

Emblematic **M**editerranean **M**ountains as **C**oastal destinations of excellence **(EMbleMatiC)**

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CASE STUDY, PP6

SERRA DE TRAMUNTANA MOUNTAIN



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WP3 – Studying

**Activity A3.3 Conduction of the in depth study of the criteria composing
the emblematic dimension of the EMM**

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**Consell de
Mallorca**



**Departament de
Medi Ambient**

SUMMARY

This case study is drafted in the framework of the WP3 “Studying” of EMbleMatiC project.

This document presents the recording of the elements of the emblematic dimension of mountain Serra de Tramuntana based on the template produced by PP4’s subcontractor (ETAM), approved and adapted by the project’s Study Scientific Committee (LP1, PP4, PP6, PP8).

This case study document will become a reference document for **the overall in depth study of the emblematic dimension of the project’s touristic dimension** whilst it will constitute the emblematic dimension characterization document for mountain Serra de Tramuntana.

The case study is operative in correlation with D.3.3.2-Report on participative workshop, results of which have been incorporated in it.

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Executive Summary

This case study document is part of the In-Depth Study carried out by the contractor ETAM within the framework of the Interreg Med Programme EMbleMatic Mediterranean Mountains. The Consell de Mallorca (Mallorca Council) is a supramunicipal public body with administrative functions, and one of the areas of competence of its Environment Department (Departament de Medi Ambient) is the support of activities related to sustainable development and environmental conservation. One of these projects is the creation of hiking routes, with the aim to increase appreciation of the island's natural and cultural heritage.

This case study has been carried out by Consell de Mallorca to analyze the emblematic dimension of the Serra de Tramuntana mountain in relation to each of the following criteria developed within the project, along the work package WP3–STUDYING, as an attempt to deepen the qualification tool previously developed. The final 10 criteria are:

- C1 Proud local people
- C2 Institutional recognition
- C3 Reputation
- C4 Legends and myths
- C5 Legends and myths
- C6 Picturesque landscape
- C7 Particular ecosystems
- C8 Mediterranean cultural identity
- C9 Sustainability and anthropogenic environment
- C10 Historic places

Besides, there is an analysis of tourism activity in the mountain area, regarding the implementation of an emblematic slow tourism product, the indications of ideal locations for an eco-itinerary, and the possibilities to engage local stakeholders.

PART I

1.1 Introduction

The Serra de Tramuntana is the main mountain system in the island of Mallorca, the largest of the Balearic archipelago with 3,640 km², which are part of Spain and are located in the Western Mediterranean Sea.

This mountainous area occupies the whole northwest side of the island, running parallel to the coastline in a SW-NE direction. The very name is related to this northern location, since “Tramuntana” is the Catalan name – the native language of Mallorca – given to the north wind direction, which is the one predominant. In fact this mountain range protects the rest of the island from this wind.



1.2 Physical and human geography of the mountain

Physical aspects

The mountain range is 90 km long (between the island of Sa Dragonera, in the southwestern end and the Cap de Formentor to the North East), 15 km large in its wider point, and it covers about 30% of the island territory. A large number of peaks exceed 1,000 meters, especially in the central part, where are located the main elevations, as the major summit, Puig Major of Son Torrella with 1,445 m, and others like Puig de Massanella (1,348 m), Puig des Tossals Verds, (1,118 m) or Puig Tomir (1,102 m). In the southern part stands out Puig de Galatzó peak, recognizable from the south plane area for its conical silhouette, which culminates at 1,027 m.

Geomorphologically, one can differentiate its seaside, with narrow and steep hills, and the inland slope, with a softer relief towards the island's central plain. From a lithological point of view, the mountain range is mostly made up of limestone rocks that give rise to interesting karstic morphologies, especially in the central sector, mainly with small features on exposed surfaces,

collectively called *karren* or *lapiaz*). At other points, these fracture lines are places where large karstic canyons and gullies have formed, due to the physical disintegration and chemical dissolving of the limestone rocks, and beneath the surface, with complex underground drainage systems (such as karst aquifers) and extensive caves and cavern systems.

The climate of the Serra is Mediterranean, characterized by dry and warm summers and mild winters, although it is notable for its high rainfall, with more than 600 mm annual on most of the territory and that exceed 1,200 mm in the central part, as in Lluc (at 490 m height) and 1,400 mm in Son Torrella (at 830 m), concentrated in autumn and winter. The irregularity of rains is accused and often concentrated on torrential episodes, especially at the end of summer and in autumn.

Due to the irregularity of rainfall and the high permeability of limestone materials, the hydrographic network is dominated by intermittent courses, characterized by high slope and high torrential behaviour, which flow strongly during intense rainfall episodes.

The Serra de Tramuntana is the place with the highest environmental value of the island. Its mountains are the refuge of many unique bird species, especially the fish eagle that rises on the cliffs by the sea, the marine hawk, exclusive to the Mediterranean and the black vulture. As for mammals, we find hedgehogs or small carnivores such as mustard, genetics and martens - we will observe them with difficulty due to their twilight and night customs. However, the only mammal that we will see regularly is the pearl goat. The diminution of the human pressure has turned it into a very abundant species and with a strong impact on the vegetation.

In this way, part of the range is protected by the figure of "Paratge Natural" (Natural Place), and also some landscapes have been protected by the evident ecological value, such as Sa Dragonera Island, today Natural Park, or the Torrent de Pareis and the Fonts Ufanes water source, declared Natural Monuments.

Humans aspects

Mallorca has over 850,000 inhabitants in 2016, which half were living in Palma, its capital. Concerning the Tramuntana, the municipalities' administrative surface of the Serra de Tramuntana count with 131.593 inhabitants. However, this administrative boundaries are not coincident with the geographical region, and there are 40,000 inhabitants in the mountain area, which is only 5% of the inhabitants of the island.

From anthropological point of view, Tramuntana cultural landscape is the result of the area's historical evolution, succession of cultures and ways in which the land has been used. Alternating periods of prosperity and shortages have left their mark on the landscape. Traditional agricultural and livestock farming has left a strong imprint on the area, through the dry stone walls of hillside terraces, its irrigation systems, complemented by traditional uses of the woodland, coastal areas and peaks of the mountains.

For all this, following the nomination presented by the Consell de Mallorca, UNESCO included the cultural landscape of the Serra de Tramuntana in the World Heritage Sites list in 2011.

The economy has traditionally been based on forestry exploitation (coal, wood), extensive sheep farming and cultivation on terraced areas, mainly for olive oil production, but also for vineyard and wet cultures. With the changes that took place since the second half of the 20th century and the emergence of mass tourism, these activities decreased until becoming marginal.

The island became a worldwide major tourist destination, mainly due to the large number of beaches, long summers and high-quality tourist amenities. Nevertheless, due to its hard relief, tourism was little developed in the Serra until recently, being concentrated mainly in the Port of Sóller, a natural sheltered beach in the middle of the wild Tramuntana coast, and in different emblematic sites receptors of organized excursions. Currently, the island receives 13 millions tourists per year and the Serra de Tramuntana has become a must-see, following to the growing importance of cultural and ecotourism, and the development of major hiking trails like la Ruta de Pedra en Sec (Dry Stone Route) GR221.

At the same time, last decades have seen various initiatives to promote local products traditional of Serra de Tramuntana, such as creation Protected Designation of Origin (PDO) for Olive Oil and Olives, and Protected Geographical Indication PGI for wines.



Sóller village town surrounded by Tramuntana mountains

1.3 Spatial cohesion

Geographically Serra de Tramuntana is one of the five physical regions that make up the island of Mallorca. Its evolution along the history has had its particularities regarding the rest of the island, being as an island in the island. It covers an area of 83,500 Ha (835 km²) of the whole breadth of the Tramuntana..

From an administrative point of view, the Serra is conformed by 19 municipalities, where we find differences in terms of population and level of development around them, with small villages such as Estellencs, Orient, Biniaraix, Galilea, and other larger ones such as Sóller or Esporles.

Within the spatial cohesion, it is important to remark that land structure in Serra de Tramuntana (as it happens for the rest of Mallorca rural area) is mainly based on large farming mountain estates division, called *possessió* in Mallorca (possession). Besides the farmland, a *possessió* do has a buildings core, the *cases de possessió*, but also a large variety infrastructures of great ethnological interest. These farm states origin lies in the distribution of lands amongst the nobles

who took part in the Catalan conquest of Mallorca in 1229, distribution then based on the pre-existing Islamic farmsteads. For centuries they have been the core of the traditional agricultural and livestock-based economy. So the land of Serra de Tramuntana has been and is still mainly owned by privates.

However, we find numerous public estates (21) that have been gradually acquired in the last 30 years by local administrations to create areas of leisure uses. Today there are 21 public areas belonging to Regional Government, Consell de Mallorca and municipalities, that cover 8,303 ha, about 10% of the mountain area.

From a land management point of view, the *Pla Territorial de Mallorca* – Territorial Plan of Mallorca, which is the major management tool for the island that set the grows for the urban and territorial development, foreseen Serra de Tramuntana as a special unit according to its singular characteristics and its values.

PART II

C1 Proud local people

Local people are the guarantors of the transmission of the inherited capital of their emblematic landscape to future generations and to visitors.

In Serra de Tramuntana we find many examples and initiatives to enhance mountain agriculture and contribute to landscape preservation through promoting local products, maintain historical traditions and work for a better local knowledge.

Cooperatives

Cooperativa of Sant Bartomeu de Sóller, created in 1899 in the city of Sóller, today it's a local cooperative composed by 300 members that has evolved along years with the aim to maintain a sustainable agriculture and the landscape of the olive and orange trees in the valley. I

Cooperative philosophy focuses on working orchards of orange groves and olive groves with criteria of sustainability, helping caregivers of the resources of the Serra de Tramuntana, promote the marketing of fresh and quality products to achieve the survival of crops, help the conserving the environment and saving resources so that future generations can enjoy it. They were interested in the creation of DOP Majorcan Olive Oil and the work done to enhance it. They also fight for creating the DOP Majorcan olive, in 2013, created to preserve a single variety of olive that recent research achieved to prove that do only exist in Serra de Tramuntana.

Cooperative of Malvasia de Banyalbufar

The true flavour of the heart and soul of Banyalbufar is found in "Malvasía de Banyalbufar", at km 86 of the Andratx - Banyalbufar highway. This cooperative was founded in 2000 by 5 Banyalbufar local people, with the idea of continuing the traditions of their ancestors. It all began with a recovering project of the Emblematic wine of Malvasia. This project as important for its members as it is for the inhabitants of the locality, as Malvasia vineyards are the heart and soul of Banyalbufar. People have very kindly volunteered their terraces for seeding

Festivals

Over the centuries the municipalities that form the Serra de Tramuntana have created an extensive festive and cultural heritage which includes both religious and pagan or commemorative celebrations, which inhabitants are following in proud way. There are two historical festivals that stand out because of its strong value identity: the recreation of ancients battles between Moors and Christians in Sóller and in Pollença. They are deep rooted fiestas, and local inhabitants live it intensely.

Sóller celebrates "Es Firó" the second Monday in May, recreating an episode from 1561, when Algerian invaders landed on the beach in the Port of Sóller and marched to Sóller town to claim it for the Arabs. Dressed in historical Arabian costumes, Moorish fight against residents, also dressed in traditional costumes of ancient times. The fighting with real shotguns (*escopetas*), wooden swords and historic stone catapults is a great spectacle with lots of noise and wine and more.

People from Pollença also feel absolutely proud of their day of Mare de Déu dels Àngels, 2nd August, the music of L'Alborada is heard, the Cossiers dance and the battle commemorating the Christian victory by "pollencins" over the army of the corsair Dragut is reenacted.

In July, Valldemossa inhabitants pay tribute to the local *beata*, or devout holy woman, Catalina Tomàs, with a procession of decorated floats, outstandingly the triumphal chariot, carrying a girl who represents the saint.

Attending the fiestas of the villages in the Serra is an enjoyable way of discovering the local character, tradition and cheer.

Associations

The Bany-al-Bahar Cultural Association was founded in 1991 in Banyalbufar to work for municipality cultural dynamization, recovery of natural spaces and the research and investigation of its own traditions and culture, making public through the production and publication of all kind of material as well as the performance of acts.

Other associations raised with the aim to enhance and strengthening the trade of dry stone builders, such as the *Gremi de Margers de Mallorca* in 2017, to promote the dissemination of dry stone technique and craftwork, such as that of the *Més que pedra* association that leads courses for the local population, or to contribute to the recovery of emblematic areas like Barranc de Biniaraix in Sóller, such as *Amics del Barranc de Biniaraix* association.

C2 Institutional recognition

The Serra de Tramuntana has several institutional recognitions:

- It is included in the World Heritage Site List, for its Cultural Landscape values, since 2011. This is the international community's recognition of the unique landscape of Tramuntana, formed for centuries, in a near-perfect interaction between human and nature, resulting in a monumental work where identity, culture, traditions, aesthetics, spirituality and identity are merged.

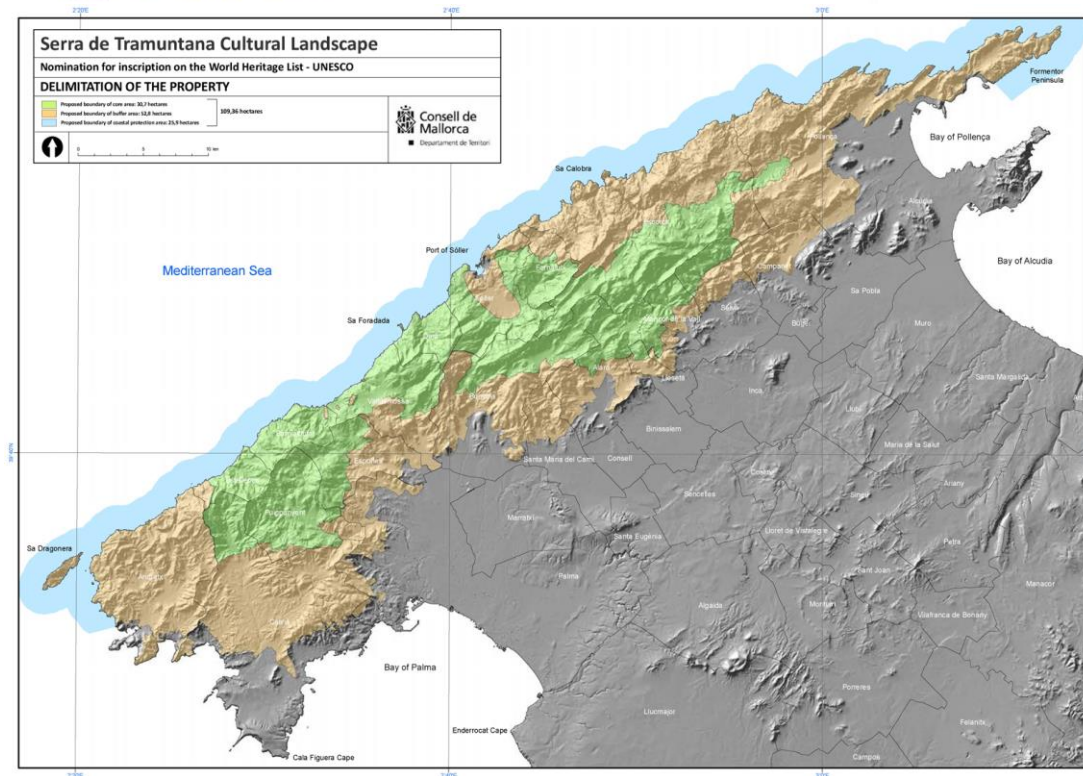


According to this statement the designated area has 30,745 ha

Buffer zone: 78,617 ha. (On-land area: 52,760 ha / Maritime area: 25,857 ha)

Total core + buffer area: 109,362 ha

- Part of the area is included in the European Ecological Network "Natura 2000" and, in the northernmost part, on the site of community importance LIC-ES 5310008 Es Galatzó - s'Esclop. It is also declared ZEPA, Special Protection Area for Birds (1987), and LIC (site of community interest) of the Alpine region, within the Natura 2000 network (2003)
- It is a protected natural area at a regional level since 2007, when was declared a *Paratge Natural* (Nature Place), because of its rich diversity in terms of scenery, with wooded areas comprised of holm-oak and pine forests, reedbeds and other plant communities, which alternate with agricultural spaces such as olive groves. The protected area occupies 63,084.00 hectares (61,961 land hectares and 1,123 marine hectares).



Source: Departament de Territori del Consell de Mallorca

- The area is remarkable for the large number of endemic species of flora and fauna. It includes specially protected areas such as the Sa Dragonera Natural Park, several Natural Areas of Special Interest (Àrees Naturals d'Especial Interès - ANEI), two marine reserves, the natural monuments Torrent de Pareis, a deep karstic canyon, and Fonts Ufanes,
- From a territorial point of view, Serra de Tramuntana has a special place in the Pla Territorial de Mallorca – Territorial Plan of Mallorca, which is the tool that fixes the rules of the land management of the Island. In fact it dedicates one of the 9 sections of the management rules to Serra de Tramuntana.
- It was declared Picturesque Landscape (*Paraje pintoresco*) by the Spanish Government in 1972, according to an Heritage Law dating from 1930, and in 1985 it was refounded as *Bé d'Interés Cultural* – Item or Asset of Cultural Interest –following the new National Law concerning Historic Heritage.
- Three Emblematic Sites are declared *Bé d'Interés Cultural* – Items of Cultural Interest – for the ethnological and cultural value. This figure grants urban protection in front of degradation building actions.
 - The emblematic ancient path of Camí des Barranc de Biniraix and the surroundings constructions (since 1994)
 - Constructions linked to traditional snow exploitation in the Massif de Massanella mountain (in 2002)
 - The terraced area of Rotes de Caimari (in 2009), which is an outstanding example of interaction between man and nature

C3 Reputation

Mallorca is a well-known island not only at state level but European level also, as it's a famous and notorious touristic destination.

Concerning Serra de Tramuntana, this mountain range has a wide reputation at regional level, as it is a common leisure area out of the summer time for local inhabitants. It is the place where to go for excursion, mountaineering or spend time around the several public domains, as has an excellent accessibility from the urban area of Palma and the rest of the island.

We should also mention the importance of wildlife since there are people who come explicitly to see certain protected species that are endemic. This fact gives him a reputation among the naturalist sectors.

Since been awarded as World Heritage Site in 2011, this mountain range is getting more and more known and appreciated by local people, and more visited than before. Feeling is it is a kind of treasure that foreigner's visitors maybe don't know before coming, but once been there, they usually have the feeling of having discovered an unexpected Mallorca, with exceptional natural and cultural values, and amazing mountain and inland landscapes.

In this sense, one of the main travel and opinion website (Tripadvisor) has recently published a list focused on the favourite places designated by UNESCO World Heritage Sites according to its users, as especially significant for its cultural and natural wealth, and, at European Level, Serra de Tramuntana is found to be on 7th place.

C4 Legends and myths

The magnetism of the whole Serra de Tramuntana is source of many legends and unbelievable stories of character religious, magical or superstitious, that constitutes a synthesis of popular wisdom as well as reflecting the character of its people: a highly valuable intangible source of heritage that offers the keys to understand a unique ancient culture. Some of these tales are integrated in *Rondaies Mallorquines Corpus*, a compilation of legends of the island dating from XIX and XX centuries.

Each town has its own legends, with places where they are presented with special intensity, as in the case of the Lluç Sanctuary, collected in the 16th century in the book the invention and miracles of Virgin of Lluç. Among the most popular legends referring to this area, we must highlight two that are clearly linked to the area and its landscape: el Salt de la Bella Dona.

Some passages from history are also the source of this type of popular tales, like is the divine aid received by the people of Sóller during the defence from the heavy pirate attack in 1561, like *Les Valentes Dones* (the courageous women), who fought heroically against the invasion. There is also the case of the legendary figures of Guillem Cabrit and Guillem Bassa, defendants of the independent Kingdom of Mallorca during the invasion of King Pedro IV (end of XIII century), who were cruelly executed and converted into saints by the population, although the church never made that statement.



Representation of Cabrit i Bassa execution



Comte Mal

In this sense the surroundings of Puig de Galatzó also stand out. This mountain, with its spectacular conical silhouette, visible far away from the plain of Palma, have been a source of constant inspiration for the legends, along with the long history of the farm estate of Galatzó and its inhabitants.

There is, around Galatzó peak, a legend that stands out: the legend of the Comte Mal (Count Mal), which would be the Majorcan adaptation of the legendary Comte Arnau de Catalunya. This takes us back in the end of XVII Century, in the times of Ramon-Zaforteza Burguera, one of the heirs of the Galatzó estate, who starred in life abuses and violent episodes against the population. This nobleman claimed, as his father had done before him, direct authority over the town of Santa Margalida and the right to collect tithes from common land, in addition to exercising civil and criminal jurisdiction over a part of the area. This brought about many confrontations and a murder, for which the Count was accused. Besieged as he was, he took refuge at his Galatzó estate, even he finally got arrested and tried in Madrid. Eventually, the Count managed to clear his name, but the legend had already been born, condemning him to ride eternally around the lands of Galatzó, mounted on a black horse surrounded by flames.

In the area of Galatzó state we find some places associated with this legend, such as Argolla or Font d'en Debades, where it is said that Count Mal punished his enemies. Some marks are also attributed to the houses of Galatzó: one day, the horse pulled down and left his track on the facade, near the chapel. Inside, where the stables were, it is said that there remains the mark of his heart, in the form of a stone, which appeared once dead.

Due to all these legends, sometimes the owners of Galatzó had problems when hiring day labourers, who, scared by the appearances of the count, resigned to work on the farm.

Another figure associated with the area is the French physicist and astronomer François d'Aragon, who carried out the prolongation works of the meridian of Paris, in a small house on the summit of a surrounding mountain (la Mola de s'Esclop), which walls are still conserved.

It is also said that in the northern slope of the hill, some winter days gather numerous snakes attracted by an unknown force and that they remain there for a while carrying energy from the "magical" mountain.

Many people who have visited the Galatzó estate over time and climbed the steep summits talk about the magnetism of these mountains.

Even tradition says that if you climb up the steep northern slope it is easy to fall into a depressive process, which usually declines and disappears when descending through the southern slope, as the tale of “Sa Por des Putget” (the fear of es Putget), linked to a farm state in Estellencs, which is very popular in this area.

Another tale is common to villages of Es Capdellà, Puigpunyent and Estellencs, the same story has been preserved, which says that the owners of three properties (Galatzó (Calvià), Son Net (Puigpunyent) and Son Fortuny (Estellencs)) that converge in the summit of Peak of Galatzó, used to met them in a round table located just above the top, so that each of them could ate with the other owners without leaving their own land.

C5 Power of inspiration

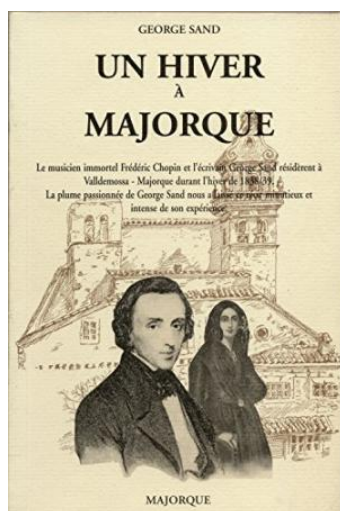
The fascination by Tramuntana landscapes have been the source of inspiration for many different artists. One of the first impressed with this slopes was the Majorcan erudite mystic **Ramon Llull**, philosopher, writer, teacher and missionary, one of first in writing and spreading Catalan Language, who founded during the XIII century the Monastery of Miramar, between Valldemossa and Deià villages, to train monks devoted to learning Arabic and the Lullian Art. He wrote numerous works in Catalan, Latin and Arabic, one of the most outstanding of which is the novel *Blanquerna*, which contains a mystic jewel, the *Llibre d'Amic e Amat*

But it is in the XIX and XX century when first visitors came to discover and get inspired by the landscape. One of the first illustrious foreigners was the musician and composer **Frédéric Chopin**, who came accompanied by french writer **George Sand**, and stayed in Valldemossa during the winter 1838-39, in La Cartoixa Monastery. Following this trip, Sand wrote *Un hiver à Majorque* (A Winter in Mallorca, 1855), where she both described the beauty of the scenery of the Tramuntana and expressed the lack of comfort, upsets and setbacks that they experienced living alongside the inhabitants of Valldemossa. Despite all this, Sand acknowledged the merits of its cultural landscape when she said: "Everything the poet or painter might dream of has been created here by nature". Chopin also praised the north coast of Mallorca in a letter to Juli Fontana on November 15th 1838: "I will very probably go to live in a charming monastery set in the loveliest place in the world; the sea, mountains, palm trees, a cemetery, church dating back to the Crusades, ruined mosque, ancient olives... Now, dear friend, I enjoy life somewhat more; I am very close to what is most beautiful in the world; I am a better man."

Among all stands out the figure of the **Archduke Ludwig Salvator** (S'Arxiduc as it is called in Mallorca), a nobleman from the Austrian family that got totally captivated by the Tramuntana coast. In 1872 he purchased Miramar estate, and then he gradually acquired most of the estates located in the lands of Valldemossa and Deià. He was traveler and scientist, and also a great nature lover too. In fact, he took care of his properties, and made build paths and viewpoints over this land, so that visitors could enjoy impressive views of the sea.

It's in Miramar where he received a large set of visitors, who were drawn by the beauty of the landscape, and they can be considered one of the Mallorca's first tourists. They include the French painter and writer Gastón Vuillier; the Spanish naturalist Odón de Buen; the botanist and rector of the University of Geneva, Roberto H. Chorat; and the poets Rubén Darío and Jacinto Verdaguer.

One authentic example of poetic prose stands out, inspired by contemplation of the landscape of Miramar and La Foradada. It is *Somnis d'estiu ran de mar* (Seaside Summer Dreams, 1912). In it, he says: "Nature's contemplation, done as it should be done, must be regarded as a prayer in which man bows submissively before the Creator of all these miracles."



Georges Sand notorious book about Mallorca



Archduke Ludwig Salvator

Another illustrious man that felt in love with the Tramuntana was British writer **Robert Graves** (1895–1985). Part of his work features Mallorca and, more specifically Deià village, where he settled in 1929 and lived until his death, with the exception of a brief parenthesis between 1936 and 1945 motivated by the Spanish Civil War. His novel, *The Golden Fleece* (1946) is partially set in Deià. The presence of the island in some of his short stories and the fact that, when he compiled them, the author decided to entitle a group of them *Majorcan Short Stories* demonstrates the importance that Mallorca played in the real and literary world of Robert Graves.

Many other personalities described the Tramuntana Mountains, highlighting the landscape's natural virtues and sometimes they portrayed a society and economic system anchored in traditional ways.: writer Josep Pla (in a note on Mallorca in *Les Illes*, 1921), Catalan Renaissance poets Joaquim Rubió d'Ors and Joan Cortada i Sala (*Viaje a Mallorca en el estío de 1845*) and Julio Cortázar (in *El rayo verde*). Miguel de Unamuno visited Mallorca on different occasions and devoted three chapters to it (In Mallorca's Tranquillity, On the Golden Island, the Olives of Valldemossa) in *Andanzas y visiones españolas* (1922).

Several well-known foreign artists currently live in Valldemossa, like Nils Burwitz (1940), Bruno Zupan (1939) and Claudio Torcigliani (1954). We must also mention Josep Coll Bardolet (Barcelona, 1912- Valldemossa 2007) whose paintings can be found in a foundation and exhibition centre in the village.

Sóller is also the setting for work by artists like the Aragonese sculptor Luis López or painters like Bernadí Celià (1921-1985), Manuel Santos Panitz (New York, 1927), Francesca Spille (California, 1962), Gisela Schrader (Frankfurt, 1947) and the Swede Elna Ernest.

Artists from all over the world chose the Deià surroundings, as did Robert Graves a model and source of inspiration for their work. More specifically, the painter and archaeologist William Waldren (founder of the Deià Archaeological Museum), North-American painter Mary Taum (1925-1997), and musicians Mike Oldfield and Kevin Ayers.

The amazing landscapes of the Puig de Galatzó mountain, and its fabulous magnetism is also reflected in the work of local writers and poets such as Miquel Ferrà i Juan (Palma 1885-1948), who let us an annoying poem, entitled "The walk", inspired by the landscapes of Galatzó, on the night of November dominated by the evocation of Count Mal; Maria Antònia Salvà, who was the first woman in writing poems in catalan, gave an accurate relate of her excursion to Galatzó, when being young; Miquel dels Sants Oliver (Campanet 1864-Barcelona, 1920), who in a poem dedicated to François d'Aragon, describes the episode of the escape of Aragon from his persecutors by the landscapes of s'Esclop and Galatzó; Guillem Colom i Ferrà, Joan Antoni Zaforteza, Josep Maria Quadrado, or contemporaneous artists like Carlos Garrido.

Of course, today the Serra de Tramuntana still attracts creators from all over the world, who find the inspiration and tranquillity that will impregnate their work here.

Folk tales

The Tramuntana Mountains are often the setting for "Rondalles", tales or narrations in prose of oral origins, and coming from anonymous authors. The tales recount imaginary events featuring a series of characters, a plot, and a specific setting. Archduke Ludwig Salvator wrote *Rondalles de Mallorca* (Folk Tales of Mallorca, 1895) and, in a secondary way, in other works that he published about the Balearics he also compiled stories from the islands' extensive, rich oral heritage.

The person who was mainly responsible for compiling the *rondalles* was a clergyman called Antoni Maria Alcover. In the late 19th and early 20th centuries, he gathered together tales that had been verbally handed down from generation to generation, trying to conserve the popular language (Mallorcan) in which they were told. Their publication, at Christmas in 1895, in the form of serialized instalments made a big cultural impact and they were widely read.

C6 Picturesque landscape

Serra de Tramuntana is one the most iconic places in Mallorca, as it can be seen from almost every part of Mallorca. Here, nature has created beauty spots that are unique in the world and that remain essential for understanding Mallorca. There is no doubt that the whole Serra is a picturesque landscape, and in fact, part of the mountain was already declared Picturesque Area in 1972 for its amazing and singular landscape.

By one side the natural landscape offers abrupt, rugged reliefs, with an altitude of up to 1,450 metres just a few kilometers to the sea, as do the dramatic cliffs of Formentor.

The hard permeable limestone rocks result into the singular upwelling of water like Ses Fonts Ufanes in Campanet, and into karstic landscapes in the form of external morphologies such as sink holes, karren fields as the ones in the area of Lluc, and deep karstic canyons, which best example is The *Torrent de Pareis* (Escorca), an impressive ravine, surrounded by high walls of rock rising up to 300 m high in some places, which is protected as Monument.

Another emblematic place is Sa Foradada, a small peninsula located in the municipality of Deià, and its name comes from the impressive hole that runs through it, which is about 18 m in diameter, visible from different parts of the coast. According to one anecdote, when the Archduke Ludwig Salvator purchased the Son Marroig estate, which included the peninsula of Sa Foradada, someone told him that he had paid an extortionate price for it. But he replied that what he had been charged was not even enough to pay for the hole in Sa Foradada.



Fornalutx town village with the steep slopes of Son Marroig



Son Sales (Deià)

But what really makes the Serra de Tramuntana different and unique is the cultural landscape. According to the European Landscape Convention, Cultural Landscape is “an area, as perceived by people, whose character is the result of the action and reaction of natural and/or human factors”. These are exactly the reasons why UNESCO included it in the World Heritage Site list.

The cultural landscape of the Serra is the fruit of the exchange of knowledge between cultures, with small-scale works performed collectively for a productive end, conditioned by the limitations imposed by the physical medium. Limitations overcome by knowledge and the intelligent use of resources, without destroying the medium. And it is also the recreation of a region through the collective imagination and works by artists who have found inspiration in it.

C7 Particular ecosystems

The Serra de Tramuntana mountain range is the area of the island of Mallorca with highest natural value, as in terms on biodiversity it is an island inside an island, where we find abundance of endemic species.

Flora

Isolation has led to the appearance of life forms that are unique in the world, as a result of which the Serra de Tramuntana mountain range – an island within an island – stands out for its significant endemic flora and singular plants, essential for the development of diverse plant communities. In fact, the mountain range holds:

- 65 of the 97 endemic species described on the Balearic archipelago
- 65 of the 68 endemic plants in Mallorca. To name one example, nine species of orchids and more than ten species of ferns live in the Serra alone, and nowhere else in the world.



Endemic "Balearic St John Work"

Pine Marten

In terms of vegetation, the Serra de Tramuntana has different communities that are not unique but very singular:

Communities in the highest Balearic vegetation belt

The highest areas have a bare, rocky appearance, as a result of the prevailing climatic conditions and of the grazing pressure produced by livestock and wild goats, but possess interesting vegetation with a high degree of specialisation. They consist of a very low formation of thorny bushes with rounded forms (cushion-type plants) with a discontinuous incidence and reduced surface cover.

Balearic holm-oak woodland

This is the climatic forest community that would occupy most of the territory if there were no human intervention.

The holm-oak grove, that ancient indigenous forest, has its main strongholds here, and the mountains are the only refuge of trees typical of colder climates, like the yew.

Wild olive scrub (garrigue). A plant formation typical of warm areas which predominates in lower altitudes. It appears as a consequence of maximum drought conditions that prevent the holm-oak woodland from developing. This garrigue led to the expansion of the agricultural olive tree.

Calcicole shrubland. The two most representative shrubs of this community are rosemary and heather. It is found in both coastal and mountain areas. The presence of Aleppo pine cover is visible. In the Balearic Islands, pine forests are an entity in their own right and comprise the most extensive tree formation, thanks to their swift growth and opportunism.

Fauna

There are many endemic species, and is determined by the dual insularity that results from the existence of this mountainous area, isolated from the rest of the region. Since this is one of the areas least affected by recent human activity, species that are under severe threat in other parts of Mallorca have managed to survive here.

The most characteristic endemism, and a symbol of the fragility of the ecosystems, is the “Ferreret” or Mallorcan midwife toad, a minute amphibian which only lives in temporary accumulations of water in the island’s karstic canyons.

In the case of vertebrates, the best representatives are found amongst the most endangered fauna, such as the osprey or the cinereous vulture.

C8 Mediterranean cultural identity

The inhabitants of the Tramuntana area benefited from an extensive cultural background - transmitted orally from generation to generation in Catalan and enriched through experience and collaboration - relating to agricultural and livestock processes and techniques, as well as knowledge of how to use natural resources (wood, snow, charcoal, lime, game, fishing and sailing, gathering resources, minerals, and stone). Processing techniques (salting, drying, storage) were also transmitted in a fundamentally oral manner, as were agricultural processing methods in oil mills, other mills, and wineries, together with knowledge of the medicinal properties of plants.

Dry stone technique

One of the most valuable treasures of the Tramuntana areas is its characteristic dry stone construction work, which can be found in the whole Mediterranean Basin. Using stone as the sole building material, man has shaped and adapted his surroundings over the centuries to make the most of the natural resources available, creating landscapes with unique characteristics of enormous ethnological interest and great value as far as their construction itself is concerned, reflecting a society and a culture passed down through generations. The complexity and quality of this type of building is linked to the existence of the trade of *marger* - the dry stone waller in Mallorca - which has a long tradition and requires outstanding technical knowledge and skill.

As it happens in the rural areas of the Mediterranean, technique and craft were almost disappeared in the 1980’s, when the Consell de Mallorca engaged dry stone courses to train new “margers” and started restoration works within the frame of enhancing rural heritage and the creation of a hiking path network.

Today dry stone technique is recovered, and it is in process to be included in the list of the Intangible Cultural Heritage of Humanity by UNESCO.



Dry stone recovering works

Traditional products

Olive oil has been the main product of the Serra de Tramuntana, and its production has been largely associated to the *empeltre* variety, which has a slightly higher level of acidity due to the harvesting of the ripe fruit using traditional methods. Some of the most ancient olive trees belong to it. Today there are 2 olive oil presses producing oil in the Serra de Tramuntana.

Today there is an existing brand, “Oli de Mallorca” (Oil of Mallorca) that has its own Protected Denomination of Origin (PDO). It identifies oils produced using the 3 Majorcan varieties via procedures that guarantee the product preserves the aroma, flavour and characteristics of the fruit.

Olive has also been acknowledged recently as PDO ‘Oliva de Mallorca’, that covers three variants: green, bruised green and natural black. These are table olives of the indigenous Majorcan variety, partially fermented in brine. Furthermore, the bruised green olive is flavoured with fennel and chilli pepper and the natural black olive is flavoured with Majorcan oil (‘Oli de Mallorca’).

Wines crop growing in the Serra de Tramuntana dates back to times of Moorish rule and was not only continued but expanded by the new settlers from the 13th century onwards.

However, one variety had special importance: the **Malvasia** or Malmsey, which is a very old one grew around the Mediterranean Basin, and which had special importance specially on the sea slopes of Banyalbufar (in the XIX century it was introduced on the international stage at numerous exhibitions, receiving prizes for their excellent quality).

At the end of the century, the Phylloxera plague blighted the wines all over the island and in 1901 the rootstocks of all the vines in Banyalbufar were pulled out, and although the variety was later replanted, the new vines were unable to match the importance the *ramallet* tomato had acquired.

In 1990 growers started the process of recovering *malvasia* vines here; nowadays, thanks to them, we are able to enjoy this first rate product again.

Today there is an existing Protected Geographical Indication GPI for Serra de Tramuntana wines, “Serra de Tramuntana-Costa Nord regional wines”.



Olive oil



Ensaïmada

Sobrassada is an unique product of Mallorca, a raw and cured sort of cold meat, with similar characteristics to those of a sausage and a pate from the Balearic Islands made with ground pork, paprika and salt and other spices has a Protected Geographical Indication (GPI) which guarantees

its quality and protects two types of product: *sobrassada* from Mallorca made using pork, and, Black Pork *Sobrassada de Mallorca*, prepared using only the meat of the Mallorcan black pig and stuffed into natural gut. The *porcs negres* are raised and fed on the island in accordance with traditional practices.

Ensaimada is another emblematic (and iconic) Majorcan product, a sugar dough food with spiral form, which is fermented and baked, made using strong white flour, water, sugar, eggs, baker's yeast and lard. The earliest references date back to the 17th century, and from the following century on it became popular amongst the middle and upper classes, and was habitually consumed at afternoon teas to accompany hot chocolate. There is an existing Protected Geographical Indication (GPI) indicates two types of this sweetmeat: the plain **ensaimada** from Mallorca (with no filling), and *ensaimada* from Mallorca filled with 'angel hair', or sweet pumpkin strands.

Concerning liquors, the most characteristic are **Herbes** (herbs), an aniseed flavoured liqueur with a geographical indication, obtained from the maceration and/or hydroalcoholic distillation of aromatic plants from the island of Majorca. There are three types: sweet, semi-sweet and dry.

Food

Regarding dishes, Serra de Tramuntana follows the traditional Mallorcan cuisine, based on agriculture and fishing. One simple dish, *sopes mallorquines* uses products that were available in the vegetable garden (mainly cabbage, spring onions, leeks and garlic), to which dry bread was added, moistened in vegetable stock. In exceptional circumstances only, meat or wild mushrooms were added. Another characteristic dishes are the simple *pa amb oli* (literally "bread with oil") that also uses tomato, and that is accompanied by cheeses and cold meats) and *tumbet* (layers of vegetables fried in oil with a tomato sauce on top).

The island's typical dishes and desserts point to a rich gastronomic tradition, reflecting the different cultures that succeeded one another in Mallorca. Pastries like *robiols* and *crespells* evoke the Jewish presence on the island during its Islamic domination and the first centuries after the Christian conquest, while *cocarros* and *panades* are clear legacies of the Islamic period.

Mallorca also has certain gastronomic traditions linked in with the calendar. It is a custom to cook pork specialities following the slaughtering of a pig on bonfires at Saint Anthony celebrations (January 16th-17th), to roast suckling lamb during Easter week, or eat soup and chicken or turkey *escaldums* at Christmas. Likewise, on the night of October 20th, when the *Revetla de les Verges* (Virgin Festivities) are held, young girls give gifts of potato and/or sweet potato fritters and dessert wine to the boys who come to sing serenades to them.

The Carnival is also celebrated through Balearic Island cuisine, with different specialities that add a special flavour to the festivities. The *ensaimada*, one of the Balearic's most typical pastries, is adorned in red and green when Carnival arrives, because traditionally on the Thursday before Lent (one week before Ash Wednesday), *ensaïmades de tallades* are put on sale, with pieces of *sobrassada* and candied pumpkin.

Traditional dances

The traditional Mallorcan dance known as a *Ball de Bot* or *Ball de Pagès* is very matriarchal. The dances, led by a woman, have an erotic dimension and they are totally improvised. The woman

makes her male partner imitate the different parts of her dance, drawing closer or moving away as she sees fit. In olden days, the dances formed part of town festivities to celebrate their patron saints and celebrations organized by the owners of *possessions* (rural estates) when there had been a good harvest of wheat, olives, figs etc.

One of very popular attraction is located in the Lluc Sanctuary, where its Choir School known as “Es Blavets” sings in honour of the Virgin, and has done so since the 16th century. At Christmas one of them sings the Sibil·la, a medieval prophecy of the end of the world that has been declared part of the Intangible Cultural Heritage of Humanity by UNESCO.

Museums

Besides the other many visits, Sa Granja, near the town of Esporles, is a former manor house that now holds an ethnographic exhibition focussed on Mallorquin rural life.

In Valldemossa, the Cartoixa monastery, hosted the pianist and Polish composer Frédéric Chopin and French writer George Sand as illustrious visitors. Inside the monastery there is the Contemporary Art Museum, with several sections, and, close by there is the collection of the work by the artist Coll Bardolet on the premises of the foundation that bears his name.

In Deià, the Archaeological Museum exhibits objects from the archaeological and paleontological excavations directed by William Waldren. In the outskirts of the village, on the road to Sóller, we find the house of the English writer Robert Graves, which is open to the public and run by the Foundation that bears his name.

In Sóller, the Balearic Museum of Natural Sciences is devoted to the study and dissemination of the natural heritage of the Balearic Islands. In the centre of the town, near the Plaça de la Constitució, the Sóller Museum has exhibitions of archaeology, fine arts and ethnology.

In the municipality of Escorca, you can visit the Museum at Lluc, which has eight different rooms, devoted to archaeology, craftsmanship in precious metals, costumes, religious figures, pottery, hand-woven textiles, and a commercial art gallery.

Finally, in Pollença, there is the museum of Pollença, which has sections of archaeology, Gothic art and contemporary art. The Museum and Foundation of the painter Dionís Bennàssar is also there, as well as the Martí Vicens Foundation which has an exhibition of this artist's sculpture and painting, as well as some of the cloth he wove.

C9 Sustainability and anthropogenic environment

Serra de Tramuntana is an exceptional example of a Mediterranean agricultural landscape because of its singular combination of water supply systems applied to irrigation, of Islamic origin, and olive and vine growing systems. Both are conditioned to a large extent by the limited resources the environment offers in the region, due to its climate, orography and insularity.

Isolation gave rise to the need to develop a self-sufficient farming system in order to obtain resources needed for subsistence, based on the technical knowledge available at each moment in time. The result of this combination is a landscape shaped by man in an extremely intense way, and one which bears witness to the continuous interaction with nature over the centuries. In

conjunction, this unique rich variety of archaeological, architectural, ethnological, artistic and intangible features highlight man's cultural response to the environment.

Stone, an enemy when in excess, became man's indispensable ally in his confrontation with the wild environment of the mountain. Thanks to dry stone technique, which is based on using only stones to build, without any kind of mortar or cement, in combination with the amazing grade of knowledge and skills acquired by inhabitants, any kind of structures needed for a large range of productive activities could be erected.

The lack of mortar or cement between stones allows excess water to drain, and the use of rubble behind the wall (smaller stones) plays a decisive role in this function, so that the different features could stand longer in time, as water is major enemy of these constructions.

Thus, the legacy of dry stone construction in the community is widespread, rich in quality, density and variety, and nowadays is the most singular, emblematic and representative of the Majorcan Mountain but also of the Majorcan rural culture.

Ethnological features

- Dry stone retaining walls - *marges*

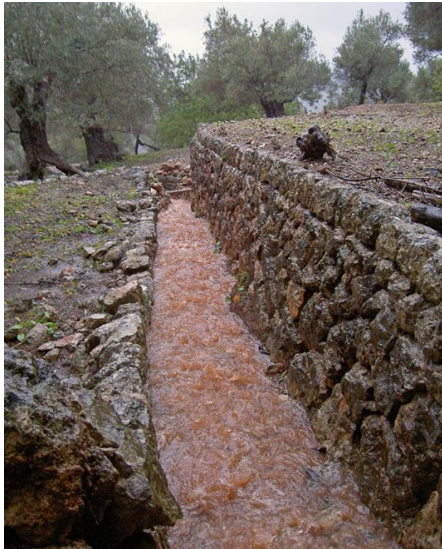
The highlights of the landscape are the dry stone terraces, created to provide areas of deeper and more stable soil, that cover the 20% of Serra de Tramuntana –about 200 km²–, mostly used for olive growing. It is estimated there are nearly 20,000 linear kilometers of dry stone retaining walls. Terraces with walls for olive tree grove are still predominant, but also for wine (Banyalbufar and Estellencs) and wet cultures like orange trees growing in the valley of Sóller.

- Features associated to water management

In the form of systems for the collection, extraction, conveyance and storage of water in order to supply irrigated areas. These items are fundamental in understanding the landscape of the mountain range, as they have been essential in the management of the irregular rainfall so typical of Mediterranean climates. By one side for soil erosion prevention, to collect water and to drive it and to stock it:

The Serra de Tramuntana contains a rich variety of water-related architectural features, including some aimed at collecting surface and underground water, like natural springs, dams linked to surface watercourses, reservoirs, underground galleries, wells and norias; others aimed at channelling and distributing water, like irrigation ditches and other channels; others for controlling water, like drainage ditches, drains, open drainage pipes, retaining walls, and hillside terrace walls; others for water storage purposes, like water tanks, natural basins, or drinking troughs; some that use water as a driving force, like flour or paper mills

These networks are still largely operational in the Serra de Tramuntana, thanks to the associative potential of its inhabitants, which has survived over the centuries through the organization of numerous communities with irrigation rights, like those with rights over S'Ull de S'Aigua in Estellencs, Sa Font de la Vila in Banyalbufar, Font de'n Baster in Esporles, the Sóller Sindicato de Regantes, or Camí de Tramuntana Comunitat de Regants, amongst others. Also watermills used to produce wheat.



Drainage channel on terraces (Sóller)



Source dry stone gallery in La Trapa /Andratx)

- Ice houses

In Mallorca, ice was a highly-prized product which covered a demand in the hospitality and gastronomy sector. When it snowed in the Serra de Tramuntana, the nevaters, or snow-gatherers, had to act fast in order to gather it into the ice houses. These constructions consisted of an elliptical or rectangular hole dug into the ground with a cobbled floor and a dry-stone wall. The houses protruded around 1.5 m above ground, and had a tiled or reed roof. Access to the interior was gained via a door, and on the sides there were orifices through which the snow was introduced.

- Mountain paths

Serra de Tramuntana has an amazing network of traditional mountain paths, that those days were the highway of the range which allowed communication between villages, *possessions*, growing lands, or working as transhumance ways. These mountain roads are frequently cobbled with stone (*empedrat* in Catalan from Majorca), technique that help to fix the surface road, and then protect path from water erosion.

Major improvement works were carried out as late as the first half of the 20th century, but with the decline of the rural world and the construction of new roads, a long process of neglect set in. This came to an end in 1987 when the *Escola de Margers* (School of Dry Stone Wallers) was set up; the School used the path for its practical classes, and this work has since been continued under the auspices of the Consell de Mallorca.

- Other dry stone features

- Boundaries dry stone walls for properties and different uses of the land
- Features linked to ancient charcoal production, once was the main activity of forest exploitation, which can be found all around the medium-low part of the mountain.
- Stone Limekiln once used to produce quicklime

Tramuntana nowadays

The mountain is also an important hiking area, with the Dry Stone Route GR 221 crossing over the mountain.

C10 Historic places

This dense human occupation of the Tramuntana area over the centuries has given rise to a remarkable succession and diversity of socioeconomic and cultural imprints and it has also favoured the concentration of a high number of items of heritage of a cultural nature that have led to the formation of today's cultural landscape. This heritage is present both in urban nuclei and rural areas, including items of ethnological, architectural, religious and archaeological interest:

- 1) Features constructed using dry stone building techniques that help overcome orographic obstacles to farming.
- 2) The mountain path network is based on the first main path already existing during the Islamic Mallorca. After the conquest (1229), the king Jaume I the Conqueror appropriated with the network of main roads of the island, so they pass to be considered "Camí Reial" – Royal Path, and they were under real jurisdiction. These were roads where a lot of money was invested to ensure their maintenance, and stipulates among other things that their width must allow the passage of two loaded mules. Until the XIX century there were only few carriage paths, being the vast majority small animal paths (*camí de ferradura* in Catalan).

There are many historical paths in the Serra, here two of the most emblematic

- Camí del Barranc de Biniaraix path was part of the natural route connecting the Valley of Sóller with the mountains of Escorca but also with the central Plain of Mallorca), the other. This path that already existed in the 14 century and, following the creation of the Sanctuary at Lluc and the veneration for the Virgin of Lluc by the population of Mallorca, it became very important as a pilgrims' way.
- The Camí des Correu path, with medieval origins, was the main way between the towns of Banyalbufar, Esporles and Palma, until when the present road was built in the mid-19th century. It probably follows the route of the Banyalbufar or cart track, mentioned in the *Llibre del Repartiment* (which is similar to the Domesday Book in England) of 1232, and in accordance with its importance, came under royal jurisdiction.



Es Collet (Estellencs)



Path of Camí del Barranc de Biniaraix

(Sóller)

3) Estate houses: Large rural buildings where agricultural farming facilities (such as oil presses and mills) co-exist with the residential dwellings of their owners. The estates were the centre of Mallorquin rural life and the nucleus of agricultural production, so that many possessed an olive press, a house for the women who harvested the olives and a chapel, as well as stables, cowsheds and other outhouses either for animals or for storing agricultural produce. In accordance with their importance and the proximity to the sea, many *possessions* houses have a stately aspect and often boast defense towers where to stand safe during the corsair's assault. We find good examples in the estate houses of Es Collet in Estellencs, Sa Baronía in Banyalbufar and Muleta in Sóller.

4) Towns and villages, with their narrow cobbled streets, wash-houses and traditional buildings, with interesting examples of popular architecture, like are Deià, Fornalutx, Sóller or Valldemossa.

5) Religious centres: there is large variety of religious constructions in the Serra de Tramuntana, remains the oldest religious site in Mallorca: the Talayotic shrines of Almallutx and activity in the forests of Lluc, the name of which stems from the Latin Lucus, which means sacred wood or place. Nevertheless, there are still many unknown factors regarding the religious practices and beliefs of these first communities on the island, both Talayotic and Roman.



Lluc sanctuary (Escorca)

But for sure the most outstanding example is Lluc Sanctuary; build around the figure of Virgin Mary of Lluc, which has been for centuries the island's main spiritual centre, with an important tradition of pilgrimages and pilgrims coming from all over the island to prove their devotion to the Gothic statue of the Virgin of Lluc. This devotion dates back to 1273 and clearly remains alive today, as throughout the year Mallorca's different towns and villages organize group walks to the monastery, with its remarkable basilica and the 16th century "Porxets" where pilgrims would be accommodated.

The Carthusian monastery in Valldemossa, founded in the 14th century, is a must to visit; nor should one dismiss the parish churches of Deià, Banyalbufar, Estellencs, and Sóller, this last with its modernist-style façade.

The Tramuntana Mountains have also been frequented by monastic communities who sought the silent tranquillity and inspiring beauty needed for prayer, leading a life far away from the problems of towns. The most emblematic initiative was the Oriental language school that Ramon Llull

founded in Miramar (1276), where Franciscan friars were trained to become missionaries and preach the gospel and the Ars Luliana to the Moslems.

Special mention should be made of the hermitage at Son Amer, which demonstrates the life simplicity of the hermits, as of Majorcan order of St Peter and St Paul.

As well as surroundings steeped in spirituality, the Tramuntana Mountains have different characters and events of a religious nature associated with them. One outstanding figure is that of Saint Catalina Thomas, known all over the island as La Beateta, who was born in the village of Valldemossa in 1531. She was beatified in 1792 thanks to the intermediation of Cardinal Antoni Despuig.

6) Maritime heritage, linked to coastal defense (when the latter was a potential hazard due to outside attack), sailing and fishing activities.

7) Castell d'Alaró Castle, at 821 metres above sea level, is one of the three castles in Mallorca built on a rocky vantage point, along with the Castell del Rei and Castell de Santuari.

From the summit, one has a view over a great part of the *Pla de Mallorca* plain and the *Serra de Tramuntana* mountain range; its walls and towers are strategically placed to be able to control the access points, with a first wall, through which one proceeds to the keep.

The fortress played an important role in the defence of the island, and in 982 AD the Christian forces withheld the attacks of the Moors for over eight years, even though the latter ended up conquering the island. They in turn put up strong resistance to Jaime I's troops when he invaded Mallorca in 1229 and only succeeded in occupying this stronghold after taking control of the greater part of the island.

Followers of the Mallorquin King Jaime III were also entrenched here when his nephew usurped his crown in 1285, although they were eventually forced to surrender after fierce resistance.

The occupants of the castle also had to lay down their arms to the troops of Pere el Cerimoniós in 1343; although the castle later lost its military importance, there was a garrison based there up until the year 1741.

Synthesis of the extraordinary-emblematic characteristics of the mountain

Ten main emblematic characteristics ranked by order of importance

1. Uniqueness of the cultural landscape (C6 Picturesque landscape)
2. Centuries of mild and sustainable human activity (C9 Sustainability and anthropogenic environment)
3. Unesco World Heritage Site (C2 Recognition)
4. Mallorca and Serra de Tramuntana as a must in dry stone technique recovering (C8 Particular cultural identity)
5. Combination of a seaside coast and mountain landscape (C6 Picturesque landscape)
6. Artist relation with the mountain (C5 Source of inspiration)
7. Traditional mountain path network (C9 Sustainability and anthropogenic environment)
8. Living territory (C8 Particular cultural identity)
9. Legend and folk stories inspired by the mountain (C4 Legends and myths)
10. Natural value (C6 Unique ecosystems)

Five globally unique characteristics

- Uniqueness of the cultural landscape (C6 Picturesque landscape)
- Centuries of mild and sustainable human activity (C9 Sustainability and anthropogenic environment)
- Mallorca and Serra de Tramuntana as a must in dry stone technique recovering (C8 Particular cultural identity)
- Combination of a seaside coast and mountain landscape (C6 Picturesque landscape)
- Traditional mountain path network (C9 Sustainability and anthropogenic environment)

Ten key words with reference to the mountain

1. Serra de Tramuntana
2. Cultural Landscape
3. Dry stone
4. Terraces
5. Majorcan
6. Tourism
7. Olive trees
8. Mild/Sustainable development
9. Paths
10. Hiking activity

PART III

III.1 Tourism infrastructure and supply

The Serra de Tramuntana is located just a few kilometres from Palma, the capital, so the accessibility by car to the different villages from Palma is quite good, being in between 20 minutes (Palma-Esporles), 30 minutes (Palma-Sóller) and 1 hour driving (Palma-Estellencs).

There is one road that crosses the Serra from Andratx to Pollença, the Ma-10. It is a characteristic mountain road, very sinuous, offering picturesque landscapes along its 112 kilometres, that requires nearly 3 hours driving by car.

Most of the visitors use hiring cars to access.

Accommodation

We can't talk about Serra de Tramuntana without having taking into account the rest of the Island. Mallorca counts with an extraordinary accommodation capacity, that host thousands of potential visitors of Tramuntana. According to the Ministry of Tourism and Sports and the Consulates Insular of Menorca, Ibiza and Formentera, there were in 2016 in Mallorca a total of 292,695 beds, distributed in 1676 establishments. The hotel offer is the cornerstone of the tourist accommodation offer, since it represents more than 80% of the places offered.

Accommodation capacity by type of establishment and category in the island of Majorca (2016)

ESTABLISHMENT TYPE	NO. ESTABL.	NO. UNITS	NO. BEDS	% BEDS
HOSTEL	563	81,216	155,021	53,0
HOSTEL-APARTMENT	202	35,424	79,873	27,3
APARTMENT	315	14,290	38,643	13,2
AGRO-TOURISM	245	1,956	4,108	1,4
HOSTAL	68	1,924	3,595	1,2
HOSTEL RESIDENCE	86	1,936	3,590	1,2
HOTEL RURAL	37	787	1,553	0,5
HIKING REFUGES	7	-	260	0,1
OTHER TYPE OF ESTABLISHMENT	153	2,673	6,052	0,5
TOTAL ALLOTJAMENT TURÍSTIC	1676	140,207	292,695	100,0

Source: IBESTAT

Regarding the Serra de Tramuntana we find an important offer, well developed, with almost 5,500 beds. Only Sóller counts with high capacity, as Port de Sóller bay benefited from a sheltered large sandy beach and could work with sun and beach tourism.

In addition, there an important accommodation capacity linked to the touristic hiring, now in a regulatory phase after an lightning increasing in the last 3 years (In example, only Airbnb website was offering, in September 2017, approximately 82,000 beds in Mallorca).

Accommodation capacity by main municipalities in the Serra de Tramutana (2016)

	Nº ESTABLISHMENTS	Nº BEDS
ALARÓ	9	147
BANYALBUFAR	6	231
BUNYOLA	14	244
DEIÀ	7	475
ESCORCA	1	2
ESPORLES	11	192
ESTELLENCES	5	153
FORNALUTX	6	137
LLOSETA	3	55
MANCOR DE LA VALL	1	10
PUIGPUNYENT	6	172
SELVA	15	238
SÓLLER	45	3,054
VALLDEMOSSA	14	334
TOTAL	143	5,444

Source: IBESTAT

If we analyze the accommodation offer we should also count the hiking refuges that are part of the Ruta de Pedra en Sec, hiking trail managed by the Consell de Mallorca

Accommodation capacity for the Ruta de Pedra en Sec GR 221 refuges

	MUNICIPALITY	Nº BEDS
CAN BOI	DEIÀ	32
MULETA	SÓLLER	30
TOSSALS VERDS	ESCORCA	40
SON AMER	ESCORCA	52
PONT ROMÀ	POLLENÇA	38
CASTELL ALARÓ	ALARÓ	30
COMA D'EN VIDAL	ESTELLENCES	22

Source: Consell de Mallorca

Outdoor activities

The Tramuntana mountain range is a walker's paradise. With 54 peaks over 1000 metres and more than 250 kilometers of signposted itineraries, there are plenty of opportunities to discover this mountain area through hiking activity, with two long-distance trails that are being promoted.

- GR 221 Ruta de Pedra en Sec trail, the major hiking project in the Serra, that crosses the mountain range from south to north, and where are expected 300 km of hiking path. Today the trail is 164 kilometers long and connects 15 municipalities along the Tramuntana mountain range.



Itinerary is divided in stages, and there are 7 refuges open where to stay for the hikers.

- GR 222 Ruta Artà – Lluc Trail, which is 134 kilometers (83 miles) long and crosses across eight municipalities as it joins the island's East coast of the Island up with Lluc monastery, located in central part of Tramuntana.
- There other many hiking itineraries in the Serra de Tramuntana managed by Consell de Mallorca, representing 90 km more of open and signposted paths, not including the itineraries promoted and managed by different municipalities and by the Govern Balear (Regional Government)

Cycling is another important activity practiced in the area, even if most of bikers stay in the traditional areas of tourism, Tramuntana roads are a must destination.



Map of Dry Stone Route GR 221 project

STRENGTHS

- Large hiking path network under public administration management
- Important accommodation offer that can host
- Good access by road with most emblematic places

WEAKNESSES

- Punctual overcrowding problems on road access to the most emblematic sites (viewpoints)

III.2 Tourism operators

Hoteliers:

Regarding the accommodation offer in the Tramuntana is mainly made up of agro-tourism, small hotels and establishment in inland tourism.

Eco-tourism / nature operator

In last decades, Tramuntana has become an international destination for outdoor activities in general. Since the Unesco World Heritage acknowledgement, we assisted to an important development of hiking and guided visits for foreigners, through the whole Serra, mainly on GR 221 and the ascension to the mains peaks. Several travel agencies propose hiking week trips around the Serra.

Cycling activity is also very important out of the summer season, and currently there are about 120 hotels on the island, mainly located in the bays of Palma and Alcúdia, that have renovated and adapted their facilities to accommodate European cyclists during the winter and spring months.

Mainstream operators

We also find a local offer addressed to the customers of traditional seaside tourists, based on mass excursion to the most emblematic sites, as Sa Calobra-Torrent de Pareis, Sóller, and visit to Lluc Sanctuary and surroundings, or the Tren de Sóller, an ancient train dating back from 1913, that links Palma with Sóller.



III.3 Tourism demand

After a few years of activity, due the strong economical crisis that affected Spain, visitors to Majorca are intensively increasing again each year. In 2010 over 6 million visitors came to Majorca, 9 M tourist in 2012, while in 2016 there were 12 M. In 2017, it is expected to reach almost 13 M foreigner visitors.

It is hard to find statistics about tourism demand just for Tramuntana area, however the island is an extremely popular holiday destination, particularly for tourists from Germany, that are the major market, and also for European northern countries.

Nowadays, people place on related aspects such as health, nature and cultural heritage together with an aim to disconnect from an urban environment. The fact that people from a wide range of sectors of the population have discovered the pleasure of walking and enjoying nature and rural life, help to stimulate new forms of tourism with visitors who prefer to participate actively in everything that a place can offer rather than act as mere observers. This means more tourists are on the lookout for authentic, meaningful and dynamic experiences.

In Mallorca, tourism requiring outdoor activity like hiking and cycling and all types of adventure are increasing every year. Germany is the main market, and then from United Kingdom, Benelux and Scandinavia, and in the last years France.

Hiking tourism is very important around the mountain, and we can find it in different forms; it covers a broad spectrum, from people who select their holidays time based on the hiking activity, and spend most of their holiday walking the routes, to tourists who see the activity as something extra offer during their stay.

Concerning cycling, the latest data from the Government and tour operators specializing in this offer reflect that in 2015 around 160,000 cyclists arrived in Mallorca to spend their holidays biking around the island.

III.4 Tourism impact

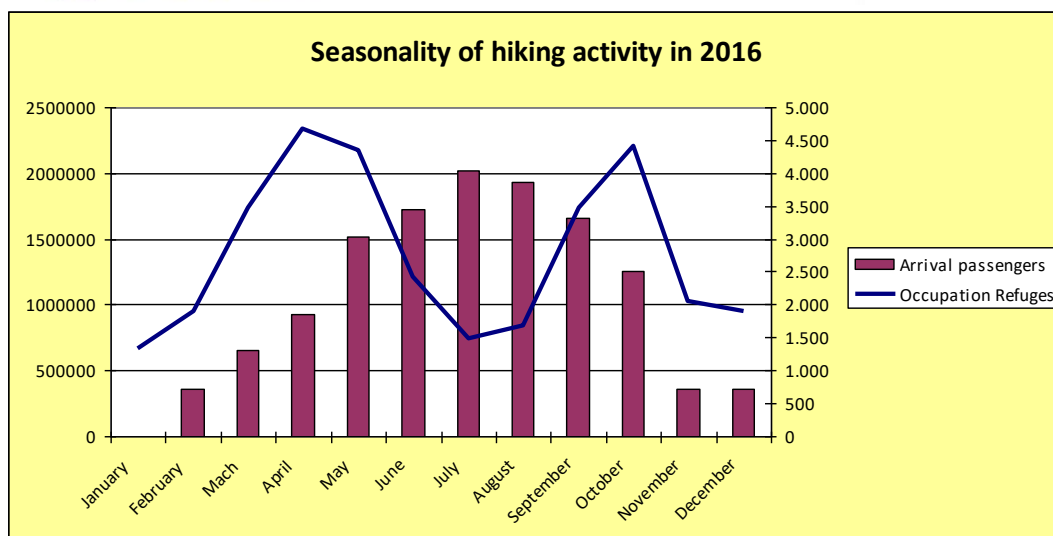
Mallorca, a powerful tourism production system

Tourism is the main engine of the economy in the Balearic Islands. In 2014, tourism activities contributed directly with more than 45% of the regional GDP (Gross Domestic Product) in the Balearic Islands and generate more than 30% of total direct employment in the island. Of course, indirectly it affects other types of sectors: services, agriculture, construction, etc. assuming more than 85% of the Balearic GDP. The Balearic Islands have a powerful tourist production system that has an integral productive fabric of more than 17,000 companies whose main activity is part of the sector. The more than 13 million tourists, of which 80% are foreigners, move more than 10 billion Euros annually.

Concerning mountain area, tourism has also been growing in the last decades, linked to rise of the cultural and eco-tourism. For most of the Tramuntana municipalities, it has become an essential source of economical incoming.

In the mountain range, outdoor and cultural activities are highly contributing to enlarge season tourism. Concerning hiking the best period for hiking is autumn and spring, out of the high temperatures of summertime and the rainfall episodes of winter that become a handicap to walk.

This can be appreciated on the Dry Stone Route refuges occupation, which have their maximum in the period from March to June and September to October. Another clear example is the municipality of Sóller, where it plays an essential role for hotels activity, as visitors who come to practice hiking fill the establishments in the valley during spring and autumn.



Source: Consell de Mallorca / IBESTAT

Hoteliers in Sóller promote activities to boost the hiking market, since this area is proud to have the longest touristic season in the Balearic Islands, that embraces nearly ten months, something unique in Mallorca (with the exception of the capital Palma).

The economic impact of bicycle tourism already reaches 150 millions Euros, exceeding one million hotel overnight stays. The Bay of Palma, Alcúdia-Can Picafort and Platjes de Muro, are the main areas where they stay.

Other impacts

- Recovering of cultural heritage linked to the hiking routes and to the enhancement of the town and villages
- Developing of locals products linked to gastronomy

Main weakness

High flood of people, with pressure in particular places can suppose a significant load on infrastructure (parking places on the touristic sites, roads) saturation and loss of environment quality in the visited sites.

III.5 Public infrastructure and services

The number of accidents caused by people who practice outdoor sports is important because of the orography; however rescue services, in which the Mallorca Fire Brigade and the Guardia Civil (Civil Guard), are well organized, with fast time response and high effectiveness.

There is a good geographical coverage of mobile communications across the mountain area.

III.6 Partner's perception of the tourism vision of their territory

Consell de Mallorca strategy is based on using ethnological heritage management as a local development tool and on promoting hiking activity around the Serra de Tramuntana, for many reasons. These projects are designed to promote sustainable development and “alternative”, high-quality tourism based on interest in culture and the landscape, areas that to date have not formed part of the economic development associated with mass tourism.

- Allows to live the Tramuntana Range in a natural way
- Produce few environmental impacts
- Helps to develop very small business in the mountains
- Reaches the head of natural areas
- It is environmental friendly

The aims of the strategy

- Open new paths for hiking based on its cultural values, by recovering traditional mountains paths
- Contribute to heritage recovery, restoration and maintenance
- Reach a better distribution of the flow of visitors and enhance less seasonal tourism, making it possible to maintain the availability of adequate services for tourists and a continuous economic activity
- Attract more tourists from the sea side and made them stay longer
- Improve the quality of infrastructures linked to routes

PART IV

IV.1 SWOT analysis regarding the implementation of an emblematic slow tourism product (eco-itinerary)

STRENGTHS	WEAKNESSES
An outstanding and unique natural and cultural environment, under UNESCO label	Traditionally seasonal activity
Emblematic mountain peaks like Puig de Galatzó	Limited accommodation offer for Estellencs and Puigpunyent
Large surface of public domain, with three public estates, and public paths.	Global image of the Balearics little associated with rural tourism.
High cultural value of the dry stone construction, but also an environmental value, of erosion containment, of reduction of flood risks. That is why it is a fundamental element and structuring of the landscape.	Less accommodation offer during the low season in the area of Tramuntana, as hotel and usually usually close from November to March
Quality of the existing establishments	Accessibility with public transport could improve for some localities
Mallorca proximity to the main emitting centers in Europe, and to the city of Palma	Weather in winter months rather cold, that can be rainy, not good for hiking

OPPORTUNITIES	THREATS
Contribution to recovering historical and ethological heritage, like old royal path from Estellencs to Puigpunyent	Possible overcrowding problems in certain sections of the route
Large number of potential users among the general tourists present in Mallorca during the high season months of mass tourism	Loss of quality of the environment due to unfriendly attitudes with the environment
Enhance economical development for Estellencs and Puigpunyent	Loss of authenticity caused by erroneous management
New tourism offer for Calvià	

IV.2 Indication of ideal locations for an eco-itinerary and possibilities to engage stakeholders

The idea is to implement an Eco-itinerary around Puig de Galatzó mountain. With 1,027 metres, this peak stands over the southern sector of the Serra de Tramuntana mountain range. The Dry Stone Route GR 221 runs already by the western slopes of Galatzó peak.

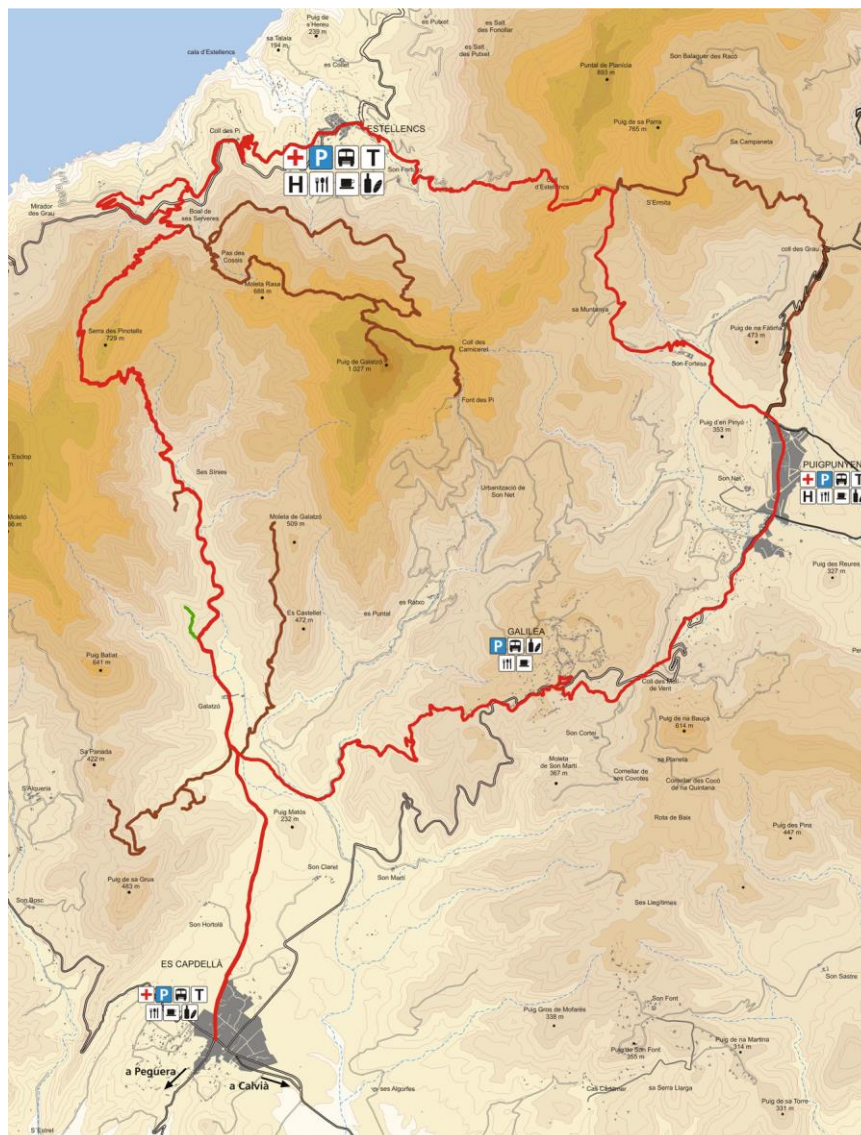
During the Participative Local Workshop a formal proposal of Eco-itinerary was made to the representatives of the municipalities of Calvià, Estellencs and Puigpunyent that converges in the summit, which constitutes an important aspect when explaining the different realities of each one and allows their involvement, each one with its particularities and coincidences.

So an ideal eco-itinerary in the area would be a hiking trail that links the three main villages that are at the bottom of the Galatzó peak, that's Estellencs, Puigpunyent and Es Capdellà (municipality of Calvià), going over ancient mountain paths. It would be an ideal way to discover the region, and that would have a positive impact on the three municipalities.

Part of the itinerary is yet open and is included in the Dry Stone Route GR 221 trail, but there are abandoned sections, as the ancient Royal path from Estellencs to Puigpunyent, and Galilea and Galatzó, that should have to be defined and recover.

Important works of restoration are probably required to recover part of the not open section.

Stakeholders that are supposed to be involved in the implementation of the eco-itinerary are the three municipalities where runs the route, and with all the support of the Consortium of Serra de Tramuntana UNESCO World Heritage Site.



ANNEX

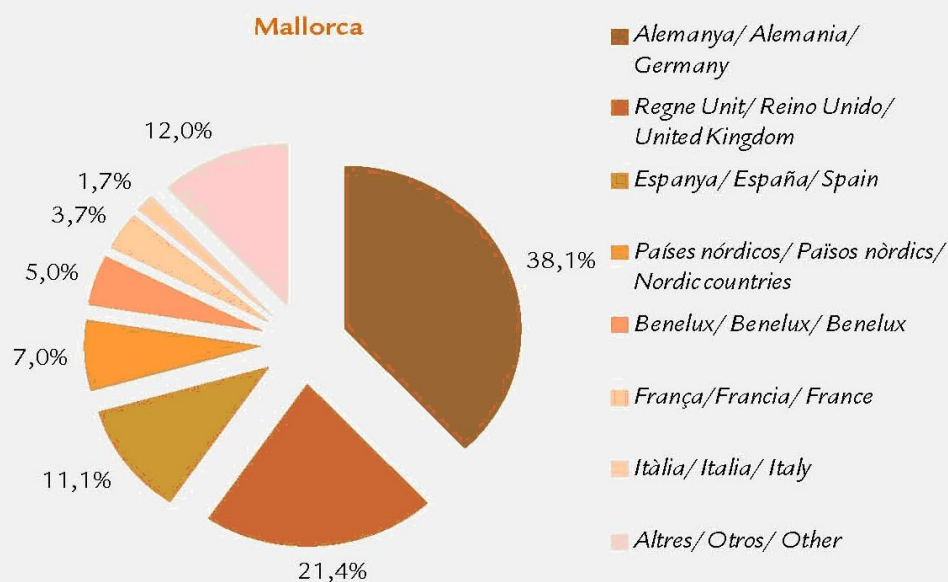
Tables and diagrams

a) Inhabitants of the municipalities of the Serra de Tramuntana

Alaró	5,820
Andratx	10,873
Banyalbufar	522
Bunyola	6.669
Deià	642
Escorca	230
Esporles	4,959
Estellencs	323
Fornalutx	687
Lloseta	5,710
Mancor de la Vall	1,383
Puigpunyent	2,021
Santa Maria del Camí	6,832
Selva	3,864
Sóller	13,791
Valldemossa	2,003

b) Distribution of tourists arrivals according to island and country of residence (2016)

Distribution of tourist arrivals according to island and country of residence (2016)



Source: IBESTAT

c) Main reason for visiting MALLORCA (2016)

	Total MALLORCA	High season	Medium season
Climate	84,9	91,5	81,9
Beaches	84,4	88,1	82,8
Landscapes	83,7	87,1	82,1
Towns / Interesting cities	76,2	74,0	77,2
Local cuisine	76,0	73,8	77,0
Quietness	74,9	67,9	78,1
Cultural activities	67,1	50,4	74,7
Holidays that fit the budget	64,6	64,9	64,4
Accommodation	63,1	59,9	64,5
Ease contracting	62,6	63,1	62,4
Activities and sports in nature	59,6	35,8	70,3
Go shopping	53,8	39,2	60,5
Night atmosphere	49,3	49,9	49,2
Facilities for a baby	43,1	24,4	51,6
Facilities for older people	42,3	22,3	51,4

Source: IBESTAT, according to survey

Photographs



Port de Sóller (Sóller)



View on Cúber reservoir and Puig Major peak (Escorca)



Coll de ses Cases de Neu - Dry Stone Route GR 221



Path of Camí des Correu – Dry Stone Route GR 221



Winter on the Dry Stone Route GR 221 (Escorca)



Castelló chapel on GR 221 (Sóller)



Binibassí hamlet in Sóller valley



Snow house recovered by Consell de Mallorca (Escorca)

Self-evaluation table

CRITERIA / KPITHPIA		Score
C1 Proud local people	1-10	8
C2 Institutional recognition	1-10	9
C3 Reputation	1-10	8
C4 Legends and myths	1-10	9
C5 Power of inspiration	1-10	9
C6 Picturesque landscape	1-10	10
C7 Particular ecosystems	1-10	8
C8 Mediterranean cultural identity	1-10	9
C9 Sustainability and anthropogenic environment	1-10	9
C10 Historic places	1-10	8
TOTAL	10-100	87

Argument: none

Bibliography

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