

Contents



| | |
|---|-----|
| List of Illustrations | vii |
| Foreword | xi |
| <i>Introduction</i> | |
| The Mediterranean as a Tourist Destination: Past, Present, and Future of the First Mass Tourism Resort Area <i>Carles Manera, Luciano Segreto, and Manfred Pohl</i> | 1 |
| <i>Chapter 1</i> | |
| Flying Visits: The Growth of British Air Package Tours, 1945–1975 <i>Peter Lyth</i> | 11 |
| <i>Chapter 2</i> | |
| The Transformation of the Economic Model of the Balearic Islands: The Pioneers of Mass Tourism <i>Carles Manera and Jaume Garau-Taberner</i> | 31 |
| <i>Chapter 3</i> | |
| Tourism and Business during the Twentieth Century in Greece: Continuity and Change <i>Margarita Dritsas</i> | 49 |
| <i>Chapter 4</i> | |
| The Development of the Portuguese Hotel Business, 1950–1995 <i>Benedita Câmara</i> | 72 |

| | |
|--|-----|
| <i>Chapter 5</i> | |
| Sending the Italians on Vacation: The Alpitour Group | |
| <i>Luciano Segreto</i> | 90 |
| <i>Chapter 6</i> | |
| Rimini: An Original Mix of Italian Style and Foreign Models? | |
| <i>Patrizia Battilani</i> | 104 |
| <i>Chapter 7</i> | |
| The Expansion Strategies of the Majorcan Hotel Chains | |
| <i>Antoni Serra</i> | 125 |
| <i>Chapter 8</i> | |
| The French Group Accor and Tourism since 1967: | |
| Business Tourism without a Mass Tourism Strategy | |
| <i>Hubert Bonin</i> | 144 |
| <i>Chapter 9</i> | |
| Club Méditerranée, 1950–2002 | |
| <i>Ellen Furlough</i> | 174 |
| <i>Chapter 10</i> | |
| Tourism on the French Riviera | |
| <i>Philippe Mioche</i> | 196 |
| <i>Chapter 11</i> | |
| Tourism on the Costa del Sol | |
| <i>Carmelo Pellejero Martínez</i> | 206 |
| Notes on Contributors | 233 |
| Bibliography | 236 |
| Index | 244 |