment forms for local community members were mentioned during the interview: local entrepreneurs, local mountain guides, transport services companies offering transport to and from the trails, local restaurants and bars and local accommodations offered by farmers.

"I would say obviously the guides, there's more of guides so that's one job. Then there's also there's also more work for the local restaurants and bars because they do special like let's say on the specific restaurants where they receive a lot of hikers, that they definitely have more work to do, and more people employed and so on. There is a lot of need for transport so we there's a lot of minibuses and buses and transport companies (...) luggage transfer (...) taxi drivers (...) like insurance. " (App.3)

Tiny producers offering handmade articles, stall owners at GR221 trail, local grocery stores owners were added by another interviewee as benefiting from the passing hikers.

The necessity for trails development, in order to allow positive economic impacts was expressed as crucial in order to develop the area with local people and businesses *"I think is very important because it's not only for hikers it's for the people who are around, locals, local entrepreneurs, food providers, restaurants, accommodation providers."* (App.4)

Next, the support of small local entrepreneurs and artisans was given, where an example of small local winery led by a Catalan woman was given: *"I'm referring to a lady who has her winery in Algaida that she doesn't even speak English. She explains a little bit about the wine, I translate, and she says I do this because I want to... As she explains her life, tells her story and hikers love that. They really enjoy that. I think that's the fantastic part because you get to people, and you get to regions where normally you wouldn't have arrived."* (App.2)

On the above example, we can see the economic profits and support for small local businesses, as well as good opportunity for hikers to get a very authentic experience and experience a cultural community-based tourism. According to (Manyara & Jones, 2007), the main benefit of CBT, specifically in cultural tourism is its potential to empower the rural communities and contribute to preventing poverty. That said, local communities' rights shall be considered above the tourists' rights for holidays and economic profits (Higgins-Desbiolles, Carnicelli, Krolikowski, Wijesinghe, & Boluk, 2019). The Community-Centered Tourism framework offered by (Higgins-Desbiolles et al., 2019) assists the idea that tourism should be also considered in the context and the society that it takes place in.
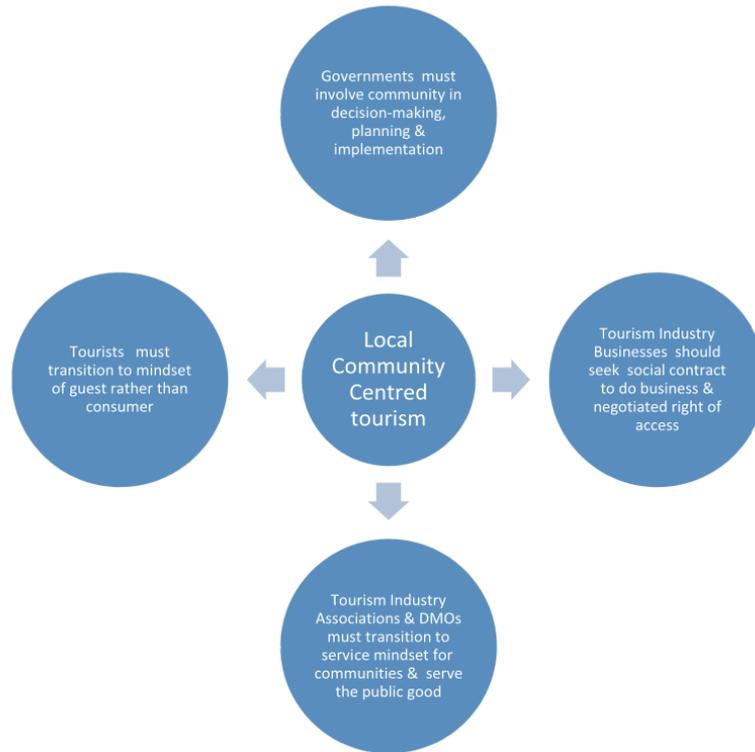
Fig.21) Community-Centred Tourism Framework as a mechanism for degrowing tourism.

Source: (Higgins-Desbiolles et al., 2019, p.1937)

When we take our case of Tramuntana, government shall feel obliged to include community into hiking and walking tourism planning and decision-making process. Only when community feels included and agreed actions being followed, they can feel empowered and heard. For now, the locals didn't feel like government is sticking to and implementing actions that they present. There is also no training or education about tourism provided for locals, and those when made available, could allow for community involvement in tourism.

Secondly, tourists shall consider themselves as guests of the Tramuntana community, instead of just tourism consumers, only consuming tourism, mountains, and exploiting the area. Instead values that shall be dominant is justice, equity, hospitality, and connection. The hikers in Tramuntana are seen as very respectful towards nature and willing to interact in cultural events, therefore it seems like this mindset of being a guest and not only consumer is present.

Thirdly, DMOs from Tramuntana area shall consider the public good and serve the local communities first, shifting the focus from delivering to tourists first. Unfortunately, as

conveyed during interviews many tourism businesses came back to "old way of doing things" after Covid-19, even though pandemic provided learnings on new ways and values that tourism shall recognize.

Lastly, tourism related businesses should include social contracts in their plans and negotiate rights of access considering communities in Tramuntana area. In Tramuntana that part need to be worked on, considering that now it is big players and investors that gain most from their businesses and tourism offerings. Collaborations between them and communities seem in the need for improvements.

Economic support towards agriculture and environment is another positive impact of walking and hiking tourism, that was expressed by another guide interviewed. That is due to an eco-tax, which is a sustainable tax, that was introduced by Spanish government back in 2016, and that needs to be paid by each traveler at the accommodation place in Balearic Islands until now (healthplanspain.com, 2023). That allows for the investment into environment and agriculture, which otherwise wouldn't be possible.

Equitable share of profits from hiking and walking tourism

Following with the main negative economic impact of walking and hiking tourism, an unequal profit distribution amongst the stakeholders was suggested *"It's a problem in general because (…) the big piece of the cake, yeah, goes to the big rich hotel groups."* (App.3)

Equitable distribution of costs and benefits among all the stakeholders is one of the four dimensions for sustainable development and community-based tourism presented by (Rozemeijer, 2001). Some interviews developed with suggestions on how to ensure this issue is being addressed.

The following suggestions were made during the interviews: investment of some parts of hiking profits in the maintenance of the footpaths and local farmers support, guides focus on visiting different small local businesses after the hikes and top-down guidelines ensuring support for local businesses and not just big companies *"There should be some directions from government level, that would allow for support of local businesses and not just big businesses. The eco-tax shall be kept, and money invested in conservation of local resources,*

73

and heritage. Also, the change in focus on only economy, more in direction of regeneration could be helpful, I think." (App.4)

Interestingly focus on regenerative tourism was suggested in the above quote, where all the well-beings are treated as one living system and 'the need to return benefits to all stakeholders are greater' (Pollock, 2019).

Support for locals in order to benefit from this kind of tourism.

Lastly, the sub-theme about what support is needed so that the locals could benefit more from hiking and walking tourism was discussed. The chosen quotes were presented in the table below:

"Maybe there could be help with the promotion of the local businesses, how to promote themselves, maybe some associations supporting local development, where people (locals) could go and get an advice, if they are thinking of some business in the area, but are uncertain how to start." (App.4)
"If the owner agrees with the hikers to cross his finca (mallorcan house) for free, the government could invest in improving the pathway to access the finca as support for this finca owner (local support), financial support to take care of local produce: olive trees, wineyards. In the end, in my opinion, we must go to another for a win-win model." (App.1)
"That there would have to be more of a local community support to the small businesses, you know, initiatives and to also help them to like, lift out their product." (App.3)
"The company need to pay taxes here in Mallorca. If they do so the local governments can invest these taxes in the local people, in the local environment. If you do not have enough money, you cannot invest. And it's also about prioritizing, what is more important and so on." (App.1)
"Local farmers should be helped more than hoteliers. It is the local farmers who look after the countryside and the mountains for no profit. To support to the local producers and local farmers." (App.5)
"I think more promotion could help, especially small sellers and local artisans. Help from government, local authorities. Maybe some incentives for small businesses using

> *sustainable solutions and delivering to this kind of tourists, hikers. I mean as they are*
> *respectful to nature, and happier to choose eco-friendly solutions. "(App.12)*

Fig.22) Table with locals' suggestions on support from the government

The above quotes made the suggestions on how local can be supported to feel more involved and empowered by walking and hiking tourism. Here promotion of local services and advice on how to engage in or manage tourism activities was proposed. The government could also offer incentives for small businesses incorporating sustainable solutions while delivering or engaging with walking and hiking tourism. Secondly, improving the infrastructure leading to local entrepreneurs' fincas and properties, in order to compensate for crossing their private grounds. Thirdly, it was suggested, that more support should be centered towards small entrepreneurs and local farmers, that need help more than big, well-established companies and hoteliers. Lastly, the importance of support for those initiatives by hotel owners was expressed, as they do have impact on how Mallorca is run and politicians in power.

Covid-19 impacts on walking and hiking tourism- local tourism.

   Another theme identified under impacts of tourism was the pandemic. Covid-19 has created many changes in how tourism is done, it has drastically reduced the visitors numbers and decreased the revenues greatly (Firică & Popovici , 2021), in the case of Sierra de Tramuntana during the interviews the main activity that emerged after pandemic when we talk about walking and hiking, was local tourism. Local tourism in the context of Covid-19 in the literature, is presented as opportunity for domestic travelers to 'reclaim their countries', it is also seen as a positive impact of this pandemic (Wendt, Sæþórsdóttir , & Waage, 2022).

Quotes presented below, seem to present local tourism phenomenon in our Tramuntana case quite well:

> *"After COVID more local people, Spanish people engage in this type of tourism that was*
> *presented to them during this pandemic. So now hiking is even more popular amongst*
> *locals."* (App.3)
> *and*

"And you cannot imagine how it was changing for the last three years because of the pandemic. Now, that the people were locked, they started to explore local areas. I feel like this local tourism became a big thing here in Mallorca. I see people in places I used to do hikes, since I was teenager, they were always so empty and undisturbed. Places that I never see anyone now you can see so many people." (App.4)

Quite a few interviewees referred to local tourists not respecting the private properties and leaving trash after them. That might be connected with lack of information available and not enough education about environmental protection.

There were also arguments conflicting with those, where admiration of nature, healthy lifestyle, and way of being and communing with nature were expressed:

"Now after Covid-19 pandemic, people have discovered the nature. They discovered the healthier way of life, walking, admiring the nature, being close to the natural surroundings, experiencing a mental state of peace." (App.1)

The local tourism is thought as a phenomenon that is here to stay and be practiced now after the pandemic. Domestic and local tourism can be favorable for Sierra de Tramuntana, as it accounts for around 75% of total tourism expenditure. It has been called by UNTWO (UNTWO, 2020) as a potential help to rebuild and help economy recover after Covid-19 pandemic. Having said that, in my research the interviewees view on local tourism was different. They thought local and domestic travellers in Tramuntana do not spend as much money as international travellers. Therefore, depending on exact relation of domestic to international tourists, the impact of local tourism, can vary between destinations and exact calculation would need to be conducted to estimate the reality in Sierra de Tramuntana.

When it comes to changes, it would seem like most people and tourism businesses came back to normal, after the restrictions have been removed. DMO representative added:

"Change when there were restrictions and such, but now it has become a bit the same. Trams are always packed. On the boats, yes, they have taken a bit of respect and they have a limit of people. If someone come to request a time for the boat, we tell them, we share information with boat operators in the area, that there are people who have requested a boat trip,

because they take it more into account. So, they limit amount of people on board, by counting them and having a limit." (App.7)

The above quote seems not to be putting Tramuntana in the best light, when it comes to lessons that Covid-19 offered. More attention towards safety through introducing capacity limits could offer a good start to allow regenerative tourism practices. Unfortunately, in Tramuntana it seems like many businesses went back to 'old way of doing things', instead the action would need to be taken by all the stakeholders, to ensure wellbeing of the 'living system'.

4.2.1 Goals and hopes that should drive the walking and hiking tourism in Sierra de Tramuntana.

In the beginning of analyzing this theme, the following quote was chosen as illustrating necessity of hearing various perspectives on tourism:

*"(…) there is a need to engage in conversations with those involved in and affected by tourism to determine what regenerative tourism means to people and place, what it entails, and how it might be measured (Wahl, 2018). "*As cited in (McEnhill et.al., p.8).

This theme revealed interesting insights on what values are important for the local people, DMOs representatives and the walking and hiking guides when thinking of the future of walking and hiking tourism in Sierra de Tramuntana.

According to walking and hiking guides, the hopes were connected to development intact with nature. Their ideologies were more progressive with more regenerative practices incorporated in this vision of development. There was also a belief and hope expressed that new generations are more capable of leading these visions. The quotes presented below were chosen as illustrative to those visions:

"I believe young people, new generations, really want to make a change. So, when you talk about ecotourism, sustainability, regenerative tourism they really believe we can do something about it. I am hopeful." (App 4)

And added" *My hope with developing hiking is that people will see Mallorca for its natural landscape and natural beauty. And instead of choosing only sun and sand, tourists will also engage in hiking and walking activities and connect with the locals."* (App.4)

The worry about issue of carrying capacity and constant work towards growth and more wealth were expressed during the interview, where the guide suggested the maintenance of what is already there, in Sierra de Tramutana, the tourist numbers. This call to maintain and not put the environment at stake, can be understood as a need for a degrowth and focusing on the benefits other than economic. Many authors discuss degrowth strategies as an important focus tourism shall be heading towards and explain that sustainable growth in tourism is not enough to assure that planetary boundaries are being respected and taken into consideration (Chakraborty, 2021), (Fletcher, et al., 2021).

Community-based tourism and sustainable values have also been expressed when talking about goals that should drive development of walking and hiking tourism. Diverse elements are involved in CBT: local people, local culture, local products and accommodation, local environment (Han, Eom, Al-Ansi , Ryu, & Kim, 2019). Here, during the interviews: sharing cultures, traditions and learning by interactions of tourists and locals, were the mentioned elements of CBT present in Sierra de Tramuntana. According to (Higgins-Desbiolles F. , 2020) community-centered tourism framework (Fig.21) has the potential to reorientate tourism, with focus on interests and rights of local communities and local peoples.

Lastly, sharing environmental knowledge about mountains, providing guidelines on how to behave and contribute to improving mountains for common well-being were expressed: *"more respect towards the flora and the fauna and the local people."* (App.3) That hopes relate to regenerative tourism practices, that bring attention to bringing a positive impact to places where tourism takes place. Educating and making people aware on how to make a positive change and taking actions that can lead towards achieving this huge goal. According to the UNTWO report on how COVID-19 has affected tourism (UNTWO, 2021), it was stated that more responsible travellers' behaviours are going to stay. Values such as sustainability, authenticity and localhood will be superior and big weight will be put on creating positive impacts on local communities.

Local perspectives on directions in which hiking and walking tourism shall develop, tackled conscious tourism values, values connected to environmental protection and nature.

During one interview the need for more regenerative practices was expressed, and here capacity measures, that could limit numbers of hikers or tourists that are less respectful, that could use mountains with limitations, was suggested. Another local person referred directly to education and suggested actions that could allow regenerative practices in Sierra de Tramuntana: *"In my opinion the cultural heritage should be promoted, the education and awareness of how to treat the environment could be raised as we have much to offer. If people are more educated and conscious in consumption and treating natural environment, I think regenerative practices can be increased. The natural tourism should be promoted not any other type. My hope is that through hiking and walking tourism, they can help to maintain the natural environment, maybe by participating in some ecological actions like forest cleaning."* (App.9)

The aspect of local empowerment and inclusion through the development of hiking and walking tourism was also noticed while talking about goals and visions with the locals. Here the idea to implement boards with names of specific trees, plants and flowers was offered. That idea could educate locals and tourists and also make locals appreciate their local treasures more and add to the feeling of local pride amongst them. According to (Pollock, 2019), many communities these days subsists only by name, there is rarely good collaboration and community engagement. Community education, engagement & empowerment can act as vital elements to achieve regenerative tourism. Learning and exploring communities' opinions, getting to know their visions and worries connected to tourism development, could allow for development of necessary skillsets to "(…) co-create a flourishing visitor economy that works for them." (Ibid., p.9)

More conservative locals, especially older community members were not really sure for what goals walking and hiking tourism should be developed. They felt things were just okay as they are, and they were happy with usual tourism consumption. They have seen tourists but were often shy and timid to engage in any conversations or cultural exchange.

Lastly, the economic aspect in developing walking and hiking tourism was mentioned, but surprisingly that only appeared in two interviews, so it would seem like this wasn't considered as a priority amongst the locals interviewed.

Section sub-conclusion

Walking and hiking tourism provides various impacts on Sierra de Tramuntana. During analysis it became clear that both positive as well as negative environmental, social, and economic implications are present. Walking and hiking tourism demand encourages investments in trails maintenance and conserving natural Tramuntana surroundings. The guides spread environmental knowledge with the hikers, as well as educate them on culture and traditions of the area. Some of the interviews pointed in the direction of necessary shift in the mindset, focusing more on common-wellbeing and regeneration. For now, the government's actions in Tramuntana seem not to be applied in practice. Social interactions between locals and tourists are seen as favorable towards CBT and spreading authentic image of community. Economic implications covered job creation for the locals as well as eco-tax allowing for investments in the agriculture and environment. During Covid-19 local tourism became popular, which also contributed to economic development of Tramuntana. When it comes to goals and hopes that should drive walking and hiking tourism in Tramuntana, some more progressive interviewees put a strong focus on regenerative tourism practices where ecological actions were proposed, and more attention to environmental education was involved too. On the other hand, more conservative community members were just happy with the way things are and did not have specific suggestions on how the walking and hiking tourism shall develop.

SQ 3) How could stakeholders' collaboration contribute to development of community-based tourism in Sierra de Tramuntana?

In this part of analysis three main themes were identified, mainly collaborations, information and knowledge sharing and education. Those elements constitute important elements in development of CBT in Sierra de Tramuntana.

4.3 Collaborations between stakeholders

There can appear many conflicts between local community, mainly owners, whose grounds are used for hiking and walking tourism, but who do not benefit from this tourism form. Especially in Mallorca as mentioned before in analysis, the privatization represents more than 90% of the land. Based on that it becomes natural that local people need to be listened to and engaged in the development process of this tourism type. *"Therefore, from the first step of developing walking tourism, consultation with local stakeholders (i.e., residents, communities, land owners, private and public sectors) is necessary in order to thoroughly explain the concept and the plan and gain their understanding and support."* (World Tourism Organization, 2019) *, p.23.* Without a welcoming approach of locals, the development of walking tourism might be doomed to failure. Establishing this understanding and involvement between locals and tourists and through that contribute to CBT, may require amongst others, various collaborations, information sharing and education, which were also the themes identified during interviews.

Between locals and other tourism providers

The collaboration between locals and other tourism providers was mentioned during interviews: *"(…) including local community, maybe some partnerships with local stores and workshops like mine could be nice too."* (App.6)

In order for such collaboration to be successful, there is often a need for external involvement. That is due to those external stakeholders being able to share some knowledge and give important advice on tourism participation to the locals. Authors (Bagus, Made, Nyoman, & Putu, 2019) in their article on CBT as sustainable support refer to an example from (Mitchell M. &., 2005) , where local people have hospitality skills but might be lacking the knowledge on tourism demand, market understanding and network marketing. When collaborating with governments, NGOs and similar, the capacity of local participation is enhanced and secure greater sustainability. (Bagus et al., 2019).

In the following quote, one guide expressed that collaborations in the CBT context can bring about the empowerment and happiness within the community and great visitors experience:

" (…) it's about getting to know locals, getting to know the food, the wines, local traditions. Collaboration between tour operators and locals could offer fantastic and very different experience for both tourists and local people. That is because locals will be happy about having visitors, hikers, who would otherwise probably not have reached their small vineyards, gardens with local coffee spot. " (App.2)

(Bagus et.al., 2019) refer to relationship between empowerment and community welfare, where the empowerment and knowledge, opportunities and abilities determined by it, contribute to locals' involvement in activities that transform their lives, and as mentioned in the above quote those collaborations in CBT context give opportunities for encounters that otherwise wouldn't have happened.

During the interviews with guides, another example of cruise ship was given. As a tourism provider, who offer various services in the docking area, such as local tours and experiences. Hikes and walking tours in Tramuntana, combined with local foods and wine tasting as one of such experiences. Such a collaboration directly with local small businesses and companies allows for local involvement in economic benefits as well as an authentic experience for the visitors. By minimizing economic leakages and increasing the use of local resources and suppliers, sustainable CBT is maintained (Mtapuri, Camilleri, & Dłużewska, 2022). Leakages as an example could be limited local competences, which need to be filled by non-local support.

But apart from those opportunities that collaborations offer, certain barriers were also identified during the interviews and immersion in case settings. The goals and values present very differing perspectives of different community members. Many stakeholders educated on environmental issues are progressive towards environmental development into more regenerative direction. But there exist very conservative community members, that are not very interested in the idealistic development ideas, or not any at all. They would much rather let things be as they are and do not present interest in getting involved in tourism development. Those divergent ideologies may interfere in collaborating and agreeing on common goals on tourism development.

Between local and international tourism providers

When it comes to international collaborations, an example of sustainable projects in collaboration with European Union was given:

"In my experience the problem is that Mallorca often gets some funds from Europe to do some sustainable projects. Then they do those wonderful projects, but then when the project is done, it stays in the papers and is often not continued with. (…) The maintenance and applying sustainable learnings is necessary (…) " (App.4)

Here it becomes evident that external facilitators may play an important role in supporting sustainable CBT projects. In his research Salazar, also concluded that short-term projects that are to bring long-term value to communities need very diligent and efficient handover or exit strategies (Salazar, 2012).

Following on international collaborations the need to follow the sustainable trends and solutions was expressed during the interviews. Here one guide, suggested following the European standards, when it comes to local development such as fair share of profits and benefits and locally supplied activities and products. The interviewees expressed a general need for collaboration and information sharing amongst stakeholders involved in walking and hiking tourism (guides, hotels, hiking companies, bus companies, local market sellers aso.).

Involving all the stakeholders in development of CBT

The involvement of all the stakeholders' representatives was conveyed during the interviews, where the need for locals to be listened to was thickly underlined: *"And you have to put all the people in the strategy, not only the tourists, not only companies, not only accommodation, everyone needs to be included: locals, the person who works in the land, the person who works in the forest, the city halls , the local government, everyone has to be involved because when we are all involved, there is this common mindset and everyone feels like "it's my project and so i want to contribute" . I want to be involved so that it's better for everyone, everyone wins. "(App.4)*

Local people were referred to as very savvy, and able to contribute with lots of knowledge about local area, knowing daily problems and land in the development process. Having this common mindset, and wanting to contribute amongst community, has also been confirmed by (Dodds, Ali , & Galaski, 2016) in their article on elements of success and barriers in CBT:

"The ability of community members to work together and the degree to which a common goal is shared among members greatly affects the potential for success." (Ibid. p.6).

The involvement of all stakeholders seemed essential to the interviewees: *"(...) if you don't include all parties, more disagreements and miscommunication may happen."* (App.4)

When speaking of community engagement and empowerment certain issues can arise. That can be due to power relations and imbalances, lack of social capacity, which can be more beneficial for certain groups than to the others (Beeton, 2006). That can lead to inequalities and unfair distribution of voices in development process. *"According to Reed (1997), power relations may seriously alter the outcome of collaborative efforts or even preclude mutual action on the local level. "*As cited in (Salazar, 2012), (p.12).

Having said that there exist many barriers to successful CBT and amongst them: lack of funding and lack of empowerment of local communities. (Dodds et.al., 2016) in their article refer to financial sustainability being essential in order to even allow the participatory process and following empowerment of local communities. They suggest that cost sharing and short-term loans are more effective for CBT initiatives, than direct funds for the CBT projects. The first ones create bigger sense of ownership and ability to become self-sufficient faster.

When it comes to the second barrier, mainly lack of empowerment of local communities, it's important to imagine that different cultures may apply different empowerment norms. Some counties might not give full managerial responsibility to community members utilizing top-down approaches, or there might not be support for initiatives that didn't prove to be working. That can then generate negative perceptions of CBT amongst locals (Tasci, Croes, & Jorge, 2014). It is therefore essential for the communities to be involved in the planning of tourism, so that they do not feel like CBT was imposed from above and create animosity and distance between locals and tourists.

Lastly, the general concern about communication issues on Mallorca between politicians was expressed, as well as general perception that a lot is being promised but the results of those actions are never achieved.

The sub-theme about lack of information available for hikers and walking tourists was expressed in most of the conducted interviews.

One side that became recognized within this theme, concerned the language of the information available. The language that dominates on Mallorca and in Tramuntana is definitely Catalan and Spanish. That creates issues, as most tourists do speak either English or German and information in Catalan and Spanish remains misunderstood.

The locals agreed that information shall be conveyed in English, in order to ensure development of CBT in Tramuntana:

"Well, there should be more information developed in different languages not only Catalan. At the end its them, international tourists who come, and are searching for information." (App.9)

and

"Maybe more information could be available in English, so that hiking tourists can also understand for example our cultural offer and participate in those events. Also these tourists are respectful to nature, so maybe more environmental actions could connect them with locals." (App.12)

In the above quotations information sharing in English, seemed important in order to enable hikers to engage and participate in various cultural events in Tramuntana area. Environmental actions to create connections and encounters between locals and tourists were also suggested. Greater interactions with tourists, thanks to more understandable information provided, could potentially make locals more engaged into CBT.

Development of CBT in Tramuntana should also comply with sustainable solutions and ways of doing tourism. One local, during an interview believed that the government should make studies on changes in tourism and propose actions that would allow for improvements in sustainability in Tramuntana with time. According to (Dredge, Ford, & Whitford, 2011) knowledge and information sharing is an element of exchange between stakeholders. They refer to local governments collaboration and by sharing information becoming more knowledgeable of complex issues connected to tourism development. *"The advantage of*

knowledge and information sharing is that local governments and other stakeholders can learn from others in the collaborative networks, and potential solutions can be discussed and refined.'' (Ibid., p.111). Adding on, the authors refer to Bramwell and Sharman (1999), where the authors claim that collaboration can enhance trust, confidence and mutual understanding of parties and through that help in the process of identifying problems and finding solutions.

Sharing information with tourists was mentioned as a form of spreading awareness and creating consciousness when it comes to sustainable issues and possible actions to follow (reusing, recycling):

"More like let's say advice of how to behave as a hiker. Do not throw trash. Don't speak loudly, don't shout. Be respectful with the flora and fauna. Don't pick the plants. Close the gate when you find the gate. Don't go into private property all this kind of this information should be disseminated, don't make fire, don't camp, all these kind of things should be more published and more known both online and at actual at the actual hiking trails. That would help because then people locals will feel respected and at ease." (App.3)
The above quote calls to action, for more information sharing with tourists, hikers that will hopefully lead to more sustainable behaviours and less issues between locals and tourists.

As for now the information is lacking and that has also been confirmed during the interviews with the DMOs. They mentioned availability of limited cultural offer, but no information about folklore and traditions of the area available in English. So as for now it is all up to hikers to find information and ask questions. This seem to be unfortunate, as those stories about the folklore might be very unique and give better understanding of the area to the tourists, educating them.

Education and knowledge sharing (training)

Sub-theme connected with lack of information got combined with advocated knowledge sharing and education for the local community and tourists alike. Education and knowledge sharing about how to manage tourism is an essential element in capacity building within the local community (Dodds, Ali , & Galaski, 2016). It can be noticed in the table below (Fig.23), that the capacity building and strengthening community's tourism management skills is one of the key elements of CBT.

	Elements for CBT success
1	Participatory planning and capacity building - to strengthen community's tourism management skills
2	Collaboration and partnerships facilitating links to market - to ensure financial viability
3	Local management/empowerment of community members
4	Establishment of environmental/community goals - to ensure outcomes are in alignment with community's values
5	Assistance from enablers (government, funding institutions and private sector) - to facilitate access to the formal economy
6	Focus on generating supplemental income for long-term community sustainability

Fig.23) Key elements for CBT success, Source: (Dodds, Ali , & Galaski, 2016)

Capacity building through education and knowledge sharing allows communities to get actively engaged in CBT (Hennink, Kiiti, Pillinger, & Jayakaran, 2012) and empowers them to manage and participate in tourism such as hiking and walking.

During the interviews one guide expressed how important role education plays within the communities:

"it's about educating the rest of the people living in the society, the community meaning, for example, if you have a cafe, what kind of products do you offer for takeaway and is it plastic? Or is it reusable paper, recyclable paper, you know what I mean? All these kind of things. There needs to be still more information. " (App.3)

In the above quote we can notice that education about sustainable practices can potentially contribute to CBT and long-term community sustainability.

The figure presented below (Fig.24) clarifies how tourism businesses can advance utilization of local resources through applying CBT strategies. Specifically, provision of education and training to locals in Tramuntana by local governments, with topics such as: knowledge about sustainable use and packaging of local products and promotion and ways of promoting local businesses and entrepreneurs were mentioned during the interviews. By educating locals and supplying them with necessary skills, local community could have better

opportunity to engage in, and deliver authentic local experiences to walking and hiking tourists.

Additionally, the main themes and topics mentioned during the interviews and analysis have been marked with arrows below: provision of education and training for both locals, engagement with local communities through CBT initiatives, improving the carrying capacity index to better monitor the number of hikers in the mountains, encouraging the utilization of local resources and reducing leakages and increasing linkages for local economy.
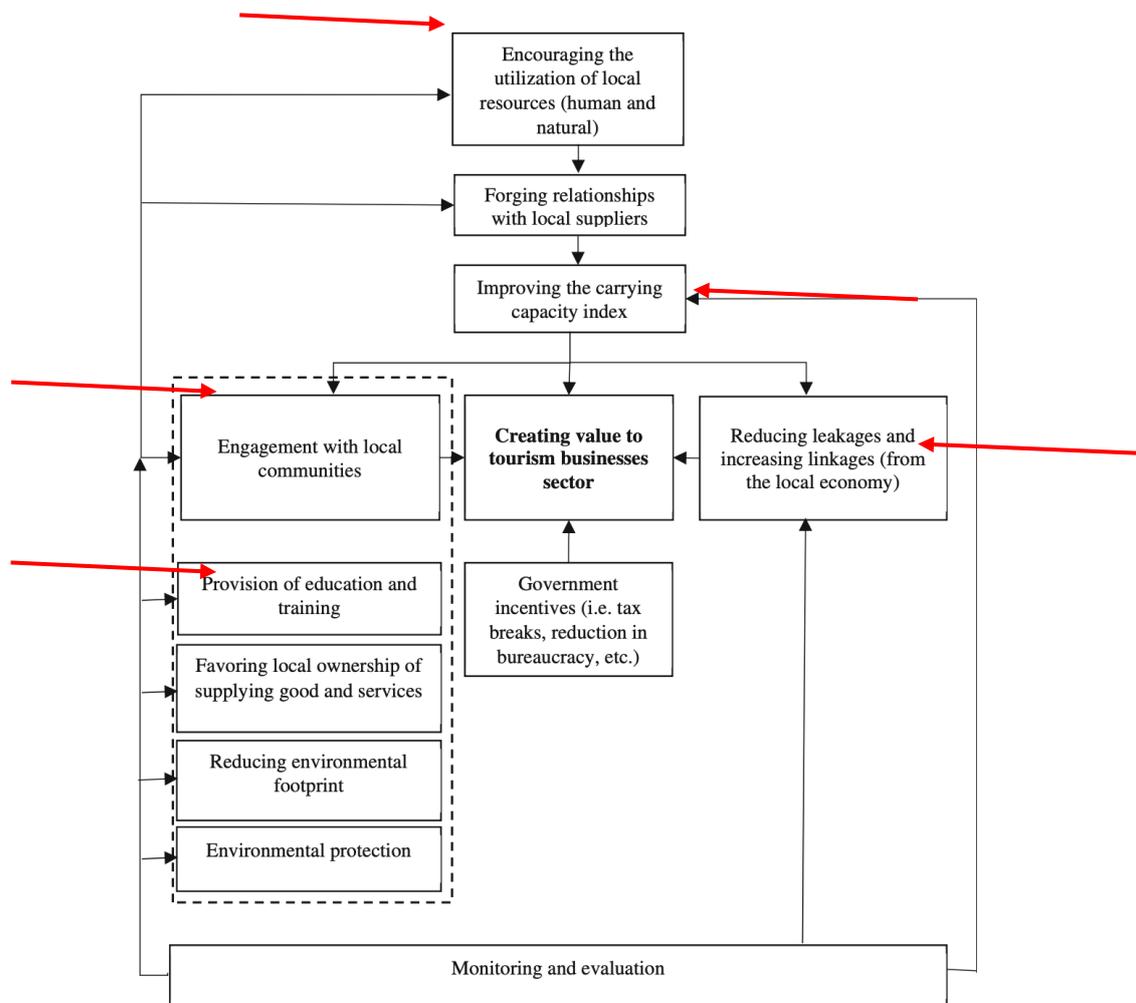

Fig.24) A sustainable model for community-based tourism, Source: (Mtapuri, Camilleri, & Dłużewska, 2022)

Lastly, knowledge sharing amongst locals and tourists was suggested by the interviewed local. Tourists coming from abroad, can contribute with their knowledge within sustainable practices and share with the locals:

"Yes, of course, since we live on an island that is so much nature. I think hiking tourism should be developed in peace with nature. If possible, maybe help and improve nature, thanks to action of locals and hikers from other countries. I think it could be good that each of them brings their knowledge and help Tramuntana flourish. So I think sharing their knowledge could help in this vision of restoring fauna and flora of Tramuntana." (App.12)

So, this educational dimension becomes visible again, where new knowledge can be shared, transforming or adding to tourism experience, maybe even changing perceptions of looking at tourism and nature amongst both locals and tourists themselves.

Section sub-conclusion

In this section collaborations between various stakeholders were analyzed, giving idea on what implications might be brought in context of CBT. Collaborations between local governments and other stakeholders can allow for becoming more aware and knowledgeable of complex tourism development issues. They can bring the feeling of empowerment amongst locals and provide authentic and improved experience for the visitors as well. There might often be a need for external involvement to allow CBT projects to come to life. Local collaborations can lead to greater benefits staying within the community, and more equal distribution of benefits. In order for those collaborations to be successful information sharing in common, understandable language amongst all the parties involved is essential. The analysis pointed out that involving locals in tourism activities, knowledge can be gained, and local supplies used, and through that increasing tourism linkages. Involving all the relevant stakeholders and listening to all the voices while process of tourism planning was identified as essential element contributing to CBT. Lastly, knowledge sharing and training offered to locals, can allow for an educational exchange amongst locals and visitors.

5. DISCUSSION

There is a lot of research on CBT and regenerative tourism that is very idealized. It seems like the critical accounts on those approaches are lacking in the literature. In my analysis I noticed that there are many barriers with incorporating such approaches in very divergent contexts and differing values amongst the community members in Sierra de Tramuntana. This case offered some learnings on both difficulties and opportunities of developing towards CBT and regenerative tourism.

It appears as if trying to apply regenerative tourism practices and reaching CBT goals while developing tourist activities (also other than walking and hiking tourism) in different tourism contexts may have similar implications, barriers, and opportunities as in the Tramuntana case. Of course, the specifics of different place and tourism settings shall be considered and analyzed case by case for greater accuracy.

Independently of which tourism activity is to be developed, divergent community values and goals that should drive that development may often clash with the values of the local governments, DMOs and general tourism agendas. Issues with collaboration, knowledge sharing and working towards common goals are likely to emerge as those contrasting values co-exist and different voices are present, and views expressed. The mistake often made by the policymakers and governing tourism bodies is looking at communities as homogenous, and that is often not the truth in the reality.

From what I observed and experienced during my immersion in social structures and in the case context, it seems like sometimes it is banal issues that can hold the development back. Here the character traits of the community: shyness, when it comes to talking to strangers in different language was the case prevalent in Tramuntana. But there can be many more, like trust issues, co-creation abilities or not, liking each other or disliking, or mutual understanding or lack of it.

Next, the relative contentment with the way things were could also been noticed in the Tramuntana context. Basically, no willingness or desire to change much, but rather let things be as they are. I noticed that often amongst older locals, the progressive thinking just seems not to be present. The big idealist ideas of regeneration, empowerment and collaboration

seem not to be aligned with conservative values and locals being used to things "as they always were". Here in my project, I examined those social context and community's ideologies in Tramuntana, but those can likely be present in different tourism contexts as well and shall be further studied in those.

The academia and researchers often provide the romanticized ideals and concepts, but unfortunately the real settings present challenges and obstacles of social nature and mutual relations between stakeholders. Those should be recognized and studied in order to allow development in line with local voices, values, knowledge and traditions.

There are also opportunities, that might arise from implementing CBT in wider tourism contexts. In my research it appeared that educating hikers on fauna and flora, traditions and culture were often an element of hiking and walking tours. That educational dimension then can help to transform the tourism activity and give it greater meaning, where visitors can learn from hosts, through interactions and knowledge sharing. Local people educating and sharing stories of their land with visitors can provide good opportunities when developing tourism activities in the future tourism contexts.

6. CONCLUSION

The following analysis showcased that, there exist many opportunities as well as obstacles when developing walking and hiking tourism in Tramuntana. The study aimed at adding to existing research on walking and hiking tourism in relation to CBT initiatives, as well as cover the possible barriers with applying such approaches in practice. Concepts such as regenerative tourism, local empowerment, tourism impacts and collaborations helped to explore various dimensions of walking and hiking tourism case. There can exist many more findings in Tramuntana case, but based on the collected data, and exploratory and explanatory approach taken, those are the results gotten by the researcher.

The main opportunities in developing walking and hiking in Tramuntana covered educational aspect included in hikes, where local guides can share their country's story, knowledge about fauna and flora, as well as local traditions. That then allows for authentic experience and learnings, that more conscious visitors- hikers can later take with them and

apply long after the hiking trip. Learning and awareness of seeing the bigger picture, wider environment of all living beings, new local ways of living, closer to nature instead of only gaining personal benefits from the tourism activity. Secondly, walking and hiking tourism is a different kind of tourism. Visitors show interest in local craftmanship, local traditions, willingness in interactions with indigenous communities, cultural exchange and participation in local events and celebrations. Therefore, by developing this tourism and incorporating CBT initiatives, it offers help in preserving authentic image of local community of Tramuntana. Thirdly, more equal distribution of benefits amongst locals is possible, thanks to collaborations with tourism stakeholders. And that can be followed by the feeling of local empowerment and local pride by participating and being included in development of this tourism type. Additionally, greater investments into natural resources around trails, intact with community knowledge and expertise builds opportunity for greater nature conservation in Tramuntana. Lastly, by developing walking and hiking tourism, opportunity of incorporating more regenerative practices becomes available. That is due to environmental actions, forest cleaning actions, participating in practices with local crafts and environmental education during hikes.

On the other hand, there exist many obstacles, when developing walking and hiking tourism in Tramuntana, mainly: widespread privatization, harmful for the communities, issues with collaboration, problems with information sharing and access to information in language other than Catalan or Spanish are the main obstacles while developing walking and hiking tourism in Tramuntana. Next, Tramuntana governing bodies consist of many entities with specific responsibilities towards development, therefore many communication issues might arise as so many people are in charge. Lastly, many tourism businesses in Tramuntana after Covid-19 pandemic came to the "old way of doing things", which is an obstacle when trying to implement CBT.

When it comes to the context of CBT, accounts, and premises of CBT sound very good in theory and can make good sense in certain tourism contexts. In the case of Tramuntana it seems like there are many issues that would need to be addressed first for CBT to become a viable option.

For now, the potentials of CBT mentioned above are limited mostly due to social inconsistencies and very differing development ideas between the community and government. That in practice make it difficult for CBT practices to be implemented.

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App.1) interview_transcript_01

Aleksandra and X.S.N.

Aleksandra:

So I wanted to like you to tell me you know, what is your experience of being a guide like generally what do you work with what regions and well

X.S.N.:

My experience as a professional mountain guide is not very long because I have been working in other matters. I was acquaintaned as a software engineer, and I worked for a financial institution, but during all my life, as i remember when I was just a teenager, I was very interested in the mountain and been interested in photography, botanics . I had cooperated with several sport clubs as form of mountain clubs here in Majorca. And at the end, they asked me why don't you become a professional? And along with my, with my work as a software engineer, I began my studies as a professional guide and that's it. From maybe 9-10 years I collaborate with some other guys, I don't organise tours. I always work as a freelance because it's more comfortable for me. Also because they fit with my actual lifestyle. As a guide I always ask my clients what experience would they like to have, and i adjust the route accordingly. It is always personalized to the clients' needs and level of experience and preparation. As a guide I teach my clients , but i also feel like i learn a lot myself. I still remeber a trip with an Argentinian couple and exploring dry stone walls, that was truly an exceptional experience. For me guiding is not just a walk, but sharing the culture, the story of my land.

Aleksandra:

So, what do you think exactly like, so you have the guides that you like, manage?

X.S.N.:

Scheme is very simple. Other mountain guides, so many of them are close to me, they know me. They know my abilities, my skills. They decide, I have a group of five people coming from United States or the United Kingdom, I think you can fit with your experitise .We agree

about the specifics of the topics of the purpose. Also, I've always had economic aspects of the job and that's it.

Aleksandra:

Perfect. So that's really interesting. And how how does walking and hiking tourism look like in Majorca. Like how would you say how do you see it like?

X.S.N.:

Right now we are, in the last 20-25 years hiking has has become a real economic activity here in Mallorca. Because in the beginning, so many people including myself and my close friends, look at the foreigners coming to Mallorca for hiking as something like an alien because when we talk about big mountain, we were talking about the Alpes, the Pyrenees, the Dolomites yep, I usually went abroad one time a year. For us the real birth of this activity is central Europe, lands like : Switzerland, Italy, France, Germany, Austria. It sounds a bit bizarre, following this first impression, so many people have become a professional guide, and they start earning money and making a good economic profit of this activity and for many of us, it seems like model has changed about the traditional "Sun Sand and Sangria model " off the tourism here in Spain, okay. More active tourism, with focus on nature and great life , filled with tradition and culture and so many of the people who came to Mallorca for hiking, are highly educated people. Okay, but right now in the third phase and is the worst phase because the hiking has become the mainstream thing. What does it mean, that the big tour operators and big hotels companies captured this market because they are interested in building touristic places, building their homes, building their lorries and they are not interested in the community of hikers. Because for the big owners of the hotels it's the same whether the tourist came to Mallorca to go everyday to the mountains or going to the disco everyday and beach and other activities, it is the same at the end of the day. And the big companies have strong capital, they are very experienced with working with various markets, they work closely in Denmark, Germany, United Kingdom and they've worked in close contact with airline companies. They make package holiday, for visitors coming to Mallorca and then, they are the guides, they control the market.

Aleksandra:

I think that's I think I am getting from this that it's mostly like for economic benefits. And now it's like the market is full of these huge companies. And not maybe so much of local people being guides. How is the hiking tourism structured like who decides on what is it like?

X.S.N.:

It's a real mess, here in Spain we are accustomed to produce so many laws, but at the end, they didn't apply any of them. There are several competences between the central government, the coast, the national parks, there are also organizations that work with environmental care, related to the government of the Balearic Islands. And at the end there is a Council de Mallorca, it is the government of the island of Mallorca. And they are responsible for specifically all the fields related to the Sierra de Tramuntana and next is the town hall of Mallorca. We have I think 46-47 different municipios(municipalities), and every town hall like Soller, Valdemossa ... has diverse and different regulations about the hiking activity. And also, a different feeling about the activity depending on the colour of the government, more to the left side of the political arch or more to the right side.

Aleksandra:

Yes. And how, like, how do you see how do you feel and you as a local, how has the locals, you know, responded to the increase in walking and hiking, people coming you know, tourists and like walking in your mountains?

X.S.N.:

Right now, we're after the after the pandemic Okay. I will say it's a bit shocking for so many people because, pandemic lasted so long. Here in Mallorca, we have the most part of the land is in the private hands, more than 97-98% of the land is seen as, It's private property.

Aleksandra:

In general, or Tramuntana you mean?

X.S.N.:

In general. This is a consequence of the, the way the Catalans conquered the island in the 13th century, andthe king decided to grab all the lands from the Muslims and take to their souverugn, dukes etc, right. And also, because during the 19th century they are they are some

sort of public lands, 'comunas' in Catalan, but government decided to sell them to clear their debts. And the problem is, when you design a trail, that the major part of cross private lands, you must reach an agreement with the owner of the land or you have to pay the owner for this tiny piece of land to cross it. Right now, the GR221 (trail) , that's the most well-known it's only in the public's hands from the village of Deia to the Formentor. But at the beginning from the Port d'Andratx until Deia is not yet certified.

It is private and I know that it's a it's a real problem because sometimes you can, you can experience some problems with the owners. As long as it's small groups crossing it might be fine, but if you are about to see 100-200 people crossing on your property, issues may arrise. You cannot camp on the private lands on Mallorca and there are regulations of the government, where you have to ask for special permissions of the owners. It's not a very practical way to do camping. We as professional guides, try to avoid these problems for our customers. We always talk and agree with the owners. We have to deal with the Counsell de Mallorca, government all the way. Thankfully the association of the tour guides on Mallorca support us in these matters. Otherwise, it's almost impossible to navigate across all the laws and regulations. For example, in the Pyrenees it is so different. The major part of big mountains are public and if they are private the owner of the land does not matter. Also in the Alpes there are some private, but in the end, the Switzerland is a paradise because they invented this business two centuries ago. And they have the experience we don't, especially when you talk about authorities the political authorities, our political authorities understand more or less the traditional tourists. You came from Copenhagen with some airline, you book a hotel, you go in the morning to the beach, eat the paella, that's that's the type of story they understand. Well, when it comes to the other type of tourist activity, they do not understand. And we can only hope that one day, they will understand better, be more interested in local culture, traditions, and landscape.

Aleksandra:

What are the benefits of this hiking activities for local development and what are the challenges?

X.S.N.:

The benefits are many because some tiny village tiny producers offers products like: olive oil,wine, handmade articles, benefit from the from the passing of the hikers. We are talking about stalls, while you are doing GR221, you can stop at the stalls, two- three bars, restaurants you can eat, you can take a drink, buy some groceries from the locals, and also you can sleep in the hostel, renting taxis these are the daily benefits. And also if you contact the guide, they benefit too, and they can be local people very often as well. At the end it's the mainstream travels, that are major part of profit, very often not shared with locals, not staying in the local community, local area. And here airlines, bus companies that are out of control of local residents. And at the end, so many of these companies create the product, package holidays for examle. You come to Mallorca with budget airlines, the companies often pay their taxes abroad, maybe in a fiscal paradise or tax havens. They often locate the tourists in the most touristic parts of the island in the big hotels, often owned by foreign companies, and located in tourist areas such as: like Arenal, Can Pastilla, Magaluf. Every day the tourist take the bus to the starting point, make the trip with them and are brought back to the hotel. In the end your total experience is limited to this' big machine', everything planned for the consumption, tourists don't have the possibility to know very well the local people, their traditions. That's my personal point of view, of course.

Aleksandra:

So you don't think that actually tourists interact a lot with local people during hiking?

X.S.N.:

No not really. My point is the tourists must change their mentality. The tourists shall be curious about the traditions, local people , interested in tasting local food or wine. The tourists that are aware that you must pay extra price for such services, to support local development. And for me it's interesting to sleep in the village in the mountain, hostel. Go to the grocery store in a tiny village and choose it over huge supermarkets.

Aleksandra:

So not so many tourists actually. But to say that our hostels, but are there many like private accommodation types? Also? Yes. But it's just more expensive compared to hotels?

X.S.N.:

It is more expensive. Some people choose these accomodation, but it all depends on tourist type- more aware and willing to spend tourists choose local accomodation types. Travellers, who want to travel cheaply, for example camp in the mountains, even though it is forbidden, but they do it anyways. But also some high end travellers, are not at all interested in culture, they are too busy going from point A to B, it happened to me. I had this group from Scandinavia, they came for a day in the mountains together with work colleagues. I tried to explain about culture, flora and fauna to educate them on important areas of Mallorcan traditions and heritage. I was told that they only have limited time before their golf competition, that starts at 3pm. And they do not have time for all those descriptions. In that moment I was shocked, well… it doesn't happen often, but those tourists also exist. Another thing, when it comes to hikers, coming to Mallorca, it is a surprise to realize that you can come too Mallorca for hiking out of season. And it's splendid in the autumn. It offers amazing landscapes of sea, mountains, the weather is usually sunny and from technical point of view it's not too demanding depending on a trail.

Aleksandra:

I also read this that you know often its tour guides are the only people the tourists see and ecounter as they are walking. And I think that's great that at least some tour guides are local or are knowledgeable about culture and tradition of Mallorca.
How has COVID-19 pandemic affected hiking tourism on Mallorca?

X.S.N.:

We can say the pandemic, shut down all the business. The connection to the island was not possible, airtraffic stopped completely.   And as you know, the major part of the companies simply put down their planes. And in fact, in my locker we have a problem of communication because we are an island and we dependand we rely on flights. We only had some flights connecting us to mainland- Madrid, Barcelona and islands- Menorca, Ibiza.

Aleksandra:

So more local tourism maybe?

X.S.N.:

We focused on local tourists. I went well, but at the end the size of local market is not the same as international market of course. My partner's suffered heavily.There was some support from the government though, which helped a lot.

Aleksandra:

And do you think there's any way in your opinion and our that tourism stakeholders, you know, like all these companies, can there be a way of like distributing benefits like economic benefits equally? Equally? I mean to local people.

X.S.N.:

For me the answer is trivial, the company need to pay taxes here in Mallorca. If they do so the local governments can invest these taxes in the local people, in the local environment. If you do not have enough money, you cannot invest. And it's also about prioritzing, what is more important and so on.

Aleksandra:

So the big problem is that a lot of taxes are not paid here in Majorca, but abroad and so there's not enough money to invest in local development.

X.S.N.:

For the big companies Mallorca is just a market. Just the place to send million of people and earn a lot of money. In Spain we have very high taxes unfortunately. But biggest issue is imbalance, so you pay the tax but the services provided to you are not really worth it. Here in Spain, the tax structure is very focusing o the tiny companies and the normal people. Generally big companies pay small tax , when compared to small enterprises.

Aleksandra:

So actually, Spain is more into these big companies and they make better benefits for them and for small and enterpreneurs. It's difficult. And have you noticed any changes in environment you know, throughout the years as you're walking and hiking?

X.S.N.:

Yes, but unfortunately not for good. The animals, the plants and environment are very delicate. They are in a in a very delicate balance, okay. The man and action of the man can introduce some problems: noice, garbage, buildings. Unfortunately, many often foreign investors want to build in Mallorca, often in panoramic places. The problem is that those places are often very valuable place from environmental point of view. These foreign investors, owners often close those private areas, not allowing the hikers to pass. Privatization is growing, and that is not good, destroys the hiking community and common right to free access to the commons.

Aleksandra:

The research like shows that community based stories and so the stories more people like locals are involved in exactly selling their products or organising something for the tourists, you know that it's beneficial for development of the area, and how based on that how do you think local community could work together to ensure that the hiking tourism is sustainable and supports, you know, the development local development?

X.S.N.:

In my opinion is essential to make agreements with local people (local cooperation), local corporations, local producers with the hikers Big corporations shall share their profits more equally for sustainable and local initatives. It must be most balanced and also with listening more to local people. Local people knows the land, know the traditions and they are very savvy people, we can learn a lot from them.

Aleksandra:

So again, it's like do you think that tour operators and tourism stakeholders so you know, both operators and stakeholders can collaborate with local communities and organisations to ensure that this hiking tourism contributes to local development and like, how, how would that maybe be done? Yeah, is there any way that this can be really distributed it more equal I mean, what would need to happen so that these big companies really are not taking all the profits, you know that it's more like, Oh, you want to include this local people?

X.S.N.:

 I understand that big players, and big comapnies have many responsibilities. And it's a very complicated business. It's a very critical thing. I recognise they deserve a big part of their of

the benefits. Also i recognize that this economic activity must be taxed, taxed- equally. The locals must be listened to and they must be feeling the benefits of the activity, tourism activity. As an example, if the owner agrees with the hikers to cross his finca (mallorcan house) for free, the government could invest in improving the pathway to access the finca as support for this finca owner (local support), financial support to take care of local produce: olive trees, wineyards. In the end, in my opinion, we must go for a win-win model. Tourism stakeholders must change the perception of the regional market. There is "sand,sun, sangria" , but it is necessary in my opionion to follow the trends, incorporate more sustainable activities and solutions. More ecological activities and more fair activities, fair share of profits and benefits. And also stick to the European standards. Spain is integrated in the European Union we must recognise there are other countries who are more advanced with handling local development and Spain can take and follow their example.

Aleksandra:

So, learn from other yeah from other places. I mean, I love this idea of like exactly like distributing like equal doesn't mean as you say 50- 50 , It just means just a little bit more , maybe investing in local people private spaces, somebody, because actually, how do you reach this is also interesting, right? Like you do ecotourism. Outdoor tourism because that's how I see hiking is one part of a big idea of nature and sustainability. But how do you get there with the car because there is no public transport. So the support to allow this sustainable choices seem really valid.

X.S.N.:

Yes, and one good idea to start could be to supply with products from the local producers. You cannot import tomatoes from Marocco. Maybe the price is higher, but also the idea and story "most authentic taste of Mallorca" , selling these local tomatoes adds value to the clients and is worth more for conscious travellers affter all.

Aleksandra:

Would you agree that maybe there needs to be also like a little bit of a big shift in the way people think. So like to see something else like to see tourism, not just as something that you you know, take take take but something that you take but also give or try to you know, give something from you?

X.S.N.:

From my point of view is this mandatory, shifting the mental schema of the people ,of customers and professionals. The tourists shall not just follow the touristic main points, attractions, but consider the big picture, showing interest in cultural landscape, and engage in dialogue and communication with local people and their traditions.

Aleksandra:

I had a question about what advice would you give to policymakers, you know, like, what can they do to support local development through hiking tourism?

X.S.N.:

The political change is necessary in my opinion, because the public policies are made by the governments in a democratic way, so the right for public opinion shall be included, Spain is democratic country but in reality the country doesn't work so well. Another thing is the mental shift , that needs to happen to support local development. That shift shall correlate with the political shift- more focus on sustainability, more support to local community and investment in tourism activities such as hiking, that can contribute to regeneration.

Aleksandra:

 If there's some there's something from above people start to see sometimes. What goals should working tourism be developed? So, like what is your hope with this development of local tourism like Yeah, so for what goals should working tourism be developed like goals, visions and hopes that you think should drive the development?

X.S.N.:

Now after Covid-19 pandemic, people have discovered the nature. They discovered the healthir way of life, walking, admiring the nature, being close to the natural surroundings, experiencing a mental state of peace. And this opportunity, after the pandemic, can now be used to develop the activity of hiking, as this healthy way of communing, being with nature. You must use the hiking and walking, as it's one of the most natural ways for humans to move, do. My personal hope is that through hiking, people will realize that it is a great way to meet great people, experience and learn about different cultures and traditions. The hiking and walking is fun, and by interactions with others , you learn more about yourself, practice

languages and do something good for your physical and mental health, and that vision should drive the development in my opinion.

Aleksandra:

That's yeah, that's great. So so so your vision is that it's just great and should be spread because there's so much beauty and benefits in it.

X.S.N.:

I love ths freedom that being in the mountains give me, I would never come back to office life. I love this feeling of having an office in the nature, nature is my office.

Aleksandra:

Yeah, that's great. And I agree that people in the mountains are very friendly. Yeah, because where else like, I think always people when they're outside like, you know, they say hi, they don't do it on the street. Hello. Hola. Hi. Or when you are biking, you know, it's high. It's like a community. It's like people are different. It's as if they go to nature and they finally can be themselves in when we are in the city. So I don't know you. You're a random person but but there when you pass the other hiker or other cyclists like, like a community it feels like to me.

X.S.N.:

I wonder if this feeling is related with antient people, ancestors. When the men came from Africa by walking and exploring the world. That might be an experience of being a human, walking and discovering the world with his/her feet. And they think maybe perhaps we have an old memory of these from old times. A man only with his mental strenght, strength of his/her body. You know we as humans we are not greatest swimmmers, we cannot fly, but we have strong legs and good brain. So maybe walking is the most natural thing and activity to engage in, "humans as pedestrians by nature, by design" , but maye it is quite a romantic point of view.

Aleksandra:

So many interesting insights and thoughts and thank you.

App.2) interview_transcript_02

Aleksandra and E.L.

Aleksandra:

I'm writing my master's thesis for my tourism studies and I decided to work you know, with walking and hiking tourism in Majorca. And, and kind of like exploring how that could be, you know, like an engine for positive local development. So how can you include community? How can you how can it contribute to sustainability? And so on and so forth. So that's, you know, topics I'm working with. And that's why I thought, interviewing like guides and local people would be really great for me, and that's the aim of today's interview. Okay, fantastic. So if you could tell me a little bit about your experience of being a guide, what regions do you work on and what trips Do you organise?

E.L.:

Well, I'm actually living in the south east of Mallorca. I'm living in Ses Salines. But anyhow, I'm doing guided tours around the island. So the majority is logically in the Tramuntana. But I have clients as well arriving in Colonia San Jordi and we do them more coastal hikes than I have sometimes even in Cala Ratjada clients. Last year, I had groups in Alcudia so wherever they are, I go there. So I do them all around the island and in Randa as well as in Felanitx. So yeah. Wherever, wherever anybody wants to walk. Because sometimes I even have inquiries for a certain area, or even for certain hikes, and they say, can we go there? No Problem. I do wherever they want me to go.

Aleksandra:

Perfect. And how long have you been Majorca because you're not from here, right?

E.L.:

I'm originally from Austria. But I came here in 97. So this makes 26 years and I started hiking. Well right after having my girl and well then I had, like two years off that I didn't do anything and then I started to work again and I was already kind of I need to do something different. And I started them in 2005 the with the guidance hikes.

Aleksandra:

Sounds perfect. And how you know in your opinion, how does working and hiking tourism look? Like right now in Majorca, what would you say about this?

E.L.:

Well, I see that there is a huge demand and people are keen on getting to know Mallorca in a different way because you probably know that Mallorca has been or has still, like well the fame of being for drunk only, more or less. But the thing is, the thing is that I see that hiking tourists come here because they have seen on TV or heard in on the radio or even read in the newspaper, something very different about Mallorca so so they're keen on getting to know that other Mallorca 'a bit different Mallorca'.

Aleksandra:

Perfect sound great. And how do you see how locals responded to the increase in this, you know, in this new active form of tourism? How do you feel they you know, what do they think when they see tourists or when they see the increase in them you know, on their land like in the mountains?

E.L.:

Yeah, I believe that there is two sides for that. There is a the one side like hotels having right now the chance to open in a different season or prolonging the season for autumn. So that different type of tourism that they can receive and then logically the landlord's probably are not that happy about that anymore, because they see the increasing number of people stumbling over their terrain. And as you certainly know already there is lots of private terrain and in Mallorca and yeah, I can I see the effects because of them, I call them 'the Sunday walkers' or the 'Sunday hikers'. They are so different to what I see or what I do usually with my hiking groups. So now after the pandemic people started to hike a lot, even local ones and they sometimes are not behaving as they should. They're not respecting that there is private property , leave rubbish and leave your handkerchief. So, tissues whatsoever. So I see both positive and negative effects are for the increasing number of hikers. Definitely.

Aleksandra:

And would you say that there any benefits of these hiking activities for local development? Do you think this local people are somehow involved? Are they getting any benefits from this tourists coming? Like hikers or not so much?

E.L.:

Well, I mean, it depends a lot on what product you offer, logically, somebody who works at the airport won't see the difference of a hiker or a normal tourist, let's say, but then we're getting into areas sometimes where a while usually there is not so many people above all when I go to the Tramontana because when I go for example around Randa and Felantix, I see that they react in a different way because it's kind of. Oh, new hikers coming now. And then logically we try to visit different local businesses as well. Including well after the hikes like wineries or olive groves or orange groves. And this is definitely something, which can be a lot of profits for the local ones. Opening the groves so smaller productions of locals.

Aleksandra:

But that's nice. So So you try to incorporate that into your schedule?

E.L.:

Of course, because for me it's a big part of the experience to not only hike and walk around the nature but as well to educate hikers on how to behave, how to create something positive, like collecting trash when they see it or interact with locals on the way. So yeah, that they see that they see that there is something going on here on the on the island apart from what they probably know from TV. So I always try to introduce as well, local products and local restaurants. Just yeah, but they see that living here includes a lot of different things.

Aleksandra:

That's that sounds really great. But would do you say that still because you know, I hear that, that it's mostly like these big hotels and these big players on the market. Like international companies with international guides, you know, doing their thing and often bringing some some negative impacts to environment and for people. And you know, based on that, do you think that can tourism stakeholders so you know, like, communities local, like Majorca Council and associations can somehow these tourism stakeholders, and sure that you know these benefits and profits are shared more equally and do have some suggestions?

E.L.:

I don't know whether this is I think we always have to start in the with their small things now. Probably I know that there's a certain interest from bigger companies to get those groups that hiking groups, when usually it's the type of client who does not want the big hotels where there is 300 other guests. Actually there's lots of tour operators searching for smaller hotels.

And yeah, because it because they say this is a different type of client. So we can't offer what we offer for a beach in summer for example. So I do not agree that this is a tourist that usually is attracted by those big hotels. Just yeah, I think it's the opposite actually. So they want something different. The only thing the only thing probably that is attractive about bigger hotels is the cost of the hotel beds. But yeah, I don't know in which way politicians or Governments could regionally try to distribute a little bit better, where people go, I have my doubts if if this is possible, because in the end, it's it's a tour operator that offers both. I mean, I have to say as well, but I usually have hiking groups. So it's it's already a tour operator behind who chooses hotels and the region, etcetera, etcetera. And as I said the I my personal impression is that they literally avoid the big hotels.

Aleksandra:

I see and are there many hotels or like private accommodation types, you know, exactly , more authentic experience in the rural areas in the mountain areas, would you say or is it more like private properties? And yeah, I mean, are there many of these small boutique? I don't know not hotels really but like private, privately owned small, local houses even. Is there something like that?

E.L.:

There is a lot of there's a huge offer of Agriturismo which is small properties from farmers. They have right now the old house from the grandpa and need to do something with it. So there is a huge amount of those private properties. And I have a friend she owns a small hotel. With 11 rooms. And during a period she had hiking clients there. But then she stopped doing it because she said literally that was complicated for her to open that early. They would come in February, and the heating costs would literally eat her up. So she then decided to say okay, I prefer opening in May. And this is enough for me. So so I can do I can do a better job from May onwards and have more profits. But I definitely believe that there is a huge amount of houses and buildings where you can could accommodate those hiking groups.

Aleksandra:

I understand. What do you say like recently or like few years back where there's some significant openings of some new hiking trails, walking routes, or is it not so well developed so well? I know it varies of course, depending where you go.

E.L.:

I see that in the past couple of years. For me the tracks and trails have become bigger, wider. When sometimes before you had to search literally search for the track. Now you see it clearly. So my personal opinion is there's much more hikers. This is the reason why you they're more evident those said those tracks are more evident. And well, I know that there is the GR 221. And then just about two weeks ago that it was in the newspapers that they officially opened the GR two to one between Deia and Soller. Which is nonsense, because we have been we have been hiking there for decades. No, it was always there that track. But yeah, they do that sometimes I think to promote it a little bit more. But definitely there is much more hiking tracks than a couple of years ago, and much easier to find as well. There's not too much signposting but I'm aware that this is not good for the hikers that come on their own and start the hike on their own. That they sometimes really have faced difficulties to find the way you know.

Aleksandra:

Exactly, exactly. I experienced that you know, because I'm also trying to go hiking and walking some places to explore different and feel it myself do observations and some routes like closer to Soller are like better like signed. If you if you ask me. But closer to Deia there was a route and I wasn't at all sure if it's the correct way or not.

E.L.:

It's a disaster. So you can say it's very easy to find your way because they did a good amount of signposting. But as soon as you leave it (Soller) , I sometimes really wonder how people find that the GR 221 for example betweenEsporles and Valdemossa, I don't know how they find it because I find I personally find it very difficult to stay on the track. It's incredible. And they say that this is the GR 221, so it's a little bit ridiculous.

Aleksandra:

Yes, especially for such a famous track, right? … and like you know, because you've been a guide for for a long time now. And have you noticed any changes in the natural landscape you know and local environment from what you can recall.

E.L.:

Yes, as I said before, we have broader routes right now it's more evident. And what I noticed as well in the Tramuntana, some forests have literally disappeared to give way once again to the former olive groves, you know that a good amount of the Tramuntana was 100 years ago, well, just olive groves on terraces and they disappeared beyond the the forests, the pine forests. And now they're to kind of Yeah, just cutting down the pine trees again and you see oh, this was an olive grove before so this is something I noticed in Soller for example, there's one place in Esporles , I came out of the forest I said I don't know where to continue because the forest is gone. So where is my route? Where's my track? And yeah, that thing has that was kind of amazing for me as well to see okay, they start that was above all, after the first big crisis in 2008 when people had enough time or more time than before and just remembered that they had that olive grove or that orange grove somewhere and started to work on it again now to have at least something to do and probably have some profits by doing olive oil or harvesting oranges.

Aleksandra:

So there is more olives right now olive grove you're saying? Interesting that that is very interesting. And like if you'd say like, like environment in general, do you see it being like, damaged or is it more exactly flourishing, you'd rather say because of hikers and you know this increasing activity people being interested in that?

E.L.:

It depends a lot. It depends a lot because there is areas for example, where I noticed a negative effect, but not by hikers more by trail runners. They are zigzagging and destructing soil and trails. So what they do they just shortcut and run down straight. And now everybody logically as well, the hikers they follow those old tracks. So this I noticed, I noticed as well, but I haven't been there for a long time. There is that one beautiful tracke that was built to build the lighthouse in Formentor and it's just that in Cala Murta and goes up to Formentor to the very edge, and it was as well a zigzag, like a ramp going up the mountain and increasing very, very slowly gaining very, very slowly altitude because they had to literally drag up the stone for the lighthouse there. So it couldn't be very inclined, it couldn't be steep, and the horses would drag up the stones. So there I noticed that for example, mountain bikers did a lot of harm to the track, which was as a couple of stone paths, let's say, and they're jumping from one to the other and logically destroying parts of the track. Yeah, I don't. For me, I don't see that hikers harm that's much. I believe that it's actually different sports. I find right now

we have that a lot of energy put into sports. That is getting higher getting steeper getting. You can't do one marathon right now you do have to do three or four in a row. It's all about all about your motivation and doing the utmost and in very little time. So they're kind of in a hurry. And for me, the mountains are not for that. For me, the mountains are there to enjoy. And it's not about getting there 30 minutes earlier or later. It's about getting there. I want to believe that it's not the hikers, it's more other ones that are doing sports that harm environment, tracks. They don't see mountains as oasis and place to rest, restore, that they see it like a sport facility in nature, running trails in the mountains. For hikers it's all about slowness, peace, enjoying time in nature and beautiful landscapes, in line with nature and I believe respecting it.

I really like this kind of like metaphor that you know, a hiker is there and should be and has this approach to enjoy the mountains to take their time to be slower and connect with nature rather than just say oh, I want to get there because I want to show a picture to my friends. You know, this is lifestyle choice and different approach to exploring mountains then other people.

I have the personnel opinion that people are living very fast right now. And it's all about having been there and having shot the photo as you say, so you can say Okay, done. Yes, I was there. I heard from people that they go three for three days to South Africa. It takes you eight hours to get there. From here. So how can you do that in three days? It's impossible, but it's just that you can say, 'Oh, I was there'. So that's for me part of the problem that nowadays everything is so crowded is because people are not going on a holiday to relax to enjoy to see to explore. It seems more like the sport, they can say I was there. I've been on five continents without even touching the ground.

Aleksandra:
Relating back to what you said about the 'Sunday hiker'. So you would say that on Sunday. It's a little bit different group and people actually come because they have time and can you see like more people coming then?

E.L.:
Definitely. On a Sunday definitely. Yeah. I try to avoid the weekends if I can. I see because there is definitely much more people on the tracks.

Aleksandra:

And what are some ways in which hiking tourism can be improved? You know, to benefit both the tourists and the locals.

E.L.:

I think an overall approach is important. As I said, it shall not only be about the hiking itself, the exercising,it's about getting to know locals, getting to know the food, the wines, local traditions. Collaboration between tour operators and locals could offer fantastic and very different experience for both tourists and local people. That is because locals will be happy about having visitors, hikers, who would otherwise probably not have reached their small vineyards, gardens with local coffee spot. As I said before, olive grove or winery are often in the middle of nowhere. Oh we sometimes we sometimes walk to wineries and I always believe that this is so special because imagine doing a hike of three hours or four hours. And then you go to a local café or winery. She doesn't even speak and I'm referring to a lady who has her winery in Algaida that she doesn't even speak English. She explains a little bit about the wine, I translate, and she says I do this because I want to... As she explains her life,tells her story and hikers love that. They really enjoy that.I think that's the fantastic part because you get to people and you get to regions where normally you wouldn't have arrived.

Aleksandra:

Yeah, I love that. I just wonder how could that be done? So that is, you know, the majority exactly this authentic experience like and local people having an opportunity to to show their life to to the tourists, you know who are curious, because you are doing it on a small scale because you know, somehow this woman in Algaida right? but how do you how do you do it? So it's not this huge hotels and it's not this huge concerns but the small scale and real people you know how do you

E.L.:

Exactly it's it's a different it's so different to if you go for example of a huge winery doing 1000s and 1000s of bottles of wine so so when she tells her when she tells us that we have a harvest of 10,000 bottles a year so then you say that's much, much smaller now.

Aleksandra:

And, you know, there was this research that has shown that community based tourism can be beneficial for the development of an area, you know, community based tourism, so exactly, local people engaging in some kind of I don't know selling their products gaining a profit from that or, or maybe even being a guide or offering their accommodation . And my question is to you, how can the local community work together to make sure that this hiking tourism is sustainable and that it actually supports this local development?

E.L.:

Well, for me, if you want to support the local development, then you have to keep it in in your region. If you have, for example, that region of Colonia San Jordi I never understood why they would not offer hikes like they did in Soller, for example, they did at least in the past, I don't know whether they offer it right now. They had a kind of a person there, and they would do like introductory hikes. So people arrived and they had that one free hike with somebody from the region and they would show them let's say that those different spots and points were to go to etc, and then offer them a one free hike. Just to see the region and I mean, people love everything that's free of charge. So I remember when they did that in Soller, that was really something extraordinary and paid by the different hotels who just saw that this would increase for the future, that this will increase tourism in a time when they usually have to struggled to get clients. Now because this is so so beautiful about hiking, that you do it off season. You don't have to offer that when you're already fully booked. You have you can offer it at a time when they usually have to adjust, find the client and now they're coming deliberately because they know that the area is beautiful. It offers a lot of different hikes. And you find the signposts as they did in Soller in the end. And they have their own map. They give the still for free to clients and everybody needs each and every reception knows about hikes right now as well instructing people who live there, sometimes you probably know that as well. When you live in an area for a long time. You probably know it less than a tourist coming two or three times because they just take their time and go anywhere. So yes, it's a little bit of instructing as well. Your receptionist or the waiter and the dining room if they ask you I know a hike. You can receive information at the reception whatsoever. It's all about giving information and at the right time, so I think that's a really worth investing that money and the time probably when you when you start because Soller, I mean, they increased so much.

The initative with free hikes- Associacion de Hotellieres, which is usually in each and every region here in Majorca you have like association for the hotel owners, and they come together and to talk about what can we do what can we offer to make it more attractive. And I know that it was them, then I know even the person who did that in those days who started this and yeah, this was this was just future built. Other regions could not offer it that easily. Because there were costs involved, I mean in Soller you have the opportunity to start right from the hotel with your boots. I also see that Calvia, has also invested the money. They offer- a winter in Mallorca. They keep offering that, they still offer that, that in wintertime in low season they have easy walks. And I think they offer that still on a weekly basis. So people know that already and they come and book this and it's for the winter season.

Aleksandra:

Do you think you know like, as people hike or walk in the mountains do you actually see that there is interactions or possibility for tourists to see the local people or it's mostly just tourist groups, and the only person you interact with is actually a guide maybe? What would you say?

E.L.:

Right now I would say it's mostly tourist groups. I mean, sometimes we get to see people working like doing the stone walls, the terraces and I try to interact with them, and the hikers are curious to see how they work and why they work and what they do and what time it takes them. I try to interact with them, but the majority is definitely tourists.Unfortunately, we do not have the same system here like we have in Austria, with the places where you can have a drink or eat something small there is just a one place Deia and Soller- Son Mico. But where you can have a freshly squeezed orange juice and enjoy a coffee or whatsoever. So this will be for me the perfect opportunity to interact but unfortunately this is really the only place on a hiking track that you that you can interact, let's say.

Aleksandra:

So there are so many not so many local cafes or small spots where they sell?

E.L.:

Not on the tracks not on the tracks. You find them afterwards in the villages and towns where you go to but not on the track.

Aleksandra:

Well on the track. Yeah, I see that it could be a great opportunity for sure. For what goals should working and hiking tourism be developed? Like for you and here I'm asking like for what goals are for what is your vision you know of this development through hiking tourism and maybe what is your hope that could drive this development?

E.L.:

Well, my hope is that all in all, we we try to maintain what we have that we don't press too hard, you know, It seems that we always need growth. So I believe that we have gotten to a point where Mallorca is on the edge. So I love being in Mallorca. I love living there, but personally July and August are the worst part of of the island. So too much sun too hot, too many people etc. So when I go to Palma around 10 o'clock in the morning and I can't find any parking space I'm just desperate. I believe that we should definitely try to maintain what we have, add new more conscious offerings, share environmental knowledge about mountains, how to behave, how to contribute to improving mountains, common well-being as we hike. I would be as I said, very happy to find more little local restaurants where you could have a rest. So this is just my vision, I think maintaining and probably spreading the season would be good, for late November for example, which can be very nice here on the island. I don't know when you arrived, but November can be can be very nice. Probably started a little bit earlier in early February. I do right now usually start in the midst of February. But yeah, we can't we can do do much more. We can't make the island much bigger as it is right. We have to maintain what we have and be happy about it. And try to support local development and help the environment restore through more conscious hiking practices.

Aleksandra:

Yeah, exactly. And that like spreading the season and kind of prolonging it and but not everybody in one moment because the capacity cannot cannot deal with that.

E.L.:

Yeah, I think that deserves more promotion. But yeah, as I said it's above all about off-season. That could be very, very attractive, especially for people from the North. Who usually in

November have already snow and here it's still good very nice temperatures and even can have a swim in the sea.

Aleksandra:

Thank you for finding time. I really, really appreciate it and it means a lot to me. So thank you so much.

E.L.:

No worries. I hope I could help and if you need anything else, you know where to find me.

Aleksandra:

Thank you. Bye. Have a safe flight.

E.L.:

Bye bye. Thank you

App.3) interview_transcript_03

Aleksandra and J.H.

Aleksandra:

So if you could tell me a little bit about your experience of being a guide, like what do you what trip do you organise? In which area?

J.H.:

Yeah, sure. So I've been I've been a guide since I started my first studies in to become a guide in 2009. But I started working well pretty much let's say between the year 2010 and 11-ish and since then, I've been working so always when it comes to being a guide always as a freelancer and nowadays I have my own company. It's called to hike and rideSL, but it's actually the websites are mallorcahiking.com (step off the beaten track.) and palmabicycletour.com. So we got like two brands. Yeah. So I'm both the administrator or let's say the CEO, but also one of the guides. We work with a lot of freelancers and we have some for the bike sides for the bike tours. We get also subcontracted, paid for the season, let's say

yeah, and then I have one person who's the whole year helping me to coordinate the bike tours and the hikes that I do so I'm very much active myself guiding so today, for example, was one of the examples but what we're doing is we offer hikes all over Mallorca, only Mallorca for the moment. And we have on the website we have quite a wide range of hikes so they're from Easy, easy. Moderate, challenging and difficult. I work together with various tour guides on many occasions because we all here in Mallorca, we can say more or less almost all the guides, we know each other and we help out also through the association of the guides. It's very helpful because we got this Whatsapp group and then you know for example, when we have got dates that we need to cover, you know, like, we need to find somebody who can guide instead of me or, or I need another guide, then that what Whatsapp group is very useful. So in the end, we're all let's say, competitors, because we all got our own companies. We're all freelancers, but on the other hand, we also help each other out Yeah. And also know when it was during with this latest storm, you know, from the initiative of the association, or the members. They've been doing some days of cleaning paths, you know, from branches have been falling down and so on. Well, there's different initiatives in the association. It's quite active, but not as active as it could be because everybody's very busy with their own businesses and guiding, we could do more things. But there is, let's say there is the organiser. So like, what do you call it refreshment courses on first aid, you know, every year yeah, to remember more just freshen information. So that's normally a short course every winter and then what else do we do? For example, there's been they have been training some of the guys that were volunteering to go with this kind of Joëlette chair which is for you know, for people who cannot walk because normally they are in wheelchair, so for them to get out into the mountain. Do you know that chair or not we alternate wheel it's like, it's actually a wheel? Yes. Then it's got bars. So this person in front and there's got bars, there's a person in the back and then there's a support person.

So the public authorities bought I think three Joëlette chairs Wow. So but of course they must you must have the person trained to do the Joëlette thing. So I did not participate but I would like to in the future to also get that training.

Aleksandra:
Nice, that they can be included too.

J.H.:

Yes, but it's not so often, but every now and then they tell us throughout the region who's available with the Joëlette education to come and help with our excursion of a person and so on. So that's nice.

Aleksandra:

That's very nice. Yeah.

J.H.:

So yeah, but the tours are very much all over Mallorca And of course, the most famous ones are the most common ones and the ones that get repeated quite a lot. We do work mostly in the Serra de Tramuntana, because since it's more famous, more fame, that's where most of our groups want to go or they are located there like the stay in a hotel near to there. So either Palma or Serra de Tramuntana. They will be located typically, but there are we do offer hikes also like on the northeast, like in the Llevant or on the east. And sometimes close to hiking on the south. And in the southwest, their hiking as well. But actually the majority is quite concentrated to Deia, Valdemossa, Soller and a little bit maybe Lluc, that's those areas.

Aleksandra:

How would you say walking and hiking tourism look like now, in your eyes on Mallorca. And here we can talk about how it looks like and also maybe structured?

J.H.:

Oh Yeah, it's pretty, I would say it's pretty popular. It's very popular. It's there's a lot of hikers coming to Mallorca, especially the Germans have been coming for many, many years. I mean, they are probably the first group of tourism has started coming because there Yeah. And then it's been sort of spreading. So now you have a mix, you find all kinds of nationalities, hiking. And it's getting I think more and more famous for let's say that it's getting the reputation that Mallorca used to be a place where you went for partying and sun and beach nowadays, thanks to both hiking and cycling, It has become more of an active tourist destination spot. It's still a lot of people who still discovering it as active place because many people think that it's flat, that it's small, and that it's only party so people confuses it with the Ibiza still. But yeah, that's more and more people are realising that wow, it's a lot of there's a lot of possibilities. There's a lot of opportunities. And I tell you the bikers have been also coming for many, many years. And nowadays, it's getting it's getting pretty, it's very

busy. There have been hiking months, which would be from April to half June and end of August until the beginning of November. This month gets very busy especially September, October and especially April May. Of course the whole winter could be perfectly you know used for hiking. Unfortunately, there's not so many planes, a lot of hotels closed down for vacation for personnel and to do renovations. So if it would be more flights coming there would be more people coming in in winter as well, which would in a way make more sense that our season would go from end of August or September to end of May. Also doing thinking about the temperatures because it gets very hot in the summer. So but yeah, I would say that yes, it's common nowadays. You see a lot of hikers, especially when you go into villages in the Serra de Traamuntana, you see hikers everywhere you see them on the road on the path on the square in the cafe. Yeah, so it does it is important income, especially in those towns for the local businesses, to cafes that are everything, you know, the hotels and everything that exists.

Aleksandra:

Would you say that there are some private accommodation types are these people actually interacting like this locals? Do they do they offer their own house? Do they open their own houses, maybe to the tourists?

J.H.:

They do open in terms of Airbnb, which is a bit limited on Mallorca I'd say because you know that you need to get a licence to have like this vacation or renting so that people do that. So their hikers go as well. And then you have these little little mini hotels or hostels that are quite into directly hikers because they are mostly the ones going. So so there you find many examples of that. There's the "Fuhios", which is a little bit more even more simple, like a hut but still there's the private one, and there's the public one depending on where you go. And, of course, it's managed by local people, except for the public ones, which is managed by the local public administration- Consell de Mallorca, they are, you know, state employed, so to say, right, but the other ones are private companies, which is local. Normally local people, of course, sometimes can be foreign owners, you know, yes.

Aleksandra:

That sounds very interesting. And how are the locals responded for the increasing walking and hiking tourism in recent years?

126

J.H.:

In general, the response has been very good. And it's been like very positive feedback. Because people realise and do see that this type of tourism is more respectful. It's more they're more interested in in local culture. So it also goes together with local gastronomy, trying the olive oil, trying the wine buying local products, they tend to go to smaller hotels. Hikers are quite calm, they don't party they don't make much noise. They tend to be you know, hiking, eating sleeping and also buy some souvenirs and such. So I think they are very much welcomed and respected by the locals. It's definitely been the general feeling. Now, I will take all in all positive, of course, then people can get irritated with a lot of people on the trail. So you notice especially on the weekends, especially Sundays when you have a lot of local people on the trail, they can get annoyed and they can be like wow, amazed with how many people on the trail on the hiking months on the high season. It's true that the hikers a big part of them is using public transport especially since last year since public transport has been increased. But you can't reach all the routes. So of course also these kind of tourism uses a lot of rental car. Now this of course adds to the general tourism which collapses our roads and places and places to park in the summer and I mean in the high season. So there's both things both sides, but I would say that the general response or the like the feedback you get from specifically from hiking tourism is positive.

Aleksandra:

That's great. And would you say there are some interactions on the trail between locals and tourists?

J.H.:

There is, you always say hello. Normally the general thing in Mallorca is that you say hello, hola , buenos dias. You have you do see people asking for advice. You know, if they're lost, local people's tend to be like asking if you see somebody who looks lost and needs help. I think also sometimes local people makes a comment or say hello to like a farmer that you pass by or sometimes the farmers when they have excess of for example, orange roots, lemons that they put on a basket outside their house and they you can take so that's nice, you know Yeah. And there's not a lot of interaction because the hikers tend to hike and that's it. But that is a bit and definitely of course supporting the local cafes.

Aleksandra:

Are they located on the trails?

J.H.:

There's a few for example, a nice example is a little family run business that is located between on theGR221, so the big trail, that goes through all the Serra de Tramuntana, on the stage between Deia and Soller, In the middle, you pass by a place called SonMiko. It is a rustic cafe. It's on the trail. It's like The trail passes through the garden. So it's a perfect spot and there's these two French sisters who live here they have their French family but also Mallorcan and their families run a family run cafe and they offer fresh juice, cakes, quiche, and this would be a nice example of I have a spot where it really hikers go, they open and close according to the hiking season. Yeah, so they would be closed when there's no hikers and they would open spring and autumn when they are open every day. Yeah, they open anything throughout the summer throughout the whole summer. Yeah, but but not in the winter in the winter. They're closed.

Aleksandra:

But it's a great opportunity for this interaction.

J.H.:

There's not so many, like a lot of people would like to have more than like, how can we stop, you know, on the route and then like, let me stop there's the option of routes are limited, because there's that one. There is for example, that one where you can pass by in the middle of the mountains you pass by one of these public 'refuchios' they're you can have can have something to drink ,coffee. You can even have lunch you can have a little snack you know, sandwich and ham and cheese. And apart from that there is places there are hikes that we can finish in a restaurant but we won't pass by nothing in the middle because we're still in the mountain. You know. So that could be more spots. Could be more could be more but everything goes with the demand, I guess also and of course people having the idea and the courage to open up something.

Aleksandra:

And what are the benefits of walking and hiking tourism activities for local development? And also what can be the challenges connected?

J.H.:

Well, I think definitely one of the advantages could be, well there is the struggle that Mallorca has and the politicians talk a lot about a lot of them have been talking about a lot but haven't really done so much. Initiatives that will be actually a real support like, for example supporting the small companies like hiking companies. I mean, if we could get help with publicity, you know, marketing, if we could get a good help with all kinds of other things. It would be helpful we could we could grow this together, right? It hasn't been that many. There's a lot of talking. You know. But it's true that you know this struggle that Mallorca has to change from big from only being concentrated on beach sand and party tourism into being a whole a more whole year open you know, like active outdoor destination. This is something that will of course benefit all the Mallorca, because all kinds of tourists like golf tourists, hiking tourism they are known for this kind of tourism, come they're more respectful, but they leave more money also on the island so there's a big economical interest behind.

Aleksandra:

Would you say they're more conscious type of tourists?

J.H.:

Definitely, they are more aware. I mean, this type of client is more aware. It's also sometimes really chooses you know, like the hotel because of its sustainability, they choose a company to hire a guide or whatever because the sustainability not nearly so much until now. But I think it's coming more and more, because you're noticing that noticing, especially in North Europeans, maybe also Americans at some point, are having this more like knowledge or like they were aware, right, maybe more than Southern Europe, Southern Europe, Europe, we were a bit slower with that.

Aleksandra:

How can tourism stakeholders so you know, both like Council of Mallorca and you know, politic political structure and also like local people, like, how can they ensure that these benefits, you know, are shared equally?

J.H.:

It's a problem in general because they say that the big piece of the cake, yeah, goes to the big rich hotel groups, you know, it also go to general groups and literally the small companies do struggle because we're a lot more sensitive also to the market and to everything. So yeah, I would say that there would have to be more of a local community support to the small businesses, you know, initiatives and to also help them to like, lift out their product. Yeah. Because otherwise it's like you say, it's the big companies, the big transport companies, the big hotel companies, the big groups, owning the new restaurants there and then the ones making the more money, you know, it's also a thing of some of the big travel agencies, you know, they are also bringing big groups are many groups and, you know, smaller travel agencies struggle more, you know. Hotel owners do have a big influence on how Mallorca is run and politicians.

Aleksandra:

And your experience how has COVID-19 influenced or affected walking and hiking tourism?

J.H.:

Very, very heavily and very strongly when it came because during, let's say, almost two years, there was no business at all. So it definitely it was it was a struggle. Many companies, have to unfortunately to close or go bankrupt. And then people of course, trying to survive how they could do another things on the side. A lot of these people, if you had somebody contracted a lot of people were firing people. They have to try to really cut down on costs like maximum . So you might have sold by you might have sold material you might have, you might have had an office that you just said I'm not going to rent the office anymore. You know, this, these kinds of stories. You hear them continuously. There was a lot of people who had groups that had been paying their deposits for the groups that they were going to come in, then they said, Oh, we can't come because of COVID. So you had to then, like promise them that they could come next year. Next year. They couldn't come neither. So you have to move it again. And you're all the time. You know the deposit, of course you sort of spent the money paying other costs, but you just keep on moving is it was it was a pain. So I had like groups especially for biking, in order to move like they will move like five times. And in the end we could do them in the autumn of 2021 it was less like I just walked them over and done with. Yeah, I just want it done and clear and so on. So it got activated again, little in the autumn 2021 And then came the winter and then 2022 was still with a little bit of a hangover from COVID. So there was activity, both in spring and in autumn season but I would say slightly less, slightly less

able still fully recovered. Everybody's hoping that the series will be recovered. Like as before COVID. Same amount of work. We'll see. We'll see. But it's been it's been difficult hard times. After COVID more local people, Spanish people engage in this type of tourism that was presented to them during this pandemic. So now hiking is even more popular amongst locals.

Aleksandra:

Okay, so it's not yet back to normal.

J.H.:

I think that 2023 has a potential to go back to normal. I think it can be like prior to COVID. 2022 was a good year, but not as much, as people who's a bit afraid to travel.

Aleksandra:

And what kind of jobs and businesses have been created as a result of hiking and working tourism?

J.H.:

I would say obviously the guides, there's more of guides so that's that's one job. Then there's also there's also more more work for the local restaurants and bars because they do special like let's say on the specific restaurants where they receive a lot of hikers, that they definitely have more work to do and more people employed and so on. There is a lot of need for transport so we there's a lot of mini buses and buses and transport companies. There is also luggage transfer you know there might some of them are done by taxi drivers. Some are done by companies specialised into transferring luggage from point to point while other people is hiking. So I would say mostly that Yeah, I mean, of course there's things like insurance or there's also just increased public cost for rescues in the mountain because there's more people hitting accident having accidents.

Aleksandra:

And have you noticed any changes in local environment, you know, like natural landscape throughout the years as you're walking and hiking?

J.H.:

I haven't. It's it's difficult to notice the real impact. It's true that in some places. Yes. Because in some places when you can say that, yes, you can notice that the parts got more got more rundown, more used more in need of restoring and so on. So yeah, we can say that there is a bigger need of maintenance due to a bigger, you know, more people using the paths.

Not so much of a change in natural landscape, but for example, I remember one path where there were a lot of mountain bikers coming on some of the path and they destroyed the path a lot and so as I remember some parts that started looking really like wow, not possible to recognize you know. In the end they regulated , so now there are no mountain bikes on that path. But I would still say that, you know, hiking is fairly respectful to nature and so on. So it's not Yes, I wouldn't notice big changes then there's also been some illegal activity that some people on some trails, there's been people taking their own initiative without any permits to go and spray colours along the path. So in terms of marking the path, yeah, so it's easier to find it but that's actually illegal, because you need to have a permit to do that. And indeed, there's not really like official permit. This kind of marked colours or painted. It's actually not supposed to be done. There was always some from the locals but it's been increasing so we've been seeing many paths with paint every two metres which is bit crazy. It looks really ugly. Because you know, it changed that really does change the natural settings. Now this has not been done. I can tell you by local mountain guides, it has either been done by foreigners who come here and work or maybe tourists or maybe people that are not guides.

Aleksandra:
And what are some ways in which hiking tourism could be improved to benefit both tourists and locals?

J.H.:
Well, I think yeah, there should be more information definitely. So there should be more information points. Giving like telling more information about the route about the danger of possible danger, and also how to do what to do in case of emergency. So these kind of posts could be more common, because there are some hiking maps and there are some giving information about the local trail, especially the GRtrail, there could be a lot more, and I think more like let's say advice of how to behave as a hiker. Do not throw trash. Don't speak loudly, don't shout. Be respectful with the flora and fauna. Don't pick the plants. Close the gate when

you find the gate. Don't go into private property all these kind of this information should be disseminated, don't make fire, don't camp, all these kind of things should be more published and more known both online and at actual at the actual hiking trails. That would help because then people locals will feel respected and at ease. You know, people will be even more respectful. Because there's a lot there's a problem on Mallorca where a lot of you know, there's a lot of the ground is privately owned, almost 92%. So then a lot of the private owners who have been so far letting people go through their land because there's the old path, they have decided to close the path with a fence because they get fed up with the hikers leaving trash so this is something that the only way of changing that is changing the behaviour of the hikers. Of course here I think the guides have got an important role because we can give this information we control our groups, we advise not to throw trash, we close the gate. You know what I mean? But of course a lot of people go hiking themselves and they should be allowed to have this information and know what rules they should follow.

Aleksandra:

But you would say that a change in the way of thinking about doing hiking tourism is necessary?

J.H.:

Yeah, I think so. Because if not, the people are gonna end up getting really annoyed the locals you know, it's just gonna become another masification. And that's not what we want neither. I guess it's really difficult to limit it. And maybe there should not be limitations but it needs to be said we really don't want to become, Mallorca should not become a new Cinque Terre , where you have like, are walking in a line. Nobody likes that. Not the people working with it, not locals and not the hikers. The tourists they feel like they came to a masificated place. So it needs to be somehow controlled but not necessarily limited, people should have access to mountains I mean. And I think also one way of helping is that if the public administration prepares, opens and maintaines more hikes, automatically, it gets more spread out also so you don't have massification of only few long and big trails. It's a difficult task because you have all this struggle with to deal with landowners.

Aleksandra:

Association do they help you get permits like when you when you want to pass?

J.H.:

They help us to give us the information to give us the information. Yeah, because there's certain points, certain places where you go, certain activities that you do, you might need a permit or not. So this association helps us to as guide to know how can we get that permit? Where do we need to apply for it?

Aleksandra:

And, you know, research has shown that community based tourism can be beneficial for development of an area of place and based on that, I have a question for you. How can local community work together to ensure that this hiking tourism is more sustainable and supports the local development?

J.H.:

Right so I think the main thing is the information you get, what you know, it makes people more aware and more conscious about respecting everything about reusing, recycling, you know, choosing friendly method, but then there needs to be of course, the offer of that. Also as well. There needs to be an offer a good offer on public transport, for example, to go to the hikes instead of being dependant on cars.

And already now, that really has been improved. The buses are more frequent, it's cheaper. There are new buses, with electric gas and information is better. There can still be improved, because it still doesn't say for example, so if you take this bus to this village, then you can do a hike at this village. You know, I mean, there's just information on how to go to the village. So a lot of the research is still up to the actual hiker, find out and then it's about educating the rest of the people living in the society meaning, for example, if you have a cafe, what kind of products do you offer for takeaway and is it plastic? Or is it reusable paper, recyclable paper, you know what I mean? All these kind of things. There needs to be still more information. When you come to a village for example, hiking, they should be could be still more information. So what can I enjoy in this village? Can I buy a local olive oil? Can I try wine from this village? Can I try almond products made and manufactured inside the village? These What is this village famous for? These kind of information, I think we're still lacking a little bit you know, it's up to more each one and everyone and go around and find out

Aleksandra:

about tourists getting information now that he said do you think they rely on like physical materials like maps and advice? Or do they use more like digital tools like some apps?

J.H.:

I think more and more online where I think more more digital. So we still turn out there is apps existing already but they're not very developed. So I wouldn't say that there's this one super handy app for Mallorca hiking. The people use different kinds of outdoor apps for maps, you know for hiking trails. But in terms of discovering local possibilities, there's no real complete app yet. There might be smaller ones yet. There's no global app. But I think people are more and more all the time tend to look things like online more than actual physical maps. But it's true that I still think that having for example, these kind of posts or you know information boards, when you write to place, it's still useful and people still watch them.

Aleksandra:

I mean, I think but of course Valldemossa is so famous, they have this QR code where you can get the information.

J.H.:

It's getting more and more common, the QR code. You could have more QR codes along the trail as well with certain information. However, it's also true that you somehow, my personal opinion, is that it's good to have some information, especially at the beginningand at the end, maybe some in the middle that talks about something which is interesting at that point. However, you do not want to put posters with QR codes everywhere. And you also don't want people to go and watch the mobile phones all the time. You want them to enjoy nature.

Aleksandra:

How do you think operators and tourism stakeholders can collaborate with this local communities and organisations to ensure and improve the local development in a meaningful way?

J.H.:

Well, I think it has already started in terms of that, for example, cruise ships if I just mention an example that come into Mallorca, a big majority of them not all but a big part they do offer

on their tour. They offer different tours right for their guests when they get off so it's only for a day normally, but many of them almost all does have on offer, a hiking tour. Yeah, so that's already a way to start that you know , the cruise ships doesn't do not only offer visiting Palma centre, go into the dragon caves, visiting the Valdemossa centre, which would be the typical they also offer that for, or historical walking tours inside Palma but apart from that they also start more and more offering a little bit other types of tours. Like hikes for example. Some of the hikes do include also wine tasting at the end or tasting products. Some of the tours include includes stopping at a local cafe like the one I mentioned. So that's a cruise ships. So there's the beginning of it. Then also they of course also, like you say they spread out more the money because otherwise it would be the bus company, that big agency who organises all the tours, and few more companies, if they offer, offer more kinds of tours, more kinds of small local companies will benefit from that. And then and then it's still I would say that the big tour operators like huge ones ,they also start to offer a little bit more hiking, but there's still a lot of , all inclusive, things like that. So it's not the typical tourist that would go to Dubai a holiday package, that would go hiking typically, they would do other kinds of tours like going with bus to see the dragon caves. But it's coming, it could be increased. I think it could be increased because those big tour operators, they're the ones mainly keeping the money within the group. Yeah, they also own the buses and you know what I mean? So that in the end, we always get back to the same thing, which is that the initiative or the law or the regulation should come from the public authorities in order to regulate things because otherwise if it's private interest, it will always look to make more benefit for the big companies. So certain things must be limited by law, you know, in order to improve things.

Aleksandra:
 I can also see that it's important. What you said previously to support like to improve publicity of the small businesses because how this operators or whoever there is suppose to know about this small people, right? Yeah, maybe they want to have business. Maybe they would like to collaborate, but how do you connect them so that they know each other? That could be helpful if there was something done about that. And following this topic, like what advice would you give to policymakers and again, tourism stakeholders looking to leverage, you know, to find these benefits of hiking tourism, to promote local development?

J.H.:

So I think first of all, they should there should still be more value put to this kind of tourism because it does, like we said, it does involve a lot of money and you know, there's a lot of economic benefits of it. If it increases this type of tourism and this type of activity so then they must be promoted more. It must also be protected more like we said, it's important that the trails are in good condition that they're safe. So I think there needs to be an improvement in the maintenance, in the in the information and in the in the general like caretaking of the tourism, I think yes, it should be also more they could be for example, just a practical example would be that there will be more let's say trash bins, recycle trash bins at the beginning in the end, he's the big trails. It's just an example but it would help that people would throw in the trash there and not on the trail. Like we said more information from the public authorities , they should be the one giving the money to either directly to the companies or the small companies or to associations that are represented like, little shops and the companies on what they produce, what can you enjoy, what can you do. But of course, I think the initiative must come from the politicians and it should be public. So I think there can still be more of a collaboration between all the like different hotels, the hiking companies that you know, the bus companies. There could be more of a information where they could easily get to know, like, which companies are specialised in hiking. These bus companies actually do a lot of hiking groups and there can therefore be more information sharing. And also with the hotels, they're really interested in getting hiking groups in and it's nice to kind of client and they're very nice , they come back the next year. It's spread out. It goes hand in hand when they see that it's growing and there's more and more economically activity involved, when the interest also increases to promote it and to protect it and to develop it. But it's, it's a bit slow. Yeah. And of course, we must, like I said, Be careful that it doesn't go overboard. Like, there's some places that get so famous hiking but they actually get overbooked and they're not what we want and it's not sustainable. It's not good for nature, not good for local. So finding the the middle way. That's a challenge.

Aleksandra:

Also, you know, the question in the first place, like you know, you always have to reassure people that that's gonna bring economic benefit, but maybe exactly, maybe it should be done a little bit from the other side like that. It's not only about economic growth, but also other benefits. That's also what they tried to also work with. But maybe in the beginning, obviously, it's good to say it is gonna both give these benefits economical and this environmental so something for everyone. For what goals should hiking tourism be

developed? And here I mean, like goals, visions, or like hopes, your personal hopes that could drive this development.

J.H.:

Right. So I think the goals should definitely be more, as you say, it's more more sustainability, more respect towards the flora and the fauna and the local people and so on. So there is a big, we do have an important task, I think as the guides in terms of information in terms of, you know, respecting showing being a role model. Increase but in a controlled way. So that it doesn't go over you know, and I would say yeah, for always aiming to have more local collaboration. We already include that in our hiking tours, where we end up at the local establishment, you know, where locals really benefit from this type of tourism. And it's not only in the Serra de Tramuntana, like, for example, our next place which is next example, it's organic orange farm in Soller. It's called Eco vinyasa. Yeah, they receive a lot of hikers, a lot of hiking groups. And then another example on the south to have a different example where they receive a lot of tourists, general visitors, but also hiking groups go there, but then you need to go by bus there. Yeah, it's the Salines des Trenc, the salt mountains. Its place where they do sea salt. The orange Farm is a lot of families a couple family ground and the Selinas is a little bit bigger, but we're still talking about not huge bodegas are also there are some big ones that are more let's say for the general type of visitors which are bigger companies, but there are small bodegas as well that are very much receiving hiking groups.

Aleksandra:

I wonder how they started maybe it would be interesting to talk to them, interesting because they managed , I believe there are many people who would do that like why not if you already live in such a touristic place area, why wouldn't do something for yourself apart from just, negative sides and obstacles connected. Thank You so much for your time.

J.H.:

Thank You, it was a pleasure.

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Aleksandra and M.B.

Aleksandra:

So in my project I work with you know, topics like local community, involvement development, community based tourism initiatives. That's something I'm really curious about regenerative tourism. So if you could tell me about your experience of working in this town, Tramuntana XXI And also being a tourist guide?

M.B.:

Well, first of all, I've been working in the government in tourism department to do the product of 'nature' so everything relates not only to hiking but also mountain bikes, active tourism and then, because I love the Tramuntana mountains, I'm from Palma, I was born and I grew up here. But then, many years ago, I moved to the Deia, which is a village in the middle of the Tramuntana mountains. And I love it and I think we have to take care of the mountains and the whole Mallorca. Just one year ago, I decided to start my own company. So I have my company called MartinWalks, and it's only for hiking, and I do Tramuntana Mountains and other natural areas in Mallorca. Tamuntana is basically the most famous hiking area on Mallorca, not the only one to do hikes, but it's where we more or less have the highest mountains and we have a trail that is GR 221 that starting in Andtrax and finishing Port de Pollenca, now finishing in Formentor. And then we have the GR222 which is going from Tramuntana mountains to the other mountains in the east part- Llevant. I think it's very important for Mallorca in general and for local people and the tourists to have more trails because the trail is the main thing that from there you can do a lot of things and people can do hikes as a sport. You can also engage into ecotourism, like see the landscape and watching flowers and here in Mallorca we have a competitive thing, the birds are coming in in the spring and so that's very important for us. We have a lot of species coming at the same time. And then Mediterranean has flowers all year and not only in the spring. So this is really special for us and the colour of everything, the landscape because we are around the sea. This is special colour.

Aleksandra:

How because your first job was in the government, right? How did you even like get to Tramuntana XXI and tourist guiding?

M.B.:

Well, it is a long story, I started working in national park- the only national park in Mallorca, Cabrera. I started to work there when I was 20 something years ago. And then and then i i started to work in the government in the local but because park national de Cabrera belongs to the government of a state not from the Balearic Islands and they move to the Balearic Islands government. Everything relates to environment but in tourism department. I'm working on trying to convince the people that tourism can have a lot of benefits in nature conservation efforts. So that's why I started working with eco tourism department and nature product . I strive to find a solution that tourism can be positive for the environment, but this is not easy. It's something that we have to work on. You cannot do it in one year or two years. The government introduced an eco-tax. It's a tax, but it's a sustainable tax. And so this is something that I think is going to stay forever because, people are more aware how important it is now. And this is an example that we as tourism sector, we can put money to agriculture or environment in general. The government should introduce the capacity limits, as Mallorca has already reached its tourism limits. We cannot grow anymore in terms in terms of more people, tourists. We need to focus on regenerative aspects of tourism. Because the people who are here already just start to feel like I don't have a place to park, a place to book a restaurant. So this is bad for everyone for the hotels from the restaurant for everyone. So I think 100% of the people who lives here will agree with some of these things that we have to do it. That is that we cannot grow anymore, purely economically, the focus must change, we must see the bigger picture, common well-being of nature and humans. Right now, if you want to make the hotel, you cannot do it if you don't take places of other hotels. When you buy a house, you're not allowed to put it on Airbnb anymore, because they're not gonna get that permission, the capacity is reached. It is something that came a little bit late because we had to do it before but at least it's done. Secondly, the hotels have to consume local food, at least 5% of the production, so it is the beginning. Maybe next year they introduce 10% and then 15 and then 20 Maybe 50% and that will be very important for our agriculture and landscape.

Aleksandra:

And now about a bit more about hiking and walking tourism. How does it look like now on Mallorca, and I'm asking both how it looks like generally but also how is it structured?

M.B.:

It's not so easy to do the hikes. I mean the trails are not finished. This is due to privatization, lots of grounds here in Mallorca are privately owned. Many times, it's not allowed to cross the areas, but people do, but this is not tourists, it is the local people. And you cannot imagine how it was changing for the last three years because of the pandemic. Now, that the people were locked, they started to explore local areas. I feel like this local tourism became a big thing here in Mallorca. I see people in places I used to do hikes, since I was teenager, they were always so empty and undisturbed. Places that I never see anyone now you can see so many people. In the mountains the problem is the locals, but the solution for me is to know which ways we can go and which way we cannot go. Right nowpeople have no idea, even myself sometimes I don't know if I'm on the trail or not because it's not clear. The government has to work to make the trails better. Because when they make trails they make business, they can make accommodations around the trail. A services like a shops, mountain guides, cycling many things. So the main thing is to do the trails and then around the trails you can develop the area with local people. I think is very important because it's not only for hikers it's for the people who are around, locals, local enterpreneurs, food providers , restaurants, accommodation providers.

Aleksandra:

So more conscious travel not just like relaxing and consuming, not just taking but also trying to maybe exactly as you said give back to the society.

M.B.:

Here on Mallorca we have sun and beach and parties and everything but on the other hand also good gastronomy, good hikes, culture. Hiking for me is very important because again, you are in contact with local people directly. You can see things that you cannot see when you go by car. Usually people mistake the concept of hikers with backpackers okay, the latter, they don't spend too much money. They go to youth hostels and they do a sandwich, but not everyone is a backpacker, people like my clients , they are not backpackers, they are willing to spend and invest in exploring nature. The client I have is people who stay in a hotel that one day the wife goes to shopping and the man wants to go hike or or different or I don't want to say that a woman is always shopping is is or the family wants to spend one day to do a hike, they're not really pro, they want to somebody to explain and guide them. My goal is not only to show you the way, but also to explain what we're gonna see on the way. You not only

will not get lost, but as well, I will explain you why we have stone teracces in Tramuntana and olive trees 1000 years old and things like that. I try to educate and share stories of my country and my home.

Aleksandra:

Do you see a lot of encounters and meetings of locals and tourists on the trail would you say?

M.B.:

Yes, well, I see it. And now you can see a lot of local people selling orange juice. And tourists are very happy because they're really thirsty. Every year it's more difficult to walk along Tamuntana in terms of apps that guide you, like Wikiloc, that show you the path that maybe it's not legal because you have to jump the gate. It is getting worse, that's why I told you before, the government should make maps clear, which way you can go and which way you cannot go. So for instance, one of my things I have in my company is I have to deal with private fincas and farms, that I can go in with clients but I have to pay them. This money goes for conservation. So I give them directly to Tramuntana XXI or we buy some things from the local people. I'm not gonna change the Tramuntana, but if many companies do that in the future we'll see positive changes and attitudes amongst the local community.

Aleksandra:

How has the locals responded to the increase in walking and hiking tourism ?

M.B.:

They are afraid because we have suffered the massification along the coast and the Tramuntana. They are not aware that this kind of tourism allows for greater spread of hikers in other seasons than most crowded summer seasons.

Aleksandra:

So walking and hiking. You know, you would say it allows for spreading the season. And what are the benefits, you know, and also challenges of hiking activities for local development of Mallorca?

M.B.:

Well as I say before and when you have a trail and you have many, many opportunities such as restaurants, tour guides, shops and rental cars. New accomoddations for hikers could also be introduced and that would be beneficial for the local development too.

Aleksandra:

How can tourism stakeholders ensure that the benefits of tourism are shared more equitably and equally?

M.B.:

There should be some directions from government level, that would allow for support of local businesses and not just big businesses. The eco-tax shall be kept, and money invested in conservation of local resources, and heritage. Also, the change in focus on only economy, more in direction of regeneration could be helpful, I think.

Aleksandra:

Should there be some support to help locals benefit from hiking tourism?

M.B.:

Maybe there could be help with the promotion of the local businesses, how to promote themselves, maybe some associations supporting local development, where people (locals) could go and get an advice, if they are thinking of some business in the area , but are uncertain how to start.

Aleksandra:

How has COVID-19 affected Mallorca ?

M.B.:

If you ask me the tourism is the same as before the pandemic. I think we will even have more flights. Because the thing with the flight is that before people come to Majorca once a year 10 days that was in the 80s 90s 2000. Now they come five days and they come two times or they come four days and they come three times.

Aleksandra:

And would you say that tourists that come now you know, are more interested in exactly this active tourism and ecotourism than in the past?

M.B.:

I agree. More people are now interested in nature and health benefits. Maybe young people are more interested in that, for instance, the market of United States and Canada, North American in general, they love the Mallorcan culture, they love to know and learn about many things.

Aleksandra:

And do you feel like Majorca is promoting the country like as a sustainable destination? Are those values included in strategy and branding?

M.B.:

Yes they are, but it's far from reality. It's true that they have changed some things in a good way. But they have to work more. They have to work and believe in it, and believe not just because of elections. I know it's not easy. And they have done a lot of things already. But we have to do more. More to achieve this sustainable mindset and follow it towards regeneration and bringing positive value through hiking and walking tourism.

Aleksandra:

And what kind of jobs and businesses have been created as a result of hiking and did it have some positive impact?

M.B.:

Not really. We have some companies only three in the whole Balearic islands that they do bird watching, a form of ecotourism. Apart from that businesses as usual, restaurants, bars, accommodations.

Aleksandra:

Okay. And you know, like because you walk in the mountains and you love the mountains. Have you noticed any change in that Tramuntana mounain landscape and environment throughout the years?

M.B.:

There are many abandoned areas on one hand. And on the other, people buy houses, foreigners normally. They try to keep the landscape as before and clean it, there is a good chance then with the construction of the stone walls. They put wineyards and things like that. But the people like me, we want to keep the terraces (cultural heritage) as before because it's a beautiful thing. Tamuntana mountains is made by humans. The forest is oak and it is nature. Now the forest is dirty, it needs to be cleaned. Otherwise, the danger of fires increases.

Aleksandra:

And what are some ways in which hiking tourism could be improved Do you think to benefit both tourists and the locals?

M.B.:

First of all, I think whatever you do you have to have a strategy. This is very important. And you have to put all the people in the strategy, not only the tourists, not only companies, not only accommodation, everyone needs to be included: locals, the person who works in the land, the person who works in the forest, the city halls , the local government, everyone has to be involved because when we are all involved, there is this common mindset and everyone feels like "it's my project and so i want to contribute" . I want to be involved so that it's better for everyone, everyone wins (regenerative mindset). But again, the trails we have to start with the trails but it's true that we have to be 'at a table together', that's the difficult way. That's the thing that does is really difficult to put all together at the same way and do something that everyone has agreed. Otherwise if you don't include all parties, more disagreements and miscommunication may happen. We have to communicate because in this in this country, we don't have communication in this country. Communication is hard. Another thing is that, for instance, the government of the Balearic islands makes signs different than the government of Majorca. City hall does another signs also, it is a mess. And this is no good for the locals. We have to have one and understandable for everyone. Like in Switzerland, they have the same signs everywhere. And those shall be universally understood. Signs that signalize- this way, that way, symbols and not signs in specific language, you don't have to speak any language to understand that. It is because I've been there in Switzerland , hiking and I studied a little bit

of how they do and it's very important important and you know why? Because they have many people involved. Local people and tourists. This is a good example.

Aleksandra:

The research has shown that community based tourism you know, in general can be beneficial for development of area of a place. So I have a question to you. How can the local community work together to ensure that hiking tourism is more sustainable? And also support local development?

M.B.:

In my experience the problem is that Mallorca often gets some funds from Europe to do some sustainable projects. Then they do those wonderful projects, but then when the project is done, it stays in the papers and is often not continued with. So sustainable agenda is not followed. The maintenance and appying sustainable learnings is necessary to ensure the tourism is more sustainable and heads towards regenerative mindset. In 1995, the government made a good path and signs everywhere about cycling in Majorca. Very good ones. I promise I saw it. Good sign with a with a with a map of Majorca. 'You are here' and it was nice. And now Majorca is one of the best destination for cycling. Or I think it's the best. So good for them but if you go through this path, the maps are already obsolete. They're old then you can not see anything it's dirty. So that will be nice to display it because this idea was perfect, well done. And again, the destination of Mallorca as a cycling paradise but we have to do more to keep it.

Aleksandra:

Would you say that there need to be some help from above? For the maintenance?

M.B.:

For instance in Switzerland, again the people who hikes, when they see a sign they know where they have to go , which trail to follow. They can also report if something is wrong with signs, as there is a number you can call and report it. ' Excuse me, I'm in the kilometer number 4 and the sign is broken, not readable" , "Okay, thank you, we're on it" - so this is a good example of collaboration between everyone. In Mallorca this collaboration does not exist for now and it is essential. In Mallorca the people need to know where they have to call and who to contact. Especially now we have this technology. We can have an app. I always

obsessessed with the apps, I imagine to have a map of Balearic Islands, Mallorca, Tramuntana to know everything. This road is closed because the tree has fallen down or whatever. Don't go to the restaurant because its busy. Make a reservation book book a restaurant in this pub. Do these hikes, the other don't , because they are quite busy already today.

Aleksandra:

Updated in real time?

M.B.:

Yeah, I wake up in the morning. Where we going? Okay, let me see. Oh, no, here No, because I see it's too busy. This way which is nice. You know,this way you can distribute the people, know how many people goes to the same walks. Amazing!

Aleksandra:

So you believe in technology? And you'll think people use it a lot when it comes to hiking?

M.B.:

Absolutely! I believe it can help make hiking more efficient and better maintained.

For me it would be great to have a network of trails. A lot of paths in Majorca and Balearic Islands that connect many places, not only in Tramuntana because, its the most famous, but we have millions of places that we can do hikes and for that we need a net of hikes, you know. It's very important and then promoted online.

Aleksandra:

What advice would you give to policymakers and tourism stakeholders to leverage hiking tourism to promote local development?

M.B.:

I would say hiking tourism is very good because it involve many people , not only hikers. Accommodation providers, restaurants. It can be sustainable if you have a strategy behind it. There need to be some control over the paths, carrying capacity limits, to avoid masification and increase quality of hikes for locals and tourists.

Aleksandra:

Do you think tour operators and tourism stakeholders can collaborate with local communities to ensure that hiking tourism contributes to local development in a meaningful way?

M.B.:

I think so because they need each other, to maintain a fruitful collaboration and all voices being heard.

Aleksandra:

I wrote a few questions today because I was looking at Tramuntana XXI website. First of all, I really love the vision and mission. We want to believe that the change is possible that we can make it more equitable, that we can make it more sustainable, involve everybody and I was like, wow, so I'm really happy you're here, first of all, and then yes, I read something about, that Tramuntana XXI believe that this can be a pilot project that demonstrates the viability of a new model of territory relationship. Could you say a little bit more about this territory relationship model?

M.B.:

They try to include the circular economy model, to keep on going with tourism but try to counteract negative impacts of tourism and bring a positive change, contribution. So we have to like take less cars. More public transportation, more solar panels in our industry areas. One of the best things about Tramuntana XXI is that it works independently of politicians, they looking out for Tramuntana, independently of the party in charge, the Tramuntana is the focus. And secondly, they believe that every single stakeholder, that interact with Tramuntana, need to be included in taking care and making actions to protect Tramuntana region, the people who take care of farms, the owners of the fincas, the tourism providers, restaurant owners. Everyone is listened to and we really talk and care for different stakeholders perspectives and ideas.

Aleksandra:

How do you contact people, various stakeolders?

M.B.:

We have meetings with different society groups, but also people contact us themselves. They know we will do something about their opinion or comments. We are open for their inputs. There are many people with environmental knowledge and always willing to share, so we, in Tramuntana XXI, believe in information sharing.

Aleksandra:

Do you feel there should be some shift in the way people think? The focus changed from just economy and money into other aspects, social, environmental?

M.B.:

Yes I think it is important. Me as a guide i always try to show people how wonderful the environment is during the hikes. Describe and introduce them to beautiful nature around them. But i am aware that most times people are interested in just their personal benefits, and that i believe should be changed.

Aleksandra:

You know, often the guides are the only people that tourists see during hikes, maybe you don't come across local people or you don't speak their language or they are afraid, so it's nice you share those values with them.

M.B.:

I mean I try to show the different tourism practices, one of the things is trying to give people something to stay with, show them the nature. I mean, when I finish the hike, the best thing the tourists can do is not give me the money that I need to survive. Of course, for me, the best thing they can do is like oh my god, I really enjoyed the hike, it was amazing. That's what gave me this this strength to keep going.

Aleksandra:

What are the most important sustainability criterias to increase awareness of rural development? What can be done?

M.B.:

I think we have a lot of power, and we can make more conscious choices. So we say to the people, let's keep the countryside alive. So let's start to consume all the things from here, it's

more expensive, whatever. That's what I'm trying to do by going to market on Sundays to buy directly from the farmers instead of in the big supermarkets. It is more or less the same price, but you go directly to them. Supporting local suppliers is very important.

Aleksandra:

For what goals should walking tourism be developed?
 (Goals, visions, and hopes that drive development)

M.B.:

I have hope for the regeneration, as the new generations are very worried about climate chage. Now especially after COVID-19 pandemics , we know that it is happening now, environment is at its capacity. I believe young people, new generations, really want to make a change. So when you talk about ecotourism, sustainability, regenerative tourism they really believe we can do something about it. I am hopeful, and secondly, we have a climate crisis, but social crisis, social environment , they need action as well and it's time to change. So that's why I hope I see a big change in this, for instance, now istead of flying to another country for a meeting, you can do it over online platforms (such as Zoom). Pandemic taught us that, it is a direct change. Now our mentality has changed, shifted a bit.
My hope with developing hiking is that people will see Mallorca for its natural landscape and natural beauty. And instead of choosing only sun and sand, tourists will also engage in hiking and walking activities and connect with the locals.

Aleksandra:

How does Tramuntana XXI share the knowledge with community?

M.B.:

We do a newsletter every month, we put everything we have done. Every year the book with all the actions and events taken by Tramuntana XXI can also be accessed.

Aleksandra:

Thank You so much for your time.

M.B.:

No worries, thank You and good luck with your research.

App.5) interview_transcript_05

Aleksandra and J.S.O.

Aleksandra: What walking and hiking tours do you organize? What regions you work most on Mallorca?

J.S.O.:

I organize private tours and hikes normally for small groups (8 pax). I work in all Mallorca but preferentially on the Tramuntana Mountains (West side of the island)

Aleksandra:

How has the locals responded to the increase in walking and hiking tourism in recent years?

J.S.O.:

Most of them they are happy because here we live from Tourism : Bar , restaurants , hotels.

Aleksandra:

What are the benefits of walking and hiking activities for local development of Mallorca Island?

J.S.O.:

The hiking tourism normally like to taste and buy local products: olive oil, wine, olines, honey, oranges.

Aleksandra:

What are the challenges associated with these activities, and how can they be addressed?

J.S.O.:

Better coordination with local administrations is probably needed.

Aleksandra:

Can you describe the impact of walking and hiking tourism on the local community and economy?

J.S.O.:

I think is more positive than negative. Many shops and markets they live thanks to the tourism

Aleksandra:

In your experience, how has the COVID-19 pandemic affected walking and hiking tourism in the Mallorca region?

J.S.O.:

Of course, we had only local or resident tourism hiking during the Covid season. It seems they found this activity and now are more inclined to continue engaging in hiking.

Aleksandra:

How can tourism stakeholders ensure that these benefits are shared equitably?

J.S.O.:

Investing part of their profits in local farmers and in the maintenance of footpaths.

Aleksandra:

What kind of jobs and businesses have been created as a result of walking and hiking tourism?

J.S.O.:

Farmers they sell to the tourists their local products, bar & restaurants & hotels they need more workers for customer services.

Aleksandra:

Have they had a positive impact on the local community?

J.S.O.:

Yes, no doubt !

Aleksandra:

Have you noticed any changes in the local environment or natural landscape as a result of tourism?   If so, what are they?

J.S.O.:

Yes, paths are more degraded and some paths have way too many people in high season.

Aleksandra:

What are some ways in which walking and hiking tourism can be improved to benefit both tourists and locals?

J.S.O.:

Investing in improving local infrastructures and trails is essential.

Aleksandra:

How can the local community work together to ensure that walking and hiking tourism is sustainable and supports local development?

J.S.O.:

Providing appropriate and adequate infrastructures to attract quality tourists

Aleksandra:

How can tour operators and tourism stakeholders collaborate with local communities and organizations to ensure that walking and hiking tourism contributes to local development in a meaningful way?

J.S.O.:

Investing part of hiking profits in local farmers, in the maintenance of footpaths, working with local authorities & associations.

Listening to the opinions and proposals of the small local entrepreneurs who are the ones who know the daily problems.

Aleksandra:

What advice would you give to policymakers and tourism stakeholders looking to leverage walking and hiking tourism to promote local development?

J.S.O.:

Local farmers should be helped more than hoteliers. It is the local farmers who look after the countryside and the mountains for no profit. To support to the local producers and local farmers.

Aleksandra:

For what goals should walking tourism be developed?

J.S.O.:

More focus should be put on support of local and non-governmental economy. Tourists shall be educated on how to contribute to bringing positive change.

App.6) interview_transcript_ Artisan_Sóller (translated from Spanish)

Aleksandra and Artisan Sóller

Aleksandra:

So the number one question, Are there different types of tourists in this area?

Artisan Sóller:

 Yes, of all nationalities.

Aleksandra:

And they have different profiles like families that come into the wild. They stay here, they are going to travel, they are going to get to know a little more about the area or they stay here.

Artisan Sóller:

Well, I know all kinds. I know many foreign people who have a house here, use it as a vacation home and tourists that goes to the mountains, hikers and people enjoying nature. And especially older people.

Aleksandra:

Is there some kind of interaction between hikers and locals, some kind of cultural exchange or they only come to the mountain, they stay, they go, they get to know, they ask about the incredible products that you have here, how is it?

Artisan Sóller:

If the truth be told, what I know from my current workshop and before when I worked in a restaurant, yes there are interactions. So, they are interested. They want to talk. They are curious about the local culture, customs, and food.

Aleksandra:

The question number three. Are there any negative effects with hiking tourism? Do they leave a lot of trash? Are they respectful with the environment?

Artisan Sóller:

I believe that most of these tourists, hikers appreciate nature. What is no longer so good is the mass tourism that comes to the beach.

Aleksandra:

Is there any action that can be identified that can improve relations between hikers and locals so that there is more interaction?

Artisan Sóller:

I think they already have a good relationship because the local people here, we like to go to the mountains and be in the nature. I think that already unites us and tourists, doing hikes here in Tramuntana, in itself.

Aleksandra:

And there are sport clubs where they unite?

Artisan Sóller:

Yes, here yes, here are several. In addition here in Soller there are mountain clubs that go on weekend excursions, it is a lot of locals there, but tourists are welcome as well.

Aleksandra:

Oh that sounds fantastic! What kind of action do you think would be needed to encourage even more hiking tourists or expanding it? Or is it perfect as it is? Can you think of anything that could be improved?

Artisan Sóller:

Maybe I would promote this type of tourism more, which maybe is true that it does not leave as much money, but for me it is of much higher quality than this tourism that is coming for beach or disco. They interact, they share their own stories and cultures with us, so it is a nice exchange if you ask me.

Aleksandra:

And how could that be done (promotion)?

Artisan Sóller:

I think it would have to be the hotel owners themselves, who are like the ones in charge here in the city and the ones who decide what kind of tourist enters. And then of course including local community, maybe some partnerships with local stores and workshops like mine could be nice too.

Aleksandra:

Yes, well yes, thank you very much and the last question for what purpose should hiking tourism be developed? Should it be more regenerative oriented?

Artisan Sóller:

Like they are more in touch with nature. It is another type of tourism. I myself love hiking in local Tramuntana and I think this tourism should be driven by these conscious, respectful values, values connected to nature. Mallorca is at the capacity, we have so many tourists, but I think maybe we need some measures, so that we allow these kind of tourists more and maybe limit the less respectful tourists numbers. Hiking is great I think, as it helps to get

more people out of season, so the environment is less burdened. And above all I will believe young people , may be the one who comes less, as they are not so interested in this type of tourism I think

Aleksandra:

Well, that's it, we're done. Thank You for your time.

App.7) interview_transcript_ DMO_Sóller (translated from Spanish)

Aleksandra and DMO Sóller

Aleksandra:

Question number one, how is the number of tourists monitored? How do you know how many tourists pass by? How do you register them when they come? Where does the information come from?

DMO Sóller:

Here in front, we have a system, and you have it. We have this system where I write them manually, as they visit the office. When they come, I write it down.

Aleksandra:

Ok. And is there any difference in the types of tourists, whether they come for sun and beach or for hiking?

DMO Sóller:

Now most come for hiking. Everyone asks for the hiking map. There are some excursions that are not very well indicated, and I have to mark them on the maps and such.

Aleksandra:

Question number two. What is the profile of the tourist who visits this area of Tramuntana and what is important to them?

DMO Sóller:

Well, for them the most important thing is to be able to go on excursions in nature. There are many to whom I ask if they want to go see Palma. No Palma no. No, I just want to see nature and antient parts, basically. They want this authentic atmosphere and learn about the local traditions. And there is information for them here.

Aleksandra:

Do they already come with a designated route, or do you help?

DMO Sóller:

There are some who come with guides, but they ask us because they give them perhaps an hour to be in their harbour and they don't tell them where they can go. They come and ask, could you tell me what can I see in the Tramuntana?

Aleksandra:

And they are interested in information here?

DMO Sóller:

Yeah.

Aleksandra:

Question number 3: how can hiking tourism help with local development? Does it have any benefits?

DMO Sóller:

Yes, because they are normally very respectful tourists and they also tend to help local businesses, when they are genuinely interested in local way of creating leather or shoes – you know we have this Mallorcan shoes – sandals. They ask a lot of questions and give comments, so I think that is helpful, so we know better what to do. I also think if there is a demand for this tourism, hiking tourism then the investment in it is bigger. I mean the government will invest money into developing necessary hiking and trail infrastructure and that can contribute to improving environment.

Aleksandra:

Excellent! And is there information especially for hiking tourists, on how to protect the environment, are there any information about it?

DMO Sóller:

Basically here we have a couple of them, this leaflets you can see here, we also have more from this area in Deia, Valldemossa, Puerto de Sóller. At the moment we are waiting for english version, but normally we have it here too.

Aleksandra:

And they have to physically come here to get it?

DMO Sóller:

Yes, but it is also on the website. In hotels they normally give them some kind of information but they come here too.

Aleksandra:

Do hiking tourists participate in cultural events? Is there cultural exchange between locals and tourists?

DMO Sóller:

Yes, well, many ask me, for example, about the market on Saturdays or Thursdays that we have here, well, they are interested in walking around, but they don't ask about events like theatre or more local celebrations, they don't ask much about that. They ask more about fairs, markets, things in which they can interact not only go.

Aleksandra:

So, question number six. Is there information available about the local culture, its traditions, folklore? How can this information be accessed?

DMO Sóller:

Yes, here no, we only have a bit of cultural events and such. here we don't have much information on folklore and traditions in English. Let's see, I can tell you if you ask me, but it's not here. And normally we send them to the museums where there is more information in different brochures and in different languages.

Aleksandra:

OK, perfect. Thank you. And the last question. Has covid-19 created a change in how we use natural resources? Has there been any change? Any re-thinking of how the things are done now?

DMO Sóller:

Well, there was a change when there were restrictions and such, but now it has become a bit the same. Trams are always packed. On the boats, yes, they have taken a bit of respect and they have a limit of people. If someone come to request a time for the boat, we tell them, we share information with boat operators in the area, that there are people who have requested a boat trip, because they take it more into account. So, they limit amount of people on board, by counting them and having a limit.

Aleksandra:

So, capacity limits, but mostly on boats only?

DMO Sóller:

Yes. I'd say so. More than anything and the restaurants a bit, but there are restaurants that have the tourists squeezed in here.

Aleksandra:

Ok, thank You so much for your time.

DMO Sóller:

Thanks a lot.

App.8) interview_transcript_ DMO_Bunyola (translated from Spanish)

Aleksandra and DMO Bunyola

Aleksandra:

The question number one is how do you monitor the number of hiking tourists coming to the area? Is there some kind of control?

DMO Bunyola:

I explain it 1 to 1. In other words, the tourists who really come: that is more than anything cyclists or hikers. Okay, so what we monitor a bit those who come to the tourist office. Yes, we can keep track, especially of nationality, of age. We make a statistic of what that more or less could be.

Hiking tourism, that's a mature tourism, you could say. German mostly. And if not for cycling then for mountain hiking, walking.

Aleksandra:

Yeah, but they have to come to the office so that you can count them, yes, to control.

DMO Bunyola:

Yes, otherwise it would be impossible.

Aleksandra:

And then question number two is, what is the profile of the tourist who visits Sierra de Tramuntana and what is important to them? When they come here to ask.

DMO Bunyola:

Above all, it is a little knowledge of what village is. Even though it's little it offers its unique atmosphere. But above all they come to do walking and hiking in the mountains and also exploring the gardens. They ask me a lot about the Al Fabia gardens- Jardins de Alfabia, and those of Aranda. And so there is information in different languages.You have it here, look! in Spanish, English, German, French, Italian. Cyclists that usually come, they already know almost everything. Then they look maybe for more information about what is the whole town, but they already go directly, they have their routes, and they know perfectly well. And here the ones that stop the most are the hiking ones. They would like to know a little about routes. Exactly, and more than anything looking for routes, information, information about the gardens.

Aleksandra:

Yes, and then hiking tourism is helping to develop a slightly more sustainable tourism so that it protects the environment, or it encourages the City Council to be more motivated, to take care of nature or make and maintain the roads?

DMO Bunyola:

Yes, well, that is more at the autonomous community level, which is expanding quite a bit. What the Sierra de Tramuntana is, as a cultural interest, it is being taken care of that the tourism that happens there is respecting the nature. That from community (communidad) level.

Aleksandra:

Very well, then question number four is that any information given on how to protect the environment, how to take care of it, how to act, what native species are there?

DMO Bunyola:

Everything, all that is in fact in the brochures that we give them is quite indicated and everything that is on the trails, apart from being signposted, it is always explained a little what kind of animals there are, what kind of flora, fauna and how they shall care for it during walks and hikes.

Aleksandra:

And that's on some big billboards when they start to walk the path?

DMO Bunyola:

At the beginning of the tour, so to speak, and then in the middle as well. There are several trails, that 's all pretty well explained, with panels/ explanatory boards.

Aleksandra:

In different languages?

DMO Bunyola:

Yes.

Aleksandra:

Very good .

DMO Bunyola:

But yes, the main ones is spanish/ catalan and english.

Aleksandra:

And question number five, do hiking tourists participate in cultural events, in markets, in fairs?

DMO Bunyola:

Yes, they quite like that. So the tourists who come do tend to ask for information about the giants and the big heads (local events with typical traditions) and about the festivals that take place in the towns.

Aleksandra:

So they do like to know and they like to learn about the traditional culture around here?

DMO Bunyola:

Yes Yes Yes! Those who come here to ask, yes, they just knew about the parties, they want to see them.

Aleksandra:

Then question number six. Is information available about the local culture, its traditions and folklore?

DMO Bunyola:

No, we have a website with a section about culture, but it is half closed. And yes, we are still little new to it.

Aleksandra:

Ok. And there is some intention to put it?

DMO Bunyola:

Yes, it is in mind, but now it is not possible. Now they change government. Starting with the elections in May? Now it's stopped. It is the moment of transition.

Aleksandra:

And question number seven, the last one. Has Covid- 19 created any change in thinking about how to use resources? Has there been time to think about how to do things or are we going back to the same way of doing things? Are there any changes?

DMO Bunyola:

Now the municipalities and government try elaborating on issues on sustainability and regeneration. They have actually already suggested and elaborated a Municipal Tourism plan that has to be approved due to the participation of all the trade associations and tourism associations that are around here.

They are quite interested in actually creating it. What has been done will be approved these days it's a model of stabilization of tourism together with guidelines that shall be followed to achieve this stabilization.

Aleksandra:

In that sense, would it then be like measuring what is the capacity, what is the use of resources and who is in charge of cleaning and maintaining the routes?

DMO Bunyola:

Yes, I believe that's it. I haven't been on that meeting myself, but the plan will come out soon.

Aleksandra:

And how will this plan be communicated?

DMO Bunyola:

In the Official newspaper of the Balearic Islands. In Catalan language.

Aleksandra:

Ans how will it be applied it in a practical way, so that hikers know what the new regulations are, how they are going to be communicated to them?

DMO Bunyola:

I don't know, once it's prepared, I suppose it depends on the government team that has to be established, they have to put up a poster. At first you have to give information from here.

Aleksandra:

Okay, so it's through the new government, which is selected in the elections.

DMO Bunyola:

I imagine that, that falls within the new plan that has been redone. So I suppose this is fine, because by the time the government changes, the plan will already be approved and the Official Gazette will already be out. It all depends on the politicians. And since they have some kind of authority, from agencies on how to manage tourism in the area, the indications come from the government. And what is said is followed.

Aleksandra:

Thanks a lot for your time.

App.9) interview_transcript_ Hotel_Sóller (translated from Spanish)

Aleksandra and Hotel Sóller

Aleksandra:

So the question number one, Are there different types of tourists in this area?

Hotel Sóller:

 Cykling, hiking, families, couples, the more relaxed ones

Aleksandra:

Is there any interaction between the hiker and the locals? Some kind of cultural exchange?

Hotel Sóller:

Well, we tell them all they can do, the experiences they can have, the touristic ones and the less touristic ones.

Aleksandra:

So you give them information here.

Hotel Sóller:

Yes of course. In gastronomy, in excursions.

Aleksandra:

Great! Question number 3: Is there any negative effect with this type of tourist? Hikers?

Hotel Sóller:

As always there are people who care about the environment and people who don't but usually, they behave well.

Aleksandra:

Question number 4: is there any action you can think about that could make the relation between hikers and locals better? How to engage them with locals, with the history, with traditional fairs and markets?

Hotel Sóller:

Well, there should be more information developed in different languages not only Catalan. At the end its them, international tourists who come, and are searching for information.

Aleksandra:

And how could this information be made more accessible?

Hotel Sóller:

So on the website there should be different languages, in the tourist office, brochures.

Aleksandra:

What type of action is needed to encourage and expand hiking tourism in the most beneficial way for the community?

Hotel Sóller:

The government should give more information, produce brochures, they should make a study on changes in tourism that are happening and with this study apply new actions so that the system is sustainable and can improve with time.

Aleksandra:

And for what purpose should the hiking and walking tourism be developed?

Hotel Sóller:

In my opinion the cultural heritage should be promoted, the education and awareness of how to treat the environment could be raised as we have much to offer. If people are more educated and conscious in consumption and treating natural environment, I think regenerative practices can be increased. The natural tourism should be promoted not any other type. My hope is that through hiking and walking tourism, they can help to maintain the natural environment, maybe by participating in some ecological actions like forest cleaning.

Aleksandra:

And how could this be done? I understand that the government should emphasize the information but are there any other actions that could be done?

Hotel Sóller:

It's obvious that here in Mallorca there are many tasks that are not caried out properly for example cleaning of forests, of paths, more signalization, more bins on the paths. It's essential.

Aleksandra:
Thank you very much.

App.10) interview_transcript_ Local_Bunyola_01 (translated from Spanish)

Aleksandra and Local Bunyola01 – Bar owner Bunyola

Aleksandra:

The question number two is. Is there any kind of interaction with hikers and locals? Is there hiking tourism in this area too?

Local Bunyola01:

Yes, many hikers come. A bit of interaction maybe, sometimes it's hard with language.

Aleksandra:

Do they like to spend time in the village? In Bunyola?

Local Bunyola01:

Yes, I see tourists come. The businesses that we have here are typical. There are souvenirs and natural things. Tourists seem interested in local products.

Aleksandra:

And do they also participate in doing something with locals, have you met any hiker? Talked to them?

Local Bunyola01:

Very little.

Aleksandra:

So they just their thing and go.

Local Bunyola01:

Yes

Aleksandra:

Question number three would be, have you noticed any negative effects of this type of tourism?

Local Bunyola01:

No, none, none. They come to do their things and as you say, they eat, drink, walk.

Aleksandra:

So they don't make mess.

Local Bunyola01:

Not that.

Aleksandra:

OK. Question number four. Are there any actions that you can come up with that would improve the interaction between hikers and local people?

Local Bunyola01:

There is this wooden train that connects with La Palma. And from there they go up to Sóller. They come from Palma, they go up to Sóller and they are generally Germans or English.

Aleksandra:

Foreigners. And they stop here?

Local Bunyola01:

Yes, there is a station here, 30 meters. Yes, but here in Bunyola, there is very little people that stays here because the locals use it very little, but it is not very cheap. It costs around €30, or little bit more.

Aleksandra:

And it is the traditional, the traditional way of transportation from before?

Local Bunyola01:

Correct. From 1912 until today.

Aleksandra:

And can you come up with some kind of action, an incentive that could encourage more, more interaction between the community and hikers. You would not be interested in being able to get to know the tourists a little more, to speak to them? You can think of a space where it could be done?

Local Bunyola01:

Well, they go to the bars and the restaurants in the square are there are more places that could be offered to them. And then, at the main square, hikers, tourists can watch some kind of street theatre, maybe there interact with locals. In general, in the City Hall and in Consell de Mallorca they have activities all year round. They make fairs and weekly markets.

Aleksandra:

That's an interesting idea! Thank You for your time.

App.11) interview_transcript_ Local_Bunyola_02 (translated from Spanish)

Aleksandra and Local Bunyola02- Older local Bunyola

Aleksandra:

So they are respectful with nature, you'd say? The hikers

Local Bunyola02:

Yes they are respectful with nature. In interaction with the vendors and little with the people, yes, they are.

Aleksandra:

Would you like there to be more interactions with hikers? Would it be something of interest or it is fine just the way it is?

Local Bunyola02:

It would be possible to interact, but generally it is a matter of shyness. Shyness. If you don't know them.

Aleksandra:

And the language? Do you think there's a small barrier?

Local Bunyola02:

Of course, of course. Especially with the Germans, because there are Germans who only speak German, but if they speak German and English, it's easier.

Aleksandra:

Yeah.

Local Bunyola02:

Because a lot of people here speak English too, except for the elderly.

Aleksandra:

And the last question would be For what purpose should hiking tourism be developed? To, for example, protect nature, so that native species are known, because they bring money?

Local Bunyola02:

Yes they do bring money for sure. But hiking tourism, I think it should protect nature, maybe educate people on how important it is to respect it.

For example, if this tree was on a path in the mountains, it would have a sign, something that would say what kind of tree it is, if that is not typical in this town and for example in Barcelona there is. Then people learn about these unique natural treasures, maybe get more encouraged to act and help natural environment themselves too. In Barcelona everyone is walking down the street and there on the beach there is a plate that identifies the type of tree that people learn about it. They go to the biological parks for example Montjuic. It means mountain of the Jews, from there there are several parks and people learn a lot about ideology, geology and that is because generally many trees have signs. They also have environmental actions there I think, maybe we could have those here too, maybe hikers could participate.

Aleksandra:

Yes good idea.

Local Bunyola02:

There is very little of those here.

Aleksandra:

Yes, good idea. Thank You for your time.

App.12) interview_transcript_ Local_Sóller (translated from Spanish)

Aleksandra and Local Sóller- Young local Sóller

Aleksandra:

We have question number one. Are there different types of tourists that come to this area?

Local Sóller:

There are many tourists who are more into mountains, excursions in the Sierra de Tramuntana. Now the elderly tourists are more noticeable, who are here to relax. Then you see, younger people who are more for the party, for the beach, for going out. As the months go by, hikers, older people and then younger.

Aleksandra:

Is there some kind of interaction between hikers and locals, some kind of cultural exchange? For example, do you see that people who come a little out of season are more open to meeting locals?

Local Sóller:

Yes, yes, the truth is that yes. I work in a store around here and normally they always go in to ask a restaurant that is good or some kind of cultural place to visit, or the younger people who come here for the beach, well they don't ask so much. Those who ask are always the hikers.

Aleksandra:

Question number three. Do you notice any negative effects of this type of hiking tourists? They leave a lot of garbage, consume a lot of water maybe?

Local Sóller:

This type of tourists no. You can see the younger ones doing that.

Aleksandra:

Ok, this type is quite respectful with the environment.

Local Sóller:

From what I've seen, yes Yes. The younger not so much.

Aleksandra:

If question number four. Is there any action that can be identified that can improve the relationship between hikers and locals so that they are more integrated, so that there is more interaction? Does something occur to you?

Local Sóller:

Maybe more information could be available in English, so that hiking tourists can also understand for example our cultural offer and participate in those events. Also these tourists are respectful to nature, so maybe more environmental actions could connect them with locals.

Aleksandra:

Are the trails well connected? Do the hikers know what to do and how to behave while walking in Tramuntana?

Local Sóller:

Yes, well, apart from those who go by bike, cyclists. In the section from Port de Sóller there is a biking route, and it is seen that they do not know it and they go along the road and do not get involved. But hikers hmm, I feel it's easy to get lost on trails sometimes. Definitely some signs are missing. I am not sure if there are any posters with rules how to behave.

Aleksandra:

Okay, question number five, what kind of action would be needed to encourage more community-based tourism? What would you need to be involved in this kind of tourism and benefit from it?

Local Sóller:

I think more promotion could help, especially small sellers and local artisans. Help from government, local authorities. Maybe some incentives for small businesses using sustainable solutions and delivering to this kind of tourists, hikers. I mean as they are respectful to nature, and happier to choose eco-friendly solutions. Sorry can't think of anything more.

Aleksandra:

The last question for which objectives should hiking tourism be developed? To, for example, prevent the mass tourism, maybe this type of tourism could be encouraged so that nature is better preserved?

Local Sóller:

Yes, of course, since we live on an island that is so much nature. I think hiking tourism should be developed in peace with nature. If possible, maybe help and improve nature, thanks to action of locals and hikers from other countries. I think it could be good that each of them brings their knowledge and help Tramuntana flourish. So I think sharing their knowledge could help in this vision of restoring fauna and flora of Tramuntana.

Aleksandra:

Wow, that is a wonderful goal for development of hiking, I think. Thank you for your time.

App.13) interview_transcript_ Local_on-the-market_Sóller (translated from Spanish)

Aleksandra and Local on the market Sóller- Seller on the local market Sóller

Aleksandra:

Question number one, Are there different types of tourists that come to this area?

Local on the market Sóller:

Yes, I see tourists who came for the beach, hikers and cyclists. Now it's mixed.

Aleksandra:

Everything mixed. Is there between families, older people or groups of friends, do you notice any difference?

Local on the market Sóller:

Yes, I see a lot of older people, friend groups and big active groups

Aleksandra:

Question number two, is there some kind of interaction between hikers and locals? Some kind of cultural exchange? Do they come here to buy? do they speak? Is there a little more exchange here?

Local on the market Sóller:

Exactly here no, but we are passing through. We come here one day, another day there. We are passing by too. Different villages in Tramuntana.

Aleksandra:

And there is some kind of difference with tourists when you change zones?

Local on the market Sóller:

And a lot.

Aleksandra:

Yes, there is more exchange? Are they more open to learning about the different products?

Local on the market Sóller:

Much better in Alcudia than here. There are foreign markets where they come, buy more.

Aleksandra:

So here they're just passing by.

Local on the market Sóller:

They come for excursions with the train, get out in La Calobra, then they go.

Aleksandra:

Ok, there is no exchange time.

Local on the market Sóller:

Not from here, they buy little.

Aleksandra:

So question number three. Do you notice some negative effect of that type of hiking tourism that comes with little time and leaves?

Local on the market Sóller:

Comes for short time, goes for a walk and doesn't spend money.

Aleksandra:

Question number four would be, is there any action that you can think of that could improve that interaction between hikers and your business?

Local on the market Sóller:

They should be left here for a little while, half an hour or an hour for information. That they see the little market, it is not much, but if they are given an hour or half an hour to recognize, well, go around, they would buy more, they would try the product and buy, but they take them away quickly.

Aleksandra:

They take them away quickly.

Local on the market Sóller:

The guides don't leave them here.

Aleksandra:

All. And what kind, what kind of help action do you need to promote a more beneficial tourism? Collaboration with the guides.?

Local on the market Sóller:

Of course. In Alcudia a guide comes, sits there with the group, explains everything there is about this, what they can try and leaves them there for an hour or half an hour, but the explanation is made.

Aleksandra:

So the guide, who is a little more committed and who wants to help.

Local on the market Sóller:

By my side. Everything should be clear about the product. Here there is no information, because the tourist who asks us, I don't understand them, the guide can talk a little with them, but I have no idea, there's no contact.

Aleksandra:

So the guide, the guide who puts a little more emphasis on trying to convey what are the typical products that are made here.?

Local on the market Sóller:

Exactly that would be helpful.

Aleksandra:

Ok, and so the last question for what purposes should hiking tourism be developed?
(to benefit the local economy, so that they know the surroundings a little more, that nature is beautiful, because it is calmer tourism, which does less damage.?)

Local on the market Sóller:

Yes, well I think for the spreading knowledge about our wonderful island. And for economic growth too. We have great possibilities here for hiking and being in nature. The problem is I feel the guides are not explaining well what the tourists see, what the history is. So how are they supposed to know? if there is no explanation, it looks beautiful, but you don't understand it. You are not able to appreciate which species are the natives' ones, the flora and fauna.

Aleksandra:

They should give them explanations of what is in front of them some story behind it. But they don't give it, they let them go, find everything on their own, you tell them they can go out here, that there is a little path to the mountain. And no one explain the history of the place.

Local on the market Sóller:

Well, that's it.

Aleksandra:

Thank you very, very much.

App.14) Interview_guide_Guides

Aim of the interview: This interview is a part of the Master Thesis in Tourism studies and was created to gain insights into walking and hiking tourism in Mallorca. It also aims at examining how can this form of tourism be an engine for positive local development. Topics important in the research concern: local community involvement, community-based tourism initiatives, regenerative tourism, and sustainability. The interview takes approximately 35 minutes, depending on interviewee elaborating on the questions.

Interview Guide for walking and hiking guides

1) What walking and hiking tours do you organize? What regions you work most on Mallorca?
2) How does walking and hiking tourism look like on Mallorca now?
3) How is walking and hiking tourism structured?

4) How has the locals responded to the increase in walking and hiking tourism in recent years?

5) What are the benefits of walking and hiking activities for local development of Mallorca Island? What are the challenges associated with these activities, and how can they be addressed?

6) Can you describe the impact of walking and hiking tourism on the local community and economy?

7) In your experience, how has the COVID-19 pandemic affected walking and hiking tourism in the Mallorca region?

8) How can tourism stakeholders ensure that these benefits are shared equally and equitably?

9) What kind of jobs and businesses have been created as a result of walking and hiking tourism? Have they had a positive impact on the local community?

10) Have you noticed any changes in the local environment or natural landscape as a result of tourism throughout the years? If so, what are they?

11) What are some ways in which walking and hiking tourism can be improved to benefit both tourists and locals?

12) How can the local community work together to ensure that walking and hiking tourism is sustainable and supports local development?

13) How can tour operators and tourism stakeholders collaborate with local communities and organizations to ensure that walking and hiking tourism contributes to local development in a meaningful way?

14) What advice would you give to policymakers and tourism stakeholders looking to leverage walking and hiking tourism to promote local development?

15) For what goals should walking tourism be developed? (Goals, visions, and hopes that drive development)

App.15) Interview_guide_Locals

1) Do you see different types of tourists?

(Trends- types, family, party, eco-tourist, couple, friends, big groups? Tourists' behaviours (collecting trash, respecting local culture, values, heritage Seasonality) – to answer SQ1

¿Ves diferentes tipos de turistas?

2) Is there engagement of walking and hiking tourists with the local community? (Participation in local events, Accommodation, and gastronomy, local products) Do you see benefits of such engagements?

¿Existe un compromiso de los turistas de caminatas y caminatas con la comunidad local?

3) Did you notice some negative sides of this tourism type, challenges connected to this kind of tourism?

¿Notó algunos aspectos negativos de este tipo de turismo, desafíos relacionados con este tipo de turismo?

4) Are there any actions that you think could improve the relations of hikers with the locals/villagers? (Local involvement)
(Better at communicating local heritage., Promotion of local flora and fauna knowledge, Workshop of local handcraft/processes/products) How to increase trust and communication with tourists?

¿Hay alguna acción que crea que podría mejorar las relaciones de los excursionistas con los lugareños/pueblerinos? (Participación local)

5) What would you need (support, financial aid from government, incentive) to engage in local development of the area, be engaged and benefit from hiking tourism?

¿Qué necesitaría (apoyo, ayuda financiera del gobierno, incentivo) para participar en el desarrollo local del área, participar y beneficiarse del turismo de senderismo?

6) For what goals should walking tourism be developed? (Goals, visions, and hopes that drive development), (economic benefits, different kind of tourism- sustainable, less seasonality, protect local environment, cultural exchange, share knowledge)

¿Para qué obje-vos se debe desarrollar el turismo de senderismo?

App.16) Interview_guide_DMOs

1) How do you monitor tourist numbers? How many days they spend in the area (one day trails, many days hiking)?

¿Cómo se monitorea el número de turistas? Hay algún sistema para saber los senderistas ¿Cuántos días pasan en el área (un día de senderos, muchos días de caminata)?

2) What is the profile of the tourists that visit Tramuntana? (Families, couples, hikers, birdwatching, friends) What is important for them?

¿Cuál es el perfil de los turistas que visitan Tramuntana? (Familias, parejas, excursionistas, observadores de aves, amigos) ¿Qué es importante para ellos?

3) How can walking and hiking tourism promote sustainable tourism and local development practices in Serra?

¿Cómo el senderismo y el turismo de senderismo pueden promover el turismo sostenible y las prácticas de desarrollo local en Serra?

4) Are there some guidelines to inform hikers on how to behave in the mountains, (what's allowed, what trails to use)?

¿Observa problemas de estacionalidad y sus impactos (como uso excesivo de senderos, multitudes, mal uso de los recursos)?

5) Do you see tourists participating in cultural and local events (Is there a cultural exchange, Are there interactions between locals and tourists?

¿Ve turistas participando en eventos culturales y locales? (¿Hay un intercambio cultural? ¿Hay interacciones entre locales y turistas?)

6) Is there any communication, promotion of cultural and natural heritage, that hikers can easily access?

¿Existe alguna comunicación, promoción del patrimonio cultural y natural, a la que los senderistas puedan acceder fácilmente?

7) Has Covid- 19 created a shift in the way we use resources, treat nature?

¿Covid-19 ha creado un cambio en la forma en que usamos los recursos, tratamos la naturaleza?

App.17) GDPR form for the interviews

Consent to the processing of personal data (GDPR)

Data controller student: Aleksandra Paulina Berner

Title of project: The opportunities and obstacles with developing walking and hiking tourism in Tramuntana.

Supervisor of the project: Martin Trandberg Jensen

The project is aiming at exploring the potential of walking and hiking tourism for positive local development on Mallorca. It studies the advantages and disadvantages of increased amount of walking tourists through insights from the expert stakeholders- walking and hiking guides and locals' perspectives on that matter. The data from this interview will only be used by the researcher, in the analysis of the research assignment, statements from the interview can also be quoted in text, but the specific names and surnames will not be mentioned.

I hereby consent to the aforementioned student's processing of data concerning me in connection with his/her degree programme at Aalborg University, Copenhagen. My personal data will be used in the aforementioned project. I give my consent for:
- The processing of my data in the project
- My data to be disclosed to one student who is writing the project.
- My data may be disclosed to Aalborg University and to any external co-exam iner in connection with supervision and assessment.

Date: _____

Name: _____

Signature: _____

The consent may be withdrawn at any time with future effect. Consent can be with-drawn via this email address: aberne21@student.aau.dk

Information to the data subject

In accordance with the rules in the General Data Protection Regulation, as data controller the student must inform the data subjects of their rights in conjunction with the processing of the data. The student registers and processes personal data under the authority of Article 6(1) a) of the General Data Protection Regulation. Sensitive data such as health data or data concerning racial or ethnic origin, political, religious or philosophical beliefs or trade-union membership is registered and processed under the authority of Article 9(2) a) of the General Data Protection Regulation. Both articles of the Regulation give access to process data with the explicit content of the data subject.

Processing and storage

The student will treat the personal data as confidential. The data will be stored until the project has been assessed and the deadline for complaints concerning the assessment has expired.

Disclosure of data

The data will not be disclosed to any other party unless consent has been given.

Data access

Data subjects may contact the student at any time in order to obtain a copy of the data.

Rectification of data

If the data subject believes that incorrect data has been registered, the student can be asked to rectify the information. This means that the student must rectify the data or make a note that the data is incorrect and register the correct data. The data subject may require the student to disregard the data until it has been determined which data is correct.

Revocation of consent and erasure of data

If the student has obtained the consent of the data subject to process the data, the data subject may revoke this consent at any time. The student may therefore not continue to process the data after the consent has been withdrawn.

The data subject has the right to the erasure of data which the student has registered concerning the data subject in question, if the data is no longer necessary for the purpose for which it was collected. The data must also be erased if the data subject withdraws consent to the processing, or if the data has been processed unlawfully by mistake.

Complaints to the Danish Data Protection Agency

Data subjects may lodge complaints about the processing of the data to the Danish Data Protection Agency at: dt@datatilsynet.dk.

App.18) Data set 1- Coding and thematization.

Data extract	Code	Interviewee	Data extract	Code
"Tramuntana is basically the most famous hiking area on Mallorca"	Tramuntana popularity in the region	Interviewee_04	"We do work mostly in the Serra de Tramuntana, because since it's more famous"	tramuntana popularity in the region
"we have a trail that is GR 221 that starting in Andtrax and finishing Port de Pollenca, now finishing in Formentor."	Tramuntana popularity in the region	Interviewee_04	"I would say it's pretty popular."	tramuntana popularity in the region
"I'm working on trying to convince the people that tourism can have a lot of benefits in nature conservation efforts."	Tourism and nature conservation	Interviewee_04	"you find all kinds of nationalities, hiking."	popularity of hiking
"I strive to find a solution that tourism can be positive for the environment, but this is not easy."	Challenges with regeneration	Interviewee_04	"Mallorca used to be a place where you went for partying and sun and beach. Nowadays, thanks to both hiking and cycling, It has become more of an active tourist destination spot."	perceptions of Mallorca, active destination
"The government introduced an eco-tax. It's a tax, but it's a sustainable tax. And so this is something that I think is going to stay forever because, people are more aware how important it is now. And this is an example that we as tourism sector, we can put money to agriculture or environment in general. "	Initatives towards regeneration, nature conservation	Interviewee_04	"the response has been very good. And it's been like very positive feedback. Because people realise and do see that this type of tourism is more respectful. "	response of locals to hikers
" The government should introduce the capacity limits, as Mallorca has already reached its tourism limits. We cannot grow anymore in terms of more people, tourists. "	Need for regenerative practices	Interviewee_04	"they're more interested in in local culture"	hikers as tourists
"We need to focus on regenerative aspects of tourism. "	Need for regenerative practices	Interviewee_04	"it also goes together with local gastronomy, trying the olive oil, trying the wine buying local products, they tend to go to smaller hotels. Hikers are quite calm,"	hikers as tourists
"That is that we cannot grow anymore, purely economically, the focus must change, we must see the bigger picture, common well-being of nature and humans. "	Regenerative mindset	Interviewee_04	"they are very much welcomed and respected by the locals."	hikers as tourists
"When you buy a house, you're not allowed to put it on Airbnb anymore, because they're not gonna get that permission, the capacity is reached. It is something that came a little bit late because we had to do it before but at least it's done. Secondly, the hotels have to consume local food, at least 5% of the production, so it is the beginning. Maybe next year they introduce 10% and then 15 and then 20 Maybe 50% and that will be very important for our agriculture and landscape."	Laws and regulations- carying capacity	Interviewee_04	But you can't reach all the routes. So of course also these kind of tourism uses a lot of rental car. Now this of course adds to the general tourism which collapses our roads and places and places to park in the summer and I mean in the high season. "	trails
"It's not so easy to do the hikes. I mean the trails are not finished. This is due to privatization, lots of grounds here in Mallorca are privately owned."	Privatization	Interviewee_04	"the hikers a big part of them is using public transport "	hikers as tourists
"Many times, it's not allowed to cross the areas, but people do, but this is not tourists, it is the local people. "	problem with locals	Interviewee_04	"But you can't reach all the routes. So of course also these kind of tourism uses a lot of rental car."	, paths, trails, maintenance
"And you cannot imagine how it was changing for the last three years because of the pandemic. Now, that the people were locked, they started to explore local areas. I feel like this local tourism became a big thing here in Mallorca. I see people in places I used to do hikes, since I was teenager, they were always so empty and undisturbed. Places that I never see anyone now you can see so many people. In the mountains the problem is the locals, but the solution for me is to know which ways we can go and which way we cannot go. Right nowpeople have no idea, even myself sometimes I don't know if I'm on the trail or not because it's not clear. The government has to work to make the trails better. "	COVID-19 effects/ local tourism/ difficulty finding the way while hiking	Interviewee_04	"There is, you always say hello. Normally the general thing in Mallorca is that you say hello, hola , buenos dias. You have you do see people asking for advice. You know, if they're lost, local people's tend to be like asking if you see somebody who looks lost and needs help. I think also sometimes local people makes a comment or say hello to like a farmer that you pass by or sometimes the farmers when they have excess of for example, orange roots, lemons that they put on a basket outside their house and they you can take so that's nice, you know Yeah. And there's not a lot of interaction "	interactions locals and tourists
"Because when they make trails they make business, they can make accommodations around the trail. A services like a shops, mountain guides, cycling many things. So the main thing is to do the trails and then around the trails you can develop the area with local people. I think is very important because it's not only for hikers it's for the people who are around, locals, local entrepreneurs, food providers , restaurants, accommodation providers."	CBT/ economic impacts	Interviewee_04	"there is the struggle that Mallorca has and the politicians talk a lot about a lot of them have been talking about a lot but haven't really done so much."	government support- lack
"Here on Mallorca we have sun and beach and parties and everything but on the other hand also good gastronomy, good hikes, culture. Hiking for me is very important because again, you are in contact with local people directly. You can see things that you cannot see when you go by car."	social impacts/CBT	Interviewee_04	"Initiatives that will be actually a real support like, for example supporting the small companies like hiking companies. I mean, if we could get help with publicity, you know, marketing, if we could get a good help with all kinds of other things."	support needed
" they are willing to spend and invest in exploring nature. "	hikers as different type of tourist	Interviewee_04	" people can get irritated with a lot of people on the trail. So you notice especially on the weekends, especially Sundays when you have a lot of local people on the trail, they can get annoyed and they can be like wow, amazed with how many people on the "	overtourism/ trails
"Every year it's more difficult to walk along Tamuntana in terms of apps that guide you, like Wikiloc, that show you the path that maybe it's not legal because you have to jump the gate. It is getting worse, that's why I told you before, the government should make maps clear, which way you can go and which way you cannot go. "	Difficulties navigating trails	Interviewee_04	"this type of client is more aware. "	hikers as tourists
#NAME?	Responsibilities as guide/ educating hiking tourists	Interviewee_04	"really chooses you know, like the hotel because of its sustainability , they choose a company to hire a guide or whatever because the sustainability not nearly so much until now. But I think it's coming more and more"	hikers as tourists

Quote	Theme	Interviewee	Quote	Theme
			"more and more"	
"Yes, well, I see it. And now you can see a lot of local people selling orange juice.	Interactions locals/ tourists/CBT	Interviewee_04	"It's a problem in general because the big piece of the cake, yeah,	economic impacts
And tourists are very happy because they're really thirsty. "			goes to the big rich hotel groups, "	
"in my company is I have to deal with private fincas and farms, that I can go in with clients but I have to pay them. This money goes for conservation. So I give them directly to Tramuntana XXI or we buy some things from the local people. I'm not gonna change the Tramuntana, but if many companies do that in the future we'll see positive changes and attitudes amongst the local community."	privatization	Interviewee_04	"that there would have to be more of a of a local community support to the small businesses, you know, initiatives and to also help them to like, lift out their product. "	support needed
"They are afraid because we have suffered the massification along the coast and the Tramuntana. They are not aware that this kind of tourism allows for greater spread of hikers in other seasons than most crowded summer seasons."	locals response to hiking tourism/ spreading of season	Interviewee_04	"Hotel owners do have a big influence on how Mallorca is run and politicians."	responsibility for equal distribution
"Well as I say before and when you have a trail and you have many, many opportunities such as restaurants, tour guides, shops and rental cars. New accomodations for hikers could also be introduced and that would be beneficial for the local development too."	Economic benefits of hiking tourism	Interviewee_04	"After COVID more local people, Spanish people engage in this type of tourism that was presented to them during this pandemic. So now hiking is even more popular amongst locals."	local tourism after COVID-19
"There should be some directions from government level, that would allow for support of local businesses and not just big businesses. The eco-tax shall be kept, and money invested in conservation of local resources, and heritage. Also, the change in focus on only economy, more in direction of regeneration could be helpful, I think."	equitable share of resources from hiking and walking tourism	Interviewee_04	"I think that 2023 has a potential to go back to normal. I think it can be like prior to COVID. 2022 was a good year, but not as much, as people who's a bit afraid to travel. "	hope for recovery after COVID-19
"Maybe there could be help with the promotion of the local businesses, how to promote themselves, maybe some associations supporting local development, where people (locals) could go and get an advice, if they are thinking of some business in the area , but are uncertain how to start."	Support for locals (so that they can benefit from hiking tourism)	Interviewee_04	"I would say obviously the guides, there's more of guides so that's that's one job. Then there's also there's also more more work for the local restaurants and bars because they do special like let's say on the specific restaurants where they receive a lot of hikers, that they definitely have more work to do and more people employed and so on. There is a lot of need for transport so we there's a lot of mini buses and buses and transport companies (...) luggage transfer (...) taxi drivers (...) like insurance "	socioeconomic benefits, job creation
"If you ask me the tourism is the same as before the pandemic."	AFTER COVID-19	Interviewee_04	"you can notice that the parts got more got more rundown, more used more in need of restoring and so on. So yeah, we can say that there is a bigger need of maintenance due to a bigger, you know, more people using the paths."	environmental changes, paths, trails, maintenance
"They have to work and believe in it, and believe not just because of elections. I know it's not easy. And they have done a lot of things already. But we have to do more. More to achieve this sustainable mindset and follow it towards regeneration and bringing positive value through hiking and walking tourism."	sustainability, regeneration, promotion of Tramuntana	Interviewee_04	"there's been people taking their own initiative without any permits to go and spray colours on the along the path."	spraying along the paths/ changing environment on the trails
"I agree. More people are now interested in nature and health benefits. Maybe young people are more interested in that (...) they love the Mallorcan culture, they love to know and learn about many things."	interest in more conscious forms of tourism- ecotourism, active tourism	Interviewee_04	"There was always some from the locals but it's been increasing so we've been seeing some paths with print, paint every two metres which is just crazy. It looks really ugly."	spraying along the paths/ changing environment on the trails
"We have some companies only three in the whole Balearic islands that they do bird watching, a form of ecotourism."	ecotourism initatives/ businesses that opened as a result of hiking	Interviewee_04	"It changed that really does change the natural settings."	spraying along the paths/ changing environment on the trails
"There are many abandoned areas"	environmental and landscape changes	Interviewee_04	", there should be more information definitely. So there should be more information points. Giving like telling more information about the route about the danger of possible danger, and also how to do what to do in case of emergency. "	information
"The forest is oak and it is nature. Now the forest is dirty, it needs to be cleaned. Otherwise, the danger of fires increases."	environmental and landscape changes	Interviewee_04	"more like let's say advice of how to behave as a hiker. Do not throw trash. Don't speak loudly, don't shout. Be respectful with the flora and fauna. Don't pick the plants. Close the gate when you find the path. Don't go into private property all these kind of this information should be disseminated, don't make fire, don't camp, all these kind of things should be more published and more known both online and at actual at the actual hiking trails. That would help because then people locals will feel respected and at ease."	information
"And you have to put all the people in the strategy, not only the tourists, not only companies, not only accommodation, everyone needs to be included: locals, the person who works in the land, the person who works in the forest, the city halls, the local government, everyone has to be involved because when we are all involved, there is this common mindset and everyone feels like "it's my project and so I want to contribute" . I want to be involved so that it's better for everyone, everyone wins (regenerative mindset)."	involvement and collaboration of all stakeholders/ regenerative mindset	Interviewee_04	"a problem on Mallorca where a lot of you know, there's a lot of the ground is privately owned, almost 92%."	issues with privatization
"That's the thing that does is really difficult to put all together at the same way and do something that everyone has agreed. Otherwise if you don't include all parties, more disagreements and miscommunication may happen."	challenges with collaboration	Interviewee_04	"the guides have got an important role because we can give this information we control our groups, we advise not to throw trash, we close the gate. "	role of guides
"we don't have communication in this country. "	issues with communication	Interviewee_04	"So it needs to be somehow controlled but not necessarily limited, people should have access to mountains I mean. And I think also one way of helping is that if the public administration prepares, opens and maintains more hikes, automatically, it gets more spread out also so you don't have massification of only few long and big trails. "	shift in thinking, limits no, maintenance of trails
"Another thing is that, for instance, the government of the Balearic islands makes signs different than the government of Majorca. City hall does another signs also, it is a mess. "	Issues with trails	Interviewee_04	"the main thing is the information you get, what you know, it makes people more aware and more conscious about respecting everything about reusing, recycling, you know, choosing friendly method, but then there needs to be of course, the offer of that. Also as well. There needs to be an offer a good offer on public transport, for example, to go to the hikes instead of being dependant on cars."	education
"And those shall be universally understood. Signs that signalize- this way, that way, symbols and not signs in specific language, you don't have to speak any language to understand that. It is because I've been there in Switzerland , hiking and I studied a little bit of how they do and it's very important important and you know why? Because they have many people involved. Local people and tourists. "	involvement of stakeholders/ example of good signage of hiking trails	Interviewee_04	"It's about educating the rest of the people living in the society meaning, for example, if you have a cafe, what kind of products do you offer for takeaway and is it plastic? Or is it reusable paper, recyclable paper, you know what I mean? All these kind of things. There needs to be still more information. "	educating locals
"In my experience the problem is that Mallorca often gets some funds from Europe to do some sustainable projects. Then they do those wonderful projects, but then when the project is done, it stays in the papers and is often not continued with. So sustainable agenda is not followed. The maintenance and appying sustainable learnings is necessary to ensure the tourism is more sustainable and heads towards regenerative mindset. "	collaborations	Interviewee_04	"cruise ships if I just mention an example that come into Mallorca, a big majority of them not all but a big part they do offer on their tour. They offer different tours"	collaboration between bigger tourism companies and local companies
"There need to be some control over the paths, carrying capacity limits, to avoid massification and increase quality of hikes for locals and tourists."	principles in which hiking tourism should be developed/ trails	Interviewee_04	"Like hikes for example. Some of the hikes do include also wine tasting at the end or tasting products. "	collaboration between bigger tourism companies and local companies
"include the circular economy model, to keep on going with tourism but try to counteract negative impacts of tourism and bring a positive change, contribution."	Circular economy in hiking tourism/ regeneration	Interviewee_04	", if they offer, offer more kinds of tours, more kinds of small local companies will benefit from that. "	collaboration between bigger tourism companies and local companies
"Yes I think it is important. Me as a guide i always try to show people how wonderful the environment is during the hikes. Describe and introduce them to beautiful nature around them."	Responsibility as a guide	Interviewee_04	"initiative or the law or the regulation should come from the public authorities in order to regulate things because otherwise if it's private interest, it will always look to make more benefit for the big companies. So certain things must be limited by law, you know, in order to improve things."	needs for laws and regulations so that hiking contributes to local development
"I am aware that most times people are interested in just their personal benefits, and that i believe should be changed. "	Shift of mindset	Interviewee_04	"It must also be protected more like we said, it's important that the trails are in good condition that they're safe. So I think there needs to be an improvement in the maintenance,"	maintenance of the trails
"I try to show the different tourism practices, one of the things is trying to give people something to stay with, show them the nature. "	Goal as a guide	Interviewee_04	"trash bins, recyle trash bins at the beginning in the end, he's the big trails. It's just an example but it would help that people would throw in the trash there and not on the trail."	maintenance of the trails
"I think we have a lot of power, and we can make more conscious choices. So we say to the people, let's keep the countryside alive. So let's start to consume all the things from here"	awareness of rural development	Interviewee_04	"I think there can still be more of a collaboration between all the like different hotels, the hiking companies that you know, the bus companies. "	collaboration between stakeholders
"I'm trying to do by going to market on Sundays to buy directly from the farmers instead of in the big supermarkets. It is more or less the same price, but you go directly to them. Supporting local suppliers is very important. "	supporting locals, CBT	Interviewee_04	"These bus companies actually also a lot of hiking groups and there can therefore be more information sharing. "	information sharing/ collaborations between stakeholders
"directly to them. Supporting local suppliers is very important.			therefore be more information sharing. "	
"I believe young people, new generations, really want to make a change. So when you talk about ecotourism, sustainability, regenerative tourism they really believe we can do something about it. I am hopeful, "	Hopes/ vision for how should hiking tourism be developed	Interviewee_04	"I think the goals should definitely be more, as you say, it's more more sustainability, more respect towards the flora and the fauna and the local people and so on. So there is a big, we do have an important task, I think as the guides in terms of information in terms of, you know, respecting showing being a role model. Increase but in a controlled way. So that it doesn't go over you know, and I would say yeah, for always aiming to have more local collaboration. "	goals with hiking tourism development/ local collaborations
"My hope with developing hiking is that people will see Mallorca for its natural landscape and natural beauty. And instead of choosing only sun and sand, tourists will also engage in hiking and walking activities and connect with the locals."	Hopes/ vision for how should hiking tourism be developed / interactions with locals	Interviewee_04		

Interviewee	Data extract	Code	Interviewee	Data extract	Code	Interviewee
Interviewee_03	"I see that hiking tourists come here because they have seen on TV or heard in the radio or even read in the newspaper, something very different about Mallorca so so they're keen on getting to know that other Mallorca 'a bit different Mallorca'."	perceptions of Mallorca	Interviewee_02	"guide I teach my clients , but i also feel like i learn a lot myself."	educational aspect of hiking and walking	Interviewee_01
Interviewee_03	"there is two sides for that. (…) one side like hotels having right now the chance to open in a different season or prolonging the season for autumn. So that a different type of tourism that can"	seasonal help/ private property	Interviewee_02	"For me guiding is not just a walk, but sharing the culture, the story of my land. "	responsibility of being a guide	Interviewee_01
Interviewee_03	"now after the pandemic people started to hike a lot, even local ones and they sometimes are not behaving as they should. They're"	after COVID-19, local tourism issues	Interviewee_02	"in the last 20-25 years hiking has become a real economic activity here in Mallorca."	economical activity- hiking	Interviewee_01
Interviewee_03	"logically we try to visit different local businesses as well. Including well after the hikes like wineries or olive groves or orange groves. And this is definitely something, which can be a lot of profits for the local ones. Opening the groves so smaller productions of locals. "	equal share of resources	Interviewee_02	"it seems like model has changed about the traditional "Sun Sand and Sangria model " off the tourism here in Spain, okay. More active tourism, with focus on nature and great life , filled with tradition and culture and so many of the people who came to Mallorca for hiking, are highly educated people. "	perceptions of Mallorca	Interviewee_01
Interviewee_03	"definitely I always try to introduce as well, local products and local restaurants"	local development, local support	Interviewee_02	"It's a real mess, here in Spain we are accustomed to produce so many laws , but at the end, they didn't apply any of them . "	structure of hiking tourism/ mess in laws and regulations	Interviewee_01
Interviewee_03	"I do not agree that this is a tourist that usually is attracted by those big hotels. Just yeah, I think it's the opposite actually. So they want something different. "	preferences of hiking tourists/ support of local and authentic places	Interviewee_02	"We have I think 46-47 different municipios(municipalities) , and every town hall like Soller, Valdemossa … has diverse and different regulations about the hiking activity"	structure of hiking tourism/ mess in laws and regulations	Interviewee_01
Interviewee_03	"There is a lot of there's a huge offer of Agriturismo which is small properties from farmers. (…) So there is a huge amount of those private properties. "	economic impacts/ job creation	Interviewee_02	"Right now, we're after the after the pandemic Okay. I will say it's a bit shocking for so many people because, pandemic lasted so long. "	response of locals about hikers after COVID-19	Interviewee_01
Interviewee_03	"For me the tracks and trails have become bigger, wider. When sometimes before you had to search literally search for the track. Now you see it clearly. So my personal opinion is there's much more hikers. "	increase in hikers, trails characteristics	Interviewee_02	"when you design a trail, that the major part of cross private lands, you must reach an agreement with the owner of the land or you have to pay the owner for this tiny piece of land to cross it. "	issues with land privatization	Interviewee_01
Interviewee_03	"There's not too much signposting but I'm aware that this is not good for the hikers that come on their own and start the hike on their own. That they sometimes really have faced difficulties to find the way you know."	lack of signposting on the trails, difficulties finding the way while hiking/ trails	Interviewee_02	"It is private and I know that it's a it's a real problem because sometimes you can, you can experience some problems with the owners. "	issues with land privatization	Interviewee_01
Interviewee_03	"I don't know how they find it because I find I personally find it very difficult to stay on the track. It's incredible. "	difficulty finding the way while hiking, not enough signs/ trails	Interviewee_02	"You cannot camp on the private lands on Mallorca and there are regulations of the government, where you have to ask for special permissions of the owners. It's not a very practical way to do camping. "	issues with land privatization	Interviewee_01
Interviewee_03	"we have broader routes right now it's more evident. And what I noticed as well in the Tramuntana, some forests have literally disappeared to give way once again to the former olive groves"	environmental changes/ trails	Interviewee_02	"Thankfully the association of the tour guides on Mallorca support us in these matters. Otherwise it's almost impossible to navigate across all the laws and regulations."	association initatives, support	Interviewee_01
Interviewee_03	"I noticed a negative effect, but not by hikers more by trail runners. They are zigzagging and destructing soil and trails. "	environmental impacts	Interviewee_02	"tiny producers offers products like: olive oil,wine, handmade articles, benefit from the from the passing of the hikers. We are talking about stalls, while you are doing GR221, you can stop at the stalls, two- three bars, restaurants you can eat, you can take a drink, buy some groceries from the locals, and also you can sleep in the hostel, renting taxis these are the daily benefits. And also if you contact the guide, they benefit too, and they can be local people very often as well. "	economic benefits of hiking	Interviewee_01
Interviewee_03	"For me, the mountains are there to enjoy. And it's not about getting there 30 minutes earlier or later. It's about getting there."	hiking as co-existing with nature, slowness	Interviewee_02	"Every day the tourist take the bus to the starting point, make the trip with them and are brought back to the hotel. In the end your total experience is limited to this' big machine', everything planned for the consumption, tourists don't have the possibility to know very well the local people, their traditions. "	issues connected to mass tourism (in general)	Interviewee_01
Interviewee_03	". For hikers it's all about slowness, peace, enjoying time in nature and beautiful landscapes, in line with nature and I believe respecting it."	hikers' values, respect of nature	Interviewee_02	"My point is the tourists must change their mentality. The tourists shall be curious about the traditions, local people , interested in tasting local food or wine. The tourists that are aware that you must pay extra price for such services, to support local development."	shift in mindset	Interviewee_01
Interviewee_03	"I really like this kind of like metaphor that you know, a hiker is there and should be and has this approach to enjoy the mountains to take their time to be slower and connect with nature rather than just say oh, I want to get there because I want to show a picture to my friends. You know, this is lifestyle choice and different approach to exploring mountains then other people."	hikers' values, respect of nature	Interviewee_02	"But also some high end travellers, are not at all interested in culture, they are too busy going from point A to B, it happened to me. I had this group from Scandinavia, they came for a day in the mountains together with work colleagues. I tried to explain about culture, flora and fauna to educate them on important areas of Mallorcan traditions and heritage. I was told that they only have limited time before their golf competition, that starts at 3pm. And they do not have time for all those descriptions. In that moment I was shocked, well… it doesn't happen often, but those tourists also exist. "	negative social impacts	Interviewee_01
Interviewee_03	"people are living very fast right now. And it's all about having been there and having shot the photo as you say,"	comparison to fast lifestyle of other tourists/ reflection on travelling nowadays	Interviewee_02	"it is a surprise to realize that you can come too Mallorca for hiking out of season. And it's splendid in the autumn. It offers amazing landscapes of sea, mountains, the weather is usually sunny and from technical point of view it's not too demanding depending on a trail."	spreading of the season thanks to hiking tourism	Interviewee_01
Interviewee_03	"part of the problem that nowadays everything is so crowded is because people are not going on a holiday to relax to enjoy to see to explore. It seems more like the sport, they can say I was there. I've been on five continents without even touching the ground. "	comparison to fast lifestyle of other tourists/ reflection on travelling nowadays	Interviewee_02	"the pandemic, shut down all the business. The connection to the island was not possible, airtraffic stopped completely. "	COVID-19 issues	Interviewee_01

Interviewee_03	Quote	Code	Interviewee_02	Quote	Code	Interviewee_01
Interviewee_03	"As I said, it shall not only be about the hiking itself, the exercising, it's about getting to know locals, getting to know the food, the wines, local traditions. Collaboration between tour operators and locals could offer fantastic and very different experience for both tourists and local people. That is because locals will be happy about having visitors, hikers, who would otherwise probably not have reached their small vineyards, gardens with local coffee spot. "	collaborations, local development	Interviewee_02	"We focused on local tourists."	effectsof Covid-19/ local tourism	Interviewee_01
Interviewee_03	"She doesn't even speak and I'm referring to a lady who has her winery in Algaida that she doesn't even speak English. She explains a little bit about the wine, I translate, and she says I do this because I want to... As she explains her life,tells her story and hikers love that. They really enjoy that.I think that's the fantastic part because you get to people and you get to regions where normally you wouldn't have arrived."	job creation	Interviewee_02	"The company need to pay taxes here in Mallorca. If they do so the local governments can invest these taxes in the local people, in the local environment. If you do not have enough money, you cannot invest. And it's also about prioritizing, what is more important and so on."	contribution of walking tourism benefits equally	Interviewee_01
Interviewee_03	"If you want to support the local development, then you have to keep it in in your region "	support for local development	Interviewee_02	"unfortunately not for good. The animals , the plants and environment are very delicate. They are in a in a very delicate balance, okay. The man and action of the man can introduce some problems: noise, garbage, buildings. "	changes in environment	Interviewee_01
Interviewee_03	"introductory hikes (...) I remember when they did that in Soller, that was really something extraordinary and paid by the different hotels who just saw that this would increase for the future, that this will increase tourism in a time when they usually have to struggled to get clients. "	season spreading	Interviewee_02	"Privatization is growing, and that is not good, destroys the hiking community and common right to free access to the commons."	issues with land privatization	Interviewee_01
Interviewee_03	" I would say it's mostly tourist groups. I mean, sometimes we get to see people working like doing the stone walls, the terraces and I try to interact with them, and the hikers are curious to see how they work and why they work and what they do and what time it takes them. "	interactions between locals and hiking tourists	Interviewee_02	"In my opinion is essential to make agreements with local people (local cooperation), local corporations, local producers with the hikers Big corporations shall share their profits more equally for sustainable and local initatives. It must be most balanced and also with listening more to local people. Local people knows the land, know the traditions and they are very savvy people, we can learn a lot from them."	collaboration	Interviewee_01
Interviewee_03	"So this will be for me the perfect opportunity to interact"	s and small snack bars on the trails- opportunity for locals/ need for infrastructure	Interviewee_02	"The locals must be listened to and they must be feeling the benefits of the activity, tourism activity"	colaboration, dialogue, including stakeholders	Interviewee_01
Interviewee_03	"my hope is that all in all, we we try to maintain what we have that we don't press too hard, you know, it seems that we always need growth. So I believe that we have gotten to a point where Mallorca is on the edge. "	hope that should drive the hiking development	Interviewee_02	", if the owner agrees with the hikers to cross his finca (mallorcan house) for free, the government could invest in improving the pathway to access the finca as support for this finca owner (local support), financial support to take care of local produce: olive trees, wineyards. In the end, in my opinion, we must go to another for a win-win model. "	equitable share of resources	Interviewee_01
Interviewee_03	"I believe that we should definitely try to maintain what we have, add new more conscious offerings, share environmental knowledge about mountains, how to behave, how to contribute to improving mountains, common well-being as we hike. "	regeneration, hope for development in this direction	Interviewee_02	"It is necessary in my opinion to follow the trends, incorporate more sustainable activities and solutions. More ecological activities and more fair activities, fair share of profits and benefits. And also stick to the European standards. Spain is integrated in the European Union we must recognise there are other countries who are more advanced with handling local development and Spain can take and follow their example. "	international collaboration	Interviewee_01
Interviewee_03	"I think maintaining and probably spreading the season would be good. "	spreading the season, need for maintenance	Interviewee_02	"good idea to start could be to supply with products from the local producers. "	local supplies	Interviewee_01
Interviewee_03	"We have to maintain what we have and be happy about it. And try to support local development and help the environment restore through more conscious hiking practices."	maintenance/ conscious hiking practices/ regeneration	Interviewee_02	"shifting the mental schema of the people ,of customers and professionals. The tourists shall not just follow the touristic main points, attractions, but consider the big picture, showing interest in cultural landscape, and engage in dialogue and communication with local people and their traditions. "	shift in the way tourists think	Interviewee_01
"The political change is necessary in my opinion"				change in politics to support local development through hiking tourism		Interviewee_01
"Another thing is the mental shift , that needs to happen to support local development. That shift shall correlate with the political shift- more focus on sustainability, more support to local community and investment in tourism activities such as hiking, that can contribute to regeneration."				regeneration, local development, mental shift		Interviewee_01
"Now after Covid-19 pandemic, people have discovered the nature. They discovered the healthir way of life, walking, admiring the nature, being close to the natural surroundings, experiencing a mental state of peace."				effectsof Covid-19		Interviewee_01
"opportunity, after the pandemic, can now be used to develop the activity of hiking, as this healthy way of communing, being with nature. "				opportunities connected with COVID-19		Interviewee_01
"My personal hope is that through hiking, people will realize that it is a great way to meet great people, experience and learn about different cultures and traditions. The hiking and walking is fun, and by interactions with others , you learn more about yourself, practice languages and do something good for your physical and mental health, and that vision should drive the development in my opinion. "				hopes that should drive hiking development/ interactions with others/ health benefits		Interviewee_01

Data extract	Code	Interviewee
"Most of them they are happy because here we live from Tourism : Bar , restaurants , hotels."	response of locals to tourism	Interviewee_05
"The hiking tourism normally like to taste and buy local products: olive oil, wine, olines, honey, oranges."	economic benefits for locals from hiking	Interviewee_05
"Better coordination with local administrations is probably needed"	challenges with hiking tourism	Interviewee_05
"we had only local or resident tourism hiking during the Covid season. It seems they found this activity and now are more inclined to continue engaging in hiking."	local tourism/ COVID 19	Interviewee_05
"paths are more degraded and some paths have way too many people in high season."	environmental degradation	Interviewee_05
"Investing in improving local infrastructures and trails is essential."	trails	Interviewee_05
"Listening to the opinions and proposals of the small local entrepreneurs who are the ones who know the daily problems."	involvement of locals, listening to their knowledge	Interviewee_05

Data extract	Code	Interviewee
"Investing part of hiking profits in local farmers, in the maintenance of footpaths, working with local authorities & associations."	equal distribution of profits	Interviewee_05
"Local farmers should be helped more than hoteliers. It is the local farmers who look after the countryside and the mountains for no profit. To support to the local producers and local farmers."	equitable distribution of profits	Interviewee_05
"More focus should be put on support of local and non-governmental economy. Tourists shall be educated on how to contribute to bringing positive change. "	Hopes to drive development of hiking tourism/ education of hikers	Interviewee_05

App.19) Data set 2- Coding and thematization.

	Data extract	Code	Interviewee	Data extract	Code	Interviewee
	"many foreign people who have a house here, use it as a vacation home and tourists that goes to the mountains, hikers and people enjoying nature. And especially older people."	tourist type in Trmuntana	Artisan_Soller	"Now most come for hiking. Everyone asks for the hiking map. There are some excursions that are not very well indicated, and I have to mark them on the maps and such."	popularity of hiking/ issues with trail information	DMO_Soller
	"If the truth be told, what I know from my current workshop and before when I worked in a restaurant, yes there are interactions. So, they are interested when I ask if they want to go see Palma. No Palma	ractions of hikers locals/ hiker as different type of tou	Artisan_Soller	"Well, for them the most important thing is to be able to go on excursions in nature. There are many to whom I ask if they want to go see Palma. No Palma	ourist/values of hikers/curiosity about local traditions	DMO Soller
	"I believe that most of these tourists, hikers appreciate nature. What is no longer so good is the	hiker as different type of tourist	Artisan_Soller	"There are some who come with guides, but they ask us because they give them perhaps an hour to be in	eign guides/ responsibilities of guides (share local cultu	DMO Soller
	"I think they already have a good relationship because the local people here, we like to go to the mountains and be in the nature. I think that already unites us and tourists, doing hikes here in Tramuntana, in itself."	ractions of hikers locals/ hiker as different type of tou	Artisan_Soller	"Yes, because they are normally very respectful tourists and they also tend to help local businesses, when they are genuinely interested in local way of creating leather or shoes – you know we have this Mallorcan shoes – sandals. They ask a lot of questions and give comments, so I think that is helpful, so we know better what to do."	soacial impacts feedback)	DMO Soller
Data set 2 - Locals &DMOs	"Maybe I would promote this type of tourism more, which maybe is true that it does not leave as much money, but for me it is of much higher quality than this tourism that is coming for beach or disco. They interact, they share their own stories and cultures with us, so it is a nice exchange if you ask me."	social impacts	Artisan_Soller	"Yes, well, many ask me, for example, about the market on Saturdays or Thursdays that we have here, well, they are interested in walking around, but they don't ask about events like theatre or more local celebrations, they don't ask much about that. They ask more about fairs, markets, things in which they can interact not only go."	social impacts	DMO Soller
	"I think it would have to be the hotel owners themselves, who are like the ones in charge here in the city and the ones who decide what kind of tourist enters. And then of course including local community, maybe some partnerships with local stores and workshops like mine could be nice too."	support from external stakeholders/ how to promote	Artisan_Soller	"we only have a bit of cultural events and such. here we don't have much information on folklore and traditions in English. Let's see, I can tell you if you ask me, but it's not here. And normally we send them to the museums where there is more information in different brochures and in different languages."	ormation about local culture/ folklore, language barri	DMO Soller
	"I myself love hiking in local Tramuntana and I think this tourism should be driven by these conscious, respectful values, values connected to nature. Mallorca is at the capacity, we have so many tourists, but I think maybe we need some measures, so that we allow these kind of tourists more and maybe limit the less respectful tourists numbers. Hiking is great I think, as it helps to get more people out of season, so the environment is less burdened. "	goals that should drive development/spreading the	Artisan_Soller	"change when there were restrictions and such, but now it has become a bit the same. Trams are always packed. On the boats, yes, they have taken a bit of respect and they have a limit of people. If someone come to request a time for the boat, we tell them, we share information with boat operators in the area, that there are people who have requested a boat trip, because they take it more into account. So, they limit amount of people on board, by counting them and having a limit."	COVID-19 effects	DMO Soller

189

Data extract	Code	Interviewee	Data extract	Code	Interviewee
"Like they are more in touch with nature. It is another type of tourism."	hiker as different type of tourist	Artisan_Soller	"I also think if there is a demand for this tourism, hiking tourism then the investment in it is bigger. I mean the government will invest money into developing necessary hiking and trail infrastructure and that can contribute to improving environment."	efits of hiking (environmental contribution, infrastruct	DMO Soller
"And above all I will believe young people , may be the one who comes less, as they are not so interested in this type of tourism I think."	view on young tourists	Artisan_Soller			

Data extract	Code	Interviewee	Data extract	Code	Interviewee
"Cykling, hiking, families, couples, the more relaxed ones"	tourist type in Trmuntana	Hotel_Soller	"There are many tourists who are more into mountains, excursions in the Sierra de Tramuntana. "	popularity of hiking	Local_Soller
"Well, we tell them all they can do, the experiences they can have, the touristic ones and the less touristic ones.". "Yes of course. In gastronomy, in"	available information	Hotel_Soller	"Yes, yes, the truth is that yes. I work in a store around here and normally they always go in to ask a restaurant that is good or some kind of cultural place to visit, or the younger people who come here for the beach, well they don't ask so much. Those who ask are"	interaction, cultural exchange, curious in local culture	Local_Soller
"As always there are people who care about the environment and people who don't but usually they	hikers behaviour	Hotel_Soller		hiker as different type of tourist	Local_Soller
"Well, there should be more information developed in different languages not only Catalan. At the end its them, international tourists who come, and are searching for information."	information	Hotel_Soller	"Do you notice any negative effects of this type of hiking tourists? They leave a lot of garbage, consume a lot of water maybe? This type of tourists no. "	respectful with environment	Local_Soller
"The government should give more information, produce brochures, they should make a study on changes in tourism that are happening and with this study apply new actions so that the system is sustainable and can improve with time."	support from government/educational dimension	Hotel_Soller	"Maybe more information could be available in English, so that hiking tourists can also understand for example our cultural offer and participate in those events. Also these tourists are respectful to nature, so maybe more environmental actions could connect them with locals."	regeneration/ environmental practices	Local_Soller
"In my opinion the cultural heritage should be promoted, the education and awareness of how to treat the environment could be raised as we have much to offer. If people are more educated and conscious in consumption and treating natural environment, I think regenerative practices can be increased. The natural tourism should be promoted not any other type. My hope is that through hiking and walking tourism, they can help to maintain the natural environment, maybe by participating in some ecological actions like forest cleaning."	is that should drive development/education,practices, r	Hotel_Soller	"But hikers hmm, I feel it's easy to get lost on trails sometimes. Definitely some signs are missing. I am not sure if there are any posters with rules how to behave."	information	Local_Soller
"It's obvious that here in Mallorca there are many tasks that are not caried out properly for example	ds to allow more benefits for both tourists and locals fr	Hotel_Soller	"I think more promotion could help, especially small sellers and local artisans. Help from government, local authorities. Maybe some incentives for small businesses using sustainable solutions and delivering to this kind of tourists, hikers. I mean as they are respectful to nature, and happier to choose eco-friendly solutions. "	support to engage in and benefit from hiking tourism	Local_Soller
cleaning of forests, of paths, more signalization, more bins on the paths. It's essential."	tical obstacles/ laws and regulations not applied in prac	Hotel_Soller	"Yes, of course, since we live on an island that is so much nature. I think hiking tourism should be developed in peace with nature. If possible, maybe help and improve nature, thanks to action of locals and hikers from other countries. I think it could be good that each of them brings their knowledge and help Tramuntana flourish. So I think sharing their knowledge could help in this vision of restoring fauna and flora of Tramuntana."	ls that should drive development/education,practices, r	Local_Soller

Data extract	Code	Interviewee
"Comes for short time, goes for a walk and doesn't spend money."	...sues: little time spent, no time for interactions, for buyin...	Local_market_Soller
"Of course. In Alcudia a guide comes, sits there with the group, explains everything there is about this, what they can try and leaves them there for an hour or half an hour, but the explanation is made."	guides responsibilities	Local_market_Soller
	...llaborations locals/ external stakeholders (foreign guide...	Local_market_Soller
"So the guide, the guide who puts a little more emphasis on trying to convey what are the typical products that are made here.? - Exactly that would be helpful."	support to engage in and benefit from hiking tourism	Local_market_Soller
"Yes, well I think for the spreading knowledge about our wonderful island. And for economic growth too. We have great possibilities here for hiking and being in nature. The problem is I feel the guides are not explaining well what the tourists see, what the history is. So how are they supposed to know? if there is no explanation, it looks beautiful, but you don't understand it. You are not able to appreciate which species are the natives' ones, the flora and fauna."	...ls that should drive development/education,practices, r...	Local_market_Soller
	sharing knowledge about the island	Local_market_Soller

Data extract	Code	Interviewee
"the tourists who really come: that is more than anything cyclists or hikers. "	popularity of hiking	DMO Bunyola
"We make a statistic of what that more or less could be."	f capacity idex, they only count people who come to the	DMO Bunyola
"Hiking tourism, that's a mature tourism, you could say. German mostly. "	profile of hikers	DMO Bunyola
"And here the ones that stop the most are the hiking ones. They would like to know a little about routes. "	hiker as different type of tourist (curious to know more)	DMO Bunyola
"What the Sierra de Tramuntana is, as a cultural interest, it is being taken care of that the tourism that happens there is respecting the nature. "	local development thanks to hiking &walking tourim	DMO Bunyola
"Everything, all that is in fact in the brochures that we give them is quite indicated and everything that is on the trails, apart from being signposted, it is always	information	DMO Bunyola
explained a little what kind of animals there are, what kind of flora, fauna and how they shall care for it during walks and hikes."	ut fauna and flora , tips how to behave are not well-mair	DMO Bunyola
"At the beginning of the tour, so to speak, and then in the middle as well. There are several trails, that 's all pretty well explained, with panels/ explanatory boards."	information	DMO Bunyola

"they quite like that. So the tourists who come do tend to ask for information about the giants and the big heads (local events with typical traditions) and about the festivals that take place in the towns."	ement of hikers with local culture and traditions- social i	DMO Bunyola
So they do like to know and they like to learn about the traditional culture around here? - Yes Yes Yes!		DMO Bunyola
Those who come here to ask, yes, they just knew about the parties, they want to see them.	cultural exchange, not just economy and typical tourist	DMO Bunyola
"No, we have a website with a section about culture, but it is half closed. And yes, we are still little new to it."	o information about traditions, culture on DMOs websi	DMO Bunyola
"Now the municipalities and government try elaborating on issues on sustainability and regeneration. They have actually already suggested and elaborated a Municipal Tourism plan that has to be approved due to the participation of all the trade associations and tourism associations that are around here."	after COVID-19/regeneration/ sustainability plans	DMO Bunyola
"They are quite interested in actually creating it. What has been done will be approved these days it's a model of stabilization of tourism together with guidelines that shall be followed to achieve this stabilization. "		DMO Bunyola
"In that sense, would it then be like measuring what is the capacity, what is the use of resources and who is in charge of cleaning and maintaining the routes?- Yes, I believe that's it. I haven't been on that meeting myself, but the plan will come out soon."	plan of action/ governmental actions	DMO Bunyola

193

Data extract	Code	Interviewee	Data extract	Code	Interviewee
"Yes, many hikers come. A bit of interaction maybe, sometimes it's hard with language."	popularity of hiking, language barrier	Local_Bunyola_01	"Yes they are respectful with nature."	hiker as different type of tourist (respectful with natur	Local_Bunyola_02
"And do they also participate in doing something with locals, have you met any hiker? Talked to them? Very little."	shyness of locals to interact with strangers	Local_Bunyola_01	"It would be possible to interact, but generally it is a matter of shyness. Shyness. If you don't know them."	shyness amongst locals	Local_Bunyola_02
"They come to do their things and as you say, they eat, drink, walk."	no negative effects of hikers, no trash, no mess	Local_Bunyola_01	"of course. Especially with the Germans, because there are Germans who only speak German, but if	language barrier	Local_Bunyola_02
"Well, they go to the bars and the restaurants in the square are there more places that could be offered to them. And then, at the main square, hikers, tourists can watch some kind of street theatre, maybe there interact with locals. In general,	possibility for interactions	Local_Bunyola_01	Yes they do bring money for sure. But hiking tourism, I think it should protect nature, maybe educate people on how important it is to respect it. For example, if this tree was on a path in the mountains, it would have a sign, something that would say what kind of tree it is, if that is not typical in this town and for example in Barcelona there is. Then people learn about these unique natural treasures, maybe get more encouraged to act and help natural environment themselves too.	that should drive development/education,practices,	Local_Bunyola_02
in the City Hall and in Consell de Mallorca they have activities all year round. They make fairs and weekly markets."	from the local side: shyness, not so much willingness t	Local_Bunyola_01	"They also have environmental actions there I think, maybe we could have those here too, maybe hikers could participate."	actions towards regenerative tourism	Local_Bunyola_02

App.20) Stakeholders' groups considered for sampling for the interviews.

1) **Tourist offices- DMOs** (they are the intersection of the government responsible for tourism promotion, and they put forward the tourism goals defined by the government)

2) **Classical tourism bodies** (already actively engaged in local development) – tourism providers: guides, accommodation and food providers, restaurants, bars, rental services.

3) **Artisans, Cultural entities** (already included in local development; they play a role of strengthening bonds between community and hikers by engagement in various activities and actions) – local producers/ entrepreneurs (offering local specialities), local handcraftsmanship, Cultural events providers: museums, civic centres (cooking workshops, theatre- way to express local heritage, by storytelling, dancing-sardana)

4) **More general population** (people that are not yet included in local development)- women, seniors, disabled people, minorities, teenagers (fresh, future perspective)

App.21) An overview of the members of the society, that are important stakeholders in Tramuntana, Mallorca

- Municipalities city hall, tourism offices (DMOs), cultural agencies, waste treatment department, fire department)

- Consell de Mallorca, Govern de les Illes Balears and Mancomunidades
- Privat properties
- Clergy community
- Farmers of land, animals, and forest
- Users (tour guides, hikers, hunters, birdwatchers…)
- Conservation entities
- Touristic entities providers (ecoturism, rural tourism, active turisme…)
- Handcraft and masonry
- Educational entities (schools and highschools)
- Museums and centers of investigation
- Clubs and other entities that interact with the Serra Tramuntana.(hikers, nature, sports, animals, ecologist,
- Locals
- Other travelers

App.22) Thematization process of coded data

SQ1

Walking & hiking in Tramuntana

sub-th — privatisation on Mallorca

sub-th — trail characteristics

sub-th — Hiker as a different type of tourist

| sub-theme
Local perceptions on Mallorca

| sub-theme
Popularity of hiking

SQ2

Themes 1

Walking & hiking tourism impacts

theme — Covid-19 — local tourism effects

theme — environmental

theme — travel

theme — economic
s-th — equitable share of profits
s-th — support for locals to benefit for hiking & walking

| sub-theme
goals Educating hikers on environmental awareness

| sub-theme
Feeling of responsibility as a guide

| shift on the mindset

Theme 2

Goals and hopes to minimise development
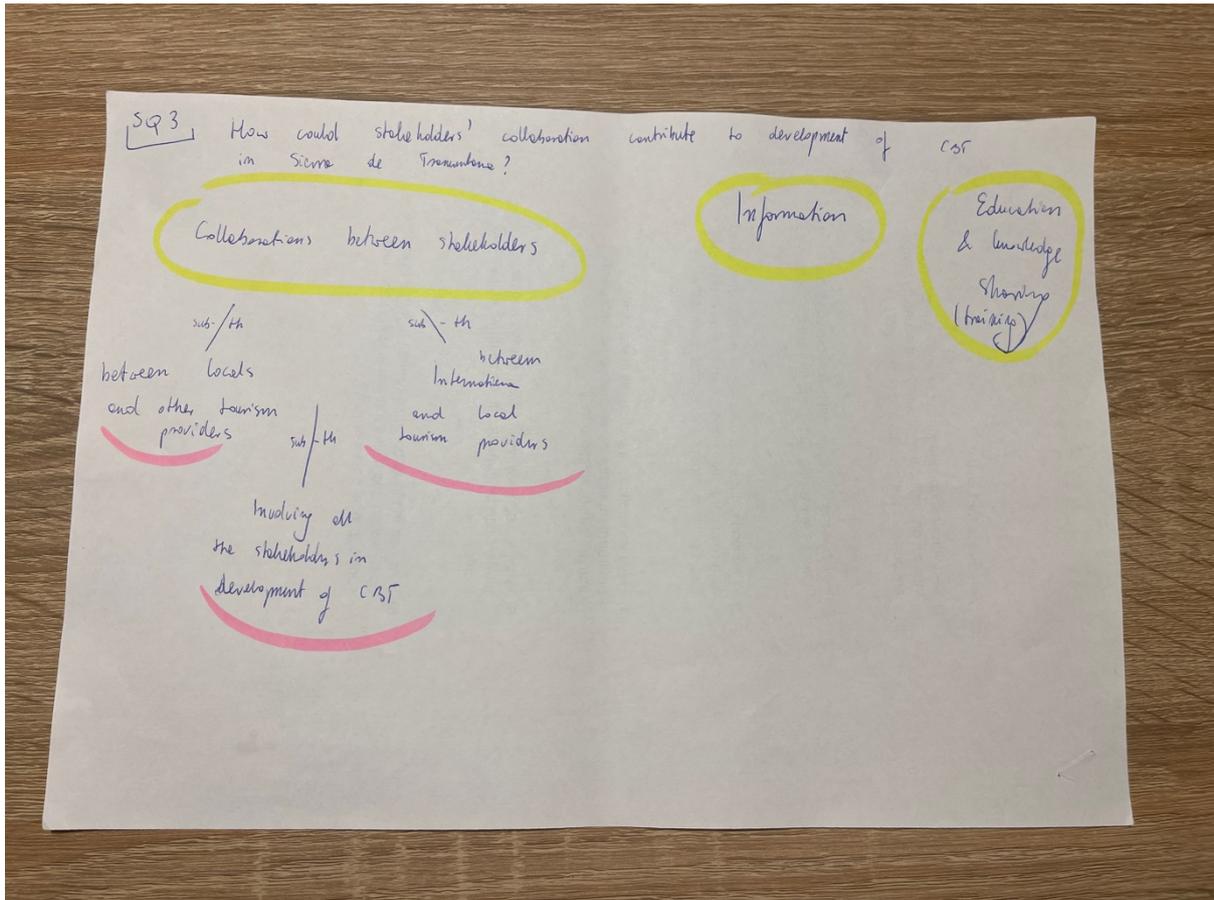
App.23) Examples of CBT projects/ inspiration for the thesis

Yucatán, Mexico tour with Mayans

This community-based project (CBP) took place in a usually very busy and taken by huge hotel chains coast of Yucatán, with this difference that this experience was guided by an authentic Mayan man and his family in the nearby city X-Can. In the very genuine and authentic home, Juanito (Mayan man) has an extra room for visitors with a big bed, he prefers to sleep in hammocks instead. Juanito takes his visitors birdwatching in the jungle, sharing his enthusiasm and expertise with them, sharing names and stories about local plants. Some meals and attractions are also provided by local organizers, to support and assist locals with help (some of them are locals themselves). During this CBP visitors can enjoy beautiful cenotes, collapsed sinkholes in limestones. They usually explore the caves, taking breaks for meditation inside, and can even swim while observing small reef fish. The journey continues to another homestay with a new local, where the new host takes his visitor to thick jungle and reveal a ruined Mayan pyramid. During this CBP opportunity to celebrate Day of Dead arose

and visitor could enjoy local traditions and taste local specialties and various foods (Rushby, 2017).

Photograph: Kiichpam Kaax

A ruined Mayan pyramid, covered in trees. Photograph: The Guardian

Fig.1) Photographs of Yucátan . Source: (Guardian & Kaax, n.d.)

Lost City, Columbia with local guides

The following CBP took place in Columbia and the visitor, engaged in hiking and trekking activity through Sierra Nevada mountains to reach Teyuna "the lost city" in the jungle with a group of local guides, Eduardo and Zalemaku. Likely for the visitor both tour guides were of indigenous Wiwa and Kogi heritage (two tribes living in this region). During this CBP visitor had opportunity to observe local fauna and flora, tasted traditional meals, sleep in the hammocks under thin-roofed shelters, swam in the local rivers, as well as learned about culture of the indigenous tribes.

Eduardo and Laurenzio. Photograph: Kevin Rushby for the Guardian

Fig.2) Local guides. Source: (Guardian & Rushby, The Guardian, n.d.)

The visitor, during his trekking experience observed that most of the visitors of the area do not interact with locals. They focused on reaching the Lost City, without any cultural exchange with inhabitants. He himself encountered an old lady from the tribe, but because of the language barrier failed to communicate. Fortunately, with the help of the field book, he

was guided by the woman into direction of hummingbirds. The thread of understanding between the visitor and local lady was achieved.

The 'Lost' City of Teyuna, Colombia. Photograph: Minh Chau/minhchau.me. Click on the magnifying glass to see a larger image

Fig.3) The Lost City of Teyuna, Colombia. Source: (Chau, n.d.)

This experience allowed the visitor to discuss the impacts of tourism and colonialism on local people and provided a real, authentic experience.

During this experience, the visitor was fortunate to have local guides who spoke the local languages and tried to help their community, tribes benefit from the tourism in the area. The interaction with local elders was only possible only thanks to them (Rushby, Colombia's Lost City: lore of the jungle, 2014).

The initiatives featured in these projects provide a range of services that include accommodation, guided tours with activities such as birdwatching, trekking, and hiking, along with traditional gastronomy, ecotourism, and cultural experiences. These projects usually follow a fair-trade approach, ensuring that tourists pay a reasonable price for quality of services and unique local products, while promoting transparency and equality. Travelers can enjoy an authentic and immersive experience, gaining insights into local customs, participating in cultural activities, and witnessing untouched natural landscapes and ecosystems.

Case studies on walking tourism contributing to local and regional development.

Mountain Trail development in Lebanon – aid in rural development through walking and hiking tourism

In this case the ambition of developing long-distance hiking trail by the Ministry of Tourism was to allow rural areas to gain benefits from tourism and enhance tourists to visit places other than just the capital city of Beirut. The aim of 'The Lebanon Mountain Trail' (LMT) is to develop local ecotourism products while applying socially conscious tourism objectives. LMT length reaches 470km and is divided into 27 routes, that can be finished in duration of approximately one day. A collaboration between various stakeholders was essential to bring this project into life. Local NGOs, United States Agency for International Development, volunteers, community organizations and tour operators played an important role in the process of trail creation and maintenance (Lebanon Trail, n.d.).

During the development of the trail historic town squares were improved, new campsites and picnic areas built and many family-owned guesthouses upgrades. At this moment LMT is taken care of the Lebanon Mountain Trail Association (LMTA) and is financed through membership programme fees, donations and grants, participation contributions in events and occasional support from benefactors. Two annual hiking events are performed, one in April and one in October, *"They are organized with a different theme every year such as water conservation, protection of birds, and cultural and archaeological heritage. Food heritage was the theme of 2016 (...)"* (World Tourism Organization, 2019) , p.32.

Fig.4) Yearly event- LMT Thru-hike. Source: (Lebanon Trail, n.d.)

This specific project allows Lebanon to contribute to local and regional development while staying truth to social sustainability standards. The LMT allows for excellent community involvement opportunities. They introduced three significant ways in which community can get empowered. 'Trail Adopter' programme allows chosen group of people, volunteers to look after appointed part of the trail for a duration of one year. The LMTA supplies the adopters with training techniques, essential tools, and necessary appliances to maintain the tail. LMTA offers training courses to local residents in order to provide them with guiding skills, enhance knowledge of the region, natural heritage and culture as well as make them aware of hiker's needs. This initiative aims at broadening sources of income for the locals. Lastly, workshops on the environmental issues were put forward for the children audience. These workshops are about to raise awareness and educate younger generations on the environment and nature through walking activities (World Tourism Organization, 2019).

Apart from community involvement, economic benefits for the community were also achieved. Houses on the trail were renovated and served as guesthouses, allowing the locals, families, women to get an extra source of income from walking and hiking tourism. Locals were also educated and trained *"The training subjects included management, menu development, safety and sanitation, customer service, marketing and promotion, and accounting.* (Ibid., p.31). Guiding, gives another opportunity for the locals to earn additional income. Yearly events allow income generation through purchases of local products, accommodation and restaurants expenditure.

The case of LMT is very much flourishing until today, recently LMTA organized the special chair making training, where any person could participate. Here members of society with reduced mobility or disabled were offered help from at least two guides. The main goal and motivation were to allow anyone to connect with nature. That is a beautiful example of inclusive tourism initiative that serves a great example for other walking and hiking communities around the globe.

Fig.5 +6) – Inclusive tourism on the LMT. Source: (Lebanon Trail, n.d.)

Walking tourism made accessible for all. Case study of Sierra Greenway in Spain.

The Sierra Greenway is the route in southern Spain with many cultural heritage sites, and especially long, historic railway lines. Thanks to the investment in 2016, unutilized railways were converted into greenways. The greenways are equipped with tunnels, viaducts, and stations. At the stations various facilities are implemented, such as: restaurants, bird watching center and accommodation facilities (The Foundation of the Sierra's Greenway, n.d.).

The very unique characteristic of this specific Greenway is that it's accessible for disabled society members. It can be accessed by wheelchairs, and it is suitable for seniors as well, *"Hand bikes, adapted bikes, adapted taxis and accessible railway coach accommodation are offered."* (World Tourism Organization, 2019), p.51.

Such an undertaking was possible thanks to constant evaluation, stakeholders' agreement and cooperation, adequate training of local stakeholders and staff members and testing created tourist products amongst the target audience. Within that, accessible travel packages were created, offering extra experiences along the walking on the greenway. Although the routes are especially tailored for people with disabilities, anybody can participate.
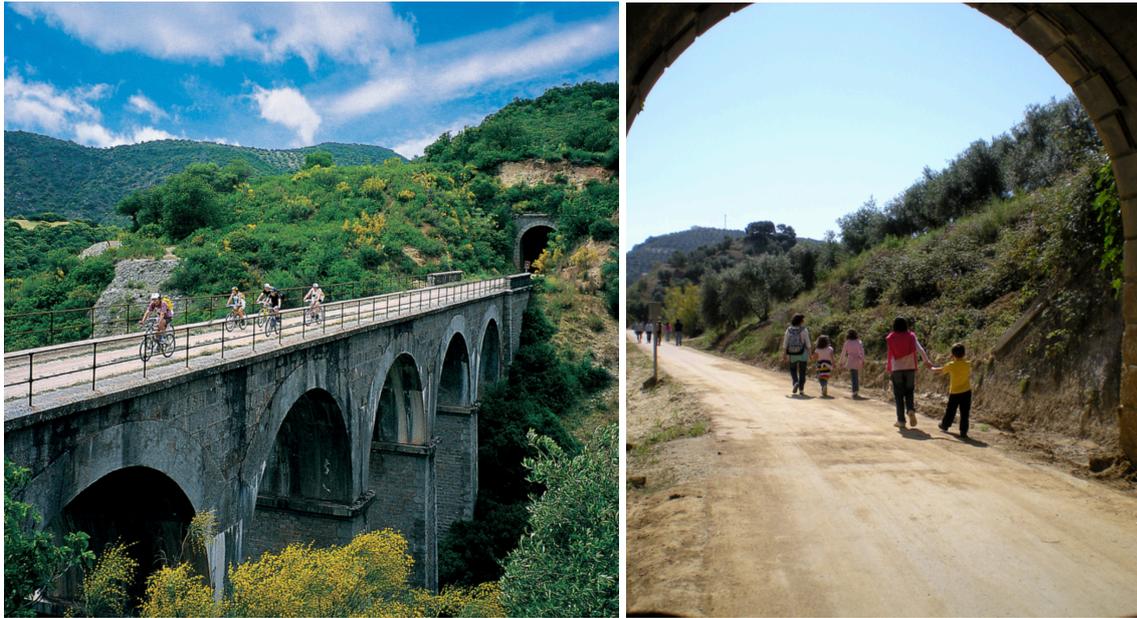
Fig.7+8) Highlights from the accessible Sierra Greenway in southern Spain. Source: (Verdes, 2023)

When it comes to social and economic benefits many jobs were created. Both transformation and building of greenways, but also maintenance of them. Additional tasks and income were made possible due to surrounding facilities: accessible accommodations, restaurants, rental services and alike. Secondly, the Foundation of the Sierra's Greenway organizes a meeting yearly to enable community of people with disabilities to participate in walking and hiking offering, immerse into natural surroundings and connect with one another. Thirdly, the Greenway acts as an educational center for younger generations with plenty if visits from local schools. Lastly, by organizing events and engaging local community members' and tourists' participation, community well-being, understanding between locals and tourists and health benefits connected to more physical activity are enhanced and encouraged (World Tourism Organization, 2019).

Many other great cases of walking and hiking tourism contributing to local development are present around the world. Japan's ONSEN and gastronomy walking, or Kamioyama Kurort programme to enhance residents' health through walking and hiking offer very interesting ways on how to improve living conditions for the residents and tourists alike, in harmony with local resources (World Tourism Organization, 2019).