

Foreword

This thesis was written in partial fulfilment of the requirements for the degree of Master of Arts in *Tourism and Destination Development* at the University of Applied Sciences Hochschule Harz. Ms Luisa Wolter examined tourist demand for sustainable products within the natural parks on the Spanish island of Mallorca and was supported in her work by the Govern de les Illes Balears.

Based on a thorough literature review, the motivations and interest of over 400 tourists for sustainable activities and products were empirically examined. Visitor motivation profiles were created using exploratory factor analysis in order to then examine tourist satisfaction levels with the existing products, as well as interest and preferences for various sustainable products using both correlation analyses and analyses of variance. Based on the findings, recommendations for new sustainable tourism product developments were made. Based on Ms Wolter's work, the natural parks can develop new products and marketing strategies adapted to their current visitor profiles in order to contribute to the promotion of a more sustainable tourism development within the region.

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