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Joaquín Valdivielso and **Joan Moranta**, 2019. [The social construction of the tourism degrowth discourse in the Balearic Islands.](#)

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Abstract: In recent years, overtourism and tourism gentrification have been a central feature of public debate in the Balearic Islands, one of the most touristified regions on the planet. In this context, the discourse of tourism degrowth has thrived, being discussed across the political spectrum and even serving to legitimize a sustainable tourism plan and a new Tourism Act. This article provides a brief analysis of the debate around tourism degrowth in the 2014–2019 period and differentiates between two approaches. On the one hand, tourism degrowth has been used by socio-environmental platforms as a byword for detourisfaction and the politicization of the hegemonic consensus on tourism. On the other, degrowth has been adopted as a green washing rhetoric in order to justify public policies aimed at tourist decongestion through deseasonalizing, while promoting tourism expansion. This work brings into focus the social construction of the tourism degrowth narrative by applying critical discourse analysis. We conclude that the debate over tourism degrowth is not just a discrepancy between different approaches to deal with overtourism, tourism pressure and gentrification. It is also a social struggle where the discourse over tourism degrowth has helped new democratic political subjects to coalesce and organize in civil society.

Keywords: Degrowth, overtourism, gentrification, airbnbification, popular epidemiology, environmental justice