

Opinión pública y turismo en los destinos españoles: Los casos de Gran Canaria, Andalucía y Málaga

Public opinion and tourism in Spanish destinations: The cases of Gran Canaria, Andalusia and Malaga

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Resumen

El estudio analiza los impactos positivos y negativos del turismo según las opiniones de los residentes de tres destinos españoles. La metodología se basa en estadística descriptiva de dos encuestas desarrolladas por centros de investigación ubicados en Canarias y Andalucía. En Gran Canaria, las opiniones de los encuestados son más homogéneas y críticas que en Málaga y Andalucía. Parece que el desarrollo turístico del lugar de residencia está alineado con el hecho de que los residentes tienen opiniones más formadas, tanto en los beneficios como en las externalidades negativas. El estudio es novedoso ya que los estudios comparativos aún son escasos. Por otro lado, el valor añadido del artículo también se basa en la importancia de los destinos turísticos masivos españoles utilizados en el análisis: Gran Canaria, Andalucía y Málaga.

Palabras clave: Opinión pública; turismo; destinos españoles; Gran Canaria; Andalucía; Málaga

Abstract

The study analyses the positive and negative impacts of tourism according to the opinions of residents of three main destination in Spain. Methodology is based on descriptive statistics of two surveys developed by Research Centers located in Canary Islands and Andalusia. In Gran Canaria, respondents' opinions are more homogeneous and more critical than in Malaga and Andalusia. It seems that tourism development of place of residence is aligned with the fact that the residents have more formed opinions, regarding the benefits as well as the negative externalities. The study is novel as the comparative studies are still scarce, and the added value is also based on the importance of the mass tourist Spanish destinations used in the analysis: Gran Canaria, Andalusia and Malaga.

Key words: Public opinion; tourism; Spanish destinations; Gran Canaria; Andalusia; Malaga

1 Introduction

Jafari (2005) provides one of the most cited conceptual frameworks about residents' perception of tourism impacts in destinations. The author details as positive impacts: the

economic benefits (generation of employment, economic development, improvement of infrastructures) and the sociocultural benefits (promotion of cultural heritage, more cosmopolitan society, improvement of self-perception of cultural identity). Meanwhile, the negative impacts are: the economic costs (price increase of goods and consumption, foreign dependence, environmental costs) and the socio-cultural costs (xenophobia, conflicts between tourists and residents, commodification of local culture).

Tourism can be beneficial for host destinations, especially when the redistribution of income as well as the generation of jobs for the local population are clearly determined (Dimitriadis et al. 2013, Poli and Da Silva 2013, Brida et al. 2012, Nunkoo et al. 2012, Smith 2012, Vargas-Sánchez et al. 2011, De Kadt 1991, Turner et al. 1991).

Residents' opinions on tourism impacts (positive, negative, direct and indirect) form an essential pillar in the development of a sustainable tourism management model. Although there are many international milestones and declarations on the concept of sustainability in tourism, the first outstanding references date back to near thirty years ago. In 1991 the International Association of Scientific Tourism Experts (AIEST, 1991) held its 41st Congress being the main topic the issue of sustainability in tourism. One of the main conclusions provided was that tourism development can only be positive as long as the needs of the local community are set before the tourism sector's objectives. Sustainable tourism was described as a tourism that maintains a balance between social, economic and ecological interests. It should integrate economic and recreational activities with the aim of the conservation of natural and cultural local values.

Spain can be considered a paradigmatic example for the analysis of the impacts of tourism on society. It is worth noting more than 83 million international tourists visited the country in 2019 (INE 2020). This reflects clearly that the country is an important player in tourism, being the second most visited country in the world in the year 2019 (UNWTO 2020). The tourist - resident ratio in some Spanish destinations is surprising and it is extremely important that the destinations could have public opinion studies, as it is well known that the interaction between residents and tourists is not always easy. The studies on the social perception of tourism are extremely diverse (often with contradictory results and conclusions). For this reason, the comparison of the residents' opinions in Gran Canaria,

Andalusia and the Andalusian province of Malaga will shed some light in this literature strand. The analysis of similarities, differences and general trends, based on the same and similar blocks of questions from two surveys, will provide interesting insights to tourist destination stakeholders. Even considering the methodological limitations, our study adds important insights into the existing literature on the residents' opinions about the impacts of the tourism in Spanish tourist destinations which is still very scarce.

We also consider that the contribution can be of interest, especially today because in some mature Spanish destinations, a considerable social discontent and conflicts between the interests of the resident population and the development and mass tourism model have occurred. The cases of cities such as Barcelona, Palma de Mallorca or Valencia have been highlighted in the media because of the following negative impacts: increased rental prices for residential housing, environmental and noise pollution, increased cost of living and basic inputs, traffic jams, unequal distribution of the benefits of tourism, displacement and exclusion of the resident population and problems of coexistence between tourists and residents when sharing the same space both in cities as well as in residential buildings due to the new modalities of vacation lodging.

Negative externalities have been recently cataloged as a consequence of "overtourism" (Dodds and Butler 2019, Capocchi et al. 2019), that is, a saturation in the thresholds of the carrying capacity of the destination and a type of development opposed to the desired model of sustainable tourism. Negative impacts that, in the Spanish case, consequently generated reactive actions of "tourismophobia" and attacks against tourist interests (mainly during the summer of 2017).

2 Literature Review

Firstly, we emphasize the proposal of the "Irridex Model" detailed by Harrill (2004) highlighting a dependency relationship between: the threshold tolerance of the local population regarding the perceived impacts and the degree of development and the stage in the destination tourist life cycle. This author also proposes a typology of residents according to the degree of approval or rejection of tourism according to the categories: "tourism haters, tourism lovers, cautious romantics, intermediates, and tourism lovers for a motive or reason".

With the general objective of analysing the progress in the research on the perceptions of the residents on tourism, Sharpley (2014) published a complete bibliographical review. Affirming that the increasing number of case-based studies would have led to an improvement in the level of collective knowledge. Although such thing has not really contributed to the development of a broader conceptual basis that helps to understand residents' perceptions. Since the value of the research studied continues to focus almost exclusively on "specific cases" so a general model would be unfeasible. However, and because of the wide variety of contexts in which the tourist-resident interactions occur, this is not surprising. This author considers indispensable to adopt a more multidimensional and multidisciplinary approach in this type of studies. Emphasizing the importance of not excluding the visions and opinions of tourists thus enriching the studies and their conclusions. As tourists have expectations about residents as well as residents have them on tourists. He criticizes the sometimes-biased view of these studies because it considers that they tend to reduce reality: analysing only what is visible, which would not imply analysing the whole truth. And that "truth" would emerge only from a deeper understanding of the interactions between tourists and residents.

On the other hand, we also consider that the Social Exchange Theory (which is proposed as a general theory of the interaction of the group phenomena of conformity), explains certainty the approval or the rejection to the tourism of local population (Özel et al. 2017, Rasoolimanesh et al. 2015, Suosheng et al. 2015, Lawton et al. 2015; Wang and Lu 2014, Nunkoo and Gursoy 2012, Ward et al. 2011, Chuang 2010, Morales 1978). From the instrumental reason and the rational choice, the mutual relationship is positive as long as both parties, tourists and residents, get more benefits than costs. The expectations of mutual benefits should remain satisfied so that this relation happens without conflicts and maintained in time. Therefore, it should be a relation intrinsically positively and temporarily sustainable.

In relation to the most recent studies on the "social perception of tourism in the resident population", Li et al. (2019) analyzed 63 tourist destinations in China. The authors concluded that the residents showed mostly positive attitudes towards tourist development because it facilitated local economic development, promoted the protection of culture, as well as the

construction of infrastructure. A central role in opinions was played around evaluations of economic improvement and environmental deterioration. They also observed that as tourism development is consolidated, the negative effects began to be perceived: highlighting environmental deterioration, social conflicts and a higher cost of living.

Robinson et al. (2019) also found that environmental protection was a central value in residents' opinions on a study carried out in the British Caribbean islands, Turks and Caicos. The authors concluded that perceptions of environmental deterioration reduced support for tourism development. 50% of the respondents perceived that tourism was the main cause of marine degradation, and could exacerbate community conflicts that lead to less social cohesion. Support for tourism development was greater among the respondents who actively participated in its planning process.

It is worth noting the main considerations and general conclusions of various published studies based on surveys, on the social perception of tourism in Spanish destinations (Martín et al. 2019, Vázquez et al. 2017, Almeida et al. 2016, Hernández L. 2015, Vargas et al 2014, Cardona et al. 2014, Garau-Vadell et al. 2014, Díaz et al. 2014, Moreira 2014, Marrero and Huete 2013, Nawijn and Mitas 2012, Vargas et al. 2011, Moreira 2011, Díaz and Gutiérrez 2010, Moyano et al. 2009, Vargas et al. 2009, Rodríguez 2007, Aguiló and Rosselló 2005, Rosselló and Bujosa 2005).

Considering the cited references, it should be noted that the positive impacts on Spanish destinations highlighted in the studies are the improvement of: i) the quality of life, ii) public services, iii) employment opportunities, iv) cultural, hospitality and commercial offer, v) the possibilities of cultural exchange, and vi) the generation of wealth and economic growth. Meanwhile, among the negative impacts, the authors cited an increase of: i) housing prices, ii) criminality, iii) traffic and traffic jams, iv) massification, v) environmental impacts, and vi) the general increase in prices of goods and services. Considering rather negative the all-inclusive tourist product and believe that much of the economic benefits generated by the activity would go abroad generating few benefits among the residents or at least not all the desired benefits. In the destinations with high seasonality (Mediterranean coast) the quality of tourist employment is perceived in a rather precarious way than in destinations with a more stable flow of tourists without such marked seasonality (Canary coast).

The variables that mediate the opinions and attitudes of Spanish residents towards tourism and tourists are the following: work or have worked in the sector, reside in a tourist center, educational level, age, length of residence at the destination, as well as the high or low season at the time of the survey. Younger people, people with higher educational levels, residents in urban or tourist areas, have more favourable opinions to tourism development than older people, with lower educational levels and residents in rural or non-tourist areas. The Social Exchange Theory has emerged as the most widely used explanatory social theory of these opinions and attitudes, complementing it in turn with the Irridex Model and the Community Attachment.

Beyond the study of certain common variables or indicators, we do not consider viable the idea of developing a universal or standardized model for use indiscriminately in all destinations. Particularly because of the ambiguity and even contradictions of some results, the enormous diversity of destinations and their abysmal differences. We believe that future studies could provide in detail the analysis of the diversity of the contexts of each of the destinations. Especially in everything concerning their social contexts, historical, cultural, economic, political issues, and particularly according to the types of development models.

Articles focused on comparing social perceptions of tourism between different Spanish destinations are not common at all, to our knowledge, there are only two antecedents (Díaz Armas et al., 2014; Garau-Vadell et al., 2014).

Díaz Armas et al. (2014) compare the impacts perceived by residents of two Spanish tourist destinations: Tenerife (island of the Canary Islands archipelago), and Salou (Catalan continental town). In the case of Tenerife, the survey was carried out in 2010 to 218 residents, and the Salou survey was carried out in 2012 to 303 residents. Both cases are mature sun and sand tourist destinations, but with some substantial differences: the high seasonality, pressure, youth visitors and tourist density that occurs in Salou, is much higher than in Tenerife. In both destinations, residents have positive opinions about the tourism impacts, and the minor differences are mainly explained by the diversification of the Salou economy. In addition, the authors also found that residents of island settings have a greater sensitivity and environmental awareness. Interestingly, in Salou, residents find that tourism is better perceived than the chemical industry.

Garau-Vadell et al. (2014) also compare two destinations: the islands of Tenerife (487 respondents) and Mallorca (584 respondents). Both are mature sun and sand destinations, although the summer seasonality that does occur in Mallorca does not occur in Tenerife. Mallorca also exhibits a significantly higher percentage of tourists per inhabitant than Tenerife. Both destinations are characterized by a positive residents' perception which is mainly based on the economic impact. On the other hand, and similarly to other studies, the negative impacts are based on environmental dimensions.

3 Methodology

The main goal is to analyse the positive and negative impacts of tourism according to the opinions of residents of Gran Canaria, Andalusia and the Andalusian province of Malaga: comparing similarities, differences and general trends. Also, in this case and due to the heterogeneity of the object of study, the analysis that we present has more to do with the utility of highlighting general trends and notes for reflection that with a detailed list of similarities and differences between destinations. We highlight here that the comparison is based on the residents' perceptions of an island, an extensive Autonomous Community and one of its provinces.

The methodology is based on two surveys developed by the authors at the Research Centers of filiation in Gran Canaria the Institute TIDES (Institute of Tourism and Sustainable Economic Development) of the University of Las Palmas de Gran Canaria (ULPGC), and in Andalusia, the Institute for Advanced Social Studies (IESA) of the Spanish National Research Council (CSIC). The surveys were administered during two periods of time quite different. In the case Gran Canaria during the year 2012 (504 interviewees by phone), one of the hardest years of the economic crisis, and, in the case of Andalusia, during the year 2008 (1781 face to face interviews), at the very beginning of such crisis, ".

In both surveys, a multidimensional instrument was developed to address the analysis of public opinion on tourism and in response to the different components involved in the social sustainability of tourism. The statistical analysis is based on the exploitation of data with the SPSS program (Statistical Package for the Social Sciences). When selecting the variables to be measured, two major axes have been distinguished (perception of tourism and attitude

towards tourism) as well as a series of explanatory factors (sociodemographic, territorial aspects and other variables linked to tourism).

4 Comparative analysis of residents' opinions according to destination: Gran Canaria, Andalusia and the Andalusian province of Malaga

In the case of Andalusia, Rodríguez (2007) emphasizes that the opinions on the effects of tourism are mostly positive: both in the economic and in the social and cultural spheres. Among the disadvantages stands the price of housing and in general terms the increase of prices of goods and services. Regarding an overcrowding of the destination, this would refer only to isolated areas of greater tourist development. Another aspect that influences the opinions of the Andalusians is to have worked or not in the tourist sector: employment considered mostly of poor quality. Also, about Andalusia, Moyano et al. (2009) emphasize the polarization of the opinions between: the students, the youngest, the respondents with higher education, and those who have a lower level of education, are retired or pensioners, older ones, housewives and residents in rural areas. The first mentioned group often express more opinions and these are more favourable of tourism and tourist development. While in the second group they have more conservative and reticent opinions about the sector, and a high percentage have no formed opinion (does not know/does not answer). It is also noteworthy that the respondents consider that tourism development must be accompanied by the conservation of the environment. Sustainable tourism seems to be an accepted concept as well as the type of desired development.

Among the respondents of the eight Andalusian provinces, the opinion of the residents of Malaga (the most tourist developed province of Andalusia) is noteworthy. In general, its residents have opinions more favourable to the development of tourism, although they are also the most critical respect to this sector. The variables of greatest influence are: being resident in tourist sites and have worked in tourism. In relation to the province of Malaga, we highlight the study published of one of its most tourist locations, Benalmádena. In this study, Balbuena et al. (2017) concluded among other things that those who reside in a developed tourist destination perceive more positive impacts, but also, more negative impacts than residents of less tourist locations.

Most of the respondents consider that tourism improves the quality of life, having an ambiguous opinion about the social and cultural impacts. On the same locality of Malaga, Almeida et al. (2016) emphasize that: the place of birth, the educational level, as well as the time that residents have been living in the community, largely explain the variation of their opinions and attitudes. And that have a negative impact on their opinions: having lived in Benalmádena for more than ten years, having a low educational level, and being born in Benalmádena.

On the studies of public opinion of the tourism in Gran Canaria, the only published study based on a resident survey (in addition to those of our authorships) is that of Hernández et al. (2015). In his article they analyse the opinions of the residents of the capital, Las Palmas de Gran Canaria, on the impacts of cruise tourism in the city. The greatest benefits are mainly the generation of jobs, and the improvement of the hotel, commercial and gastronomic offer. It is noteworthy that only 8% perceive direct benefits of such modality. The impacts, both economic and cultural, are considered to be very positive, and wishing in its majority a major cruises inflow. Among the negative impacts, they point to the possible pollution of the sea and the air, the increase of the cost of living, and that the economic benefits do not remain mainly in the city.

We consider that the main tourist indicators will help us to understand their respective positions as destinations with an emphasis in the following issues: the percentage of tourism in GDP is threefold in the Canary Islands than in Andalusia; the percentage of tourism employment in the total employment is threefold in the Canary Islands than in Andalusia; the percentage of national tourists is much higher in Andalusia and Malaga than in Gran Canaria; the percentage of foreign tourists is much higher in the Canary Islands and Gran Canaria than in Andalusia; the total number of tourists per capita is higher in the Canary Islands and Malaga than in Andalusia (Table 1). On the other hand, it is necessary to emphasize another important fact: the marked seasonality of summer that occurs in Malaga does not happen in Gran Canaria.

Tabla 1. Main tourist indicators according to destination

	Nº of total tourists per capita	% of Spanish tourists	% of foreign tourists	% of tourism in GDP	% of tourist employment in total employment
Andalusia	3.1	63.3	36.7	11.8	12.9
Canary Islands	6.7	11.1	88.9	31.9	37.6
Malaga	6.5	42.0	58.0		
Gran Canaria	4.4	12.7	87.3		

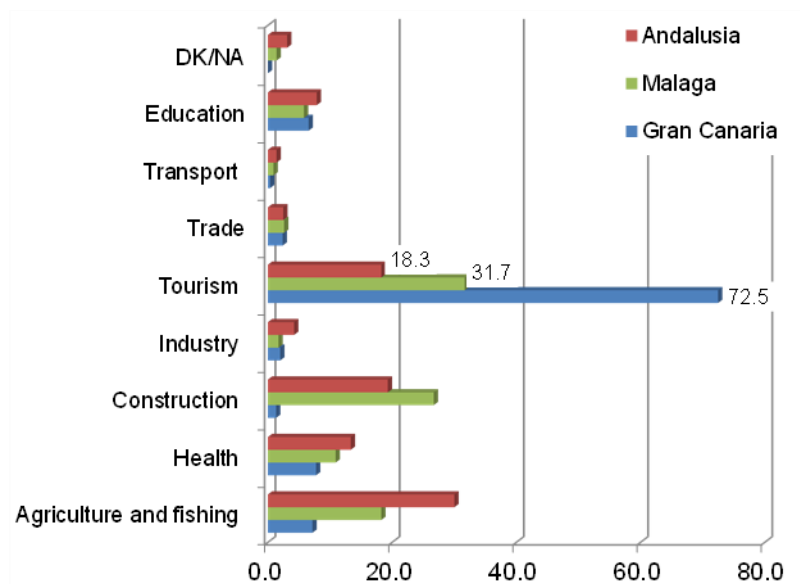
Source: Self-elaboration based on 2015 data INE, IETUR, EXCELTUR, ISTAC, SAETA

About the surveys, we consider that the temporal difference detailed in the methodological paragraph may have influenced in the general opinions of respondents. Specifically, in a more critical and over-demanding view that tourism should solve more problems in the society of Gran Canaria. A society particularly punished by the economic crisis and unemployment at that moment, with more declared opinions about tourism and an important sensitivity on this phenomenon. As can be seen in Figure 1, it is noticeable the difference when considering tourism as the first economic activity: this is one of the main questions of the questionnaire which could also be used as a stratification variable. In Gran Canaria this is the option chosen by a large majority (72.5%) very far from the percentage in Malaga (31.7%) and especially in the total Andalusia (18.3%). It also draws attention to the difference between the Andalusian province and the total of the Autonomous Community.

On the other hand, the concern for tourism-related issues is notably greater on the island: 8 out of 10 respondents are concerned "much and enough", being this relationship 5 out of 10 in Malaga, and 4 out of 10 in Andalusia. So, the greater weight of tourism in the economy, in the society, in the GDP, as well as in the generation of jobs, greater interest and concern for tourism is expressed. In turn, and considering the importance given to tourism in the locality of the respondent, we note that this is "quite and very important" mostly in Malaga with this percentage of 82%, in Gran Canaria of 76%, and in Andalusia of 62%. Other variables that we consider most influential in the total of the opinions expressed are: the place of residence (in Gran Canaria tourist or non-tourist area / in Andalusia urban area, rural or coast); working

or having worked in the tourist sector; to obtain personal benefits from tourism; and the interest expressed by tourist issues.

Figure 1. First economic activity according to destination



Source: Own elaboration based on data surveys of TIDES-ULPGC and IESA-CSIC

About the positive impacts of tourism, the most important consequence has to do with “Economic development and wealth creation”: in almost equal proportions in the three studied cases (49.6% in Andalusia, 45.2% in Malaga, and 46.6% in Gran Canaria). Although the “Creation of employment” is even more important in Malaga (35%) and in Gran Canaria (26.1%). It is also noteworthy that in the survey of Gran Canaria we have also classified the job variable as “Economic growth and Creation of jobs” (8.1%) so it could be considered an impact as important as it is in Malaga. In less enough measurement, the impacts and contributions are significant in the culture and the education fields, especially in Gran Canaria (7.2%). On the other hand, it is significant that a greater distance from tourist areas, more answers “do not know / no answer” are given. Positive impacts do not seem to be as significant in: “Improvement of infrastructure and services”, “Heritage care”, “Environment care”, and “Publicity and International image” (Table 2).

When asking about the first negative consequence of the impacts of tourism, notably highlights in Gran Canaria “Deterioration of the environment, destruction of the coasts and the landscape, dirtiness” with 25.6%: it is very significant that 1 out of 4 respondents have

that opinion. In turn, “Overcrowding, poor planning, speculation, bad quality of tourism services” is another of the negative impacts: reaching 10.2% on the island, percentage that almost duplicates this option in the other two study destinations (6.5% in Andalusia and 5.8% in Malaga). Even more than in other aspects, everything that implies an important environmental sensibility, a greater perception of environmental problems and more critical opinions have the respondents of the island.

Table 2. Main positive impacts of tourism according to destination

	Andalusia	Malaga	Gran Canaria
None (nothing)	0.2	0.0	0.0
Economic development and wealth creation	49.6	45.2	46.6
Creation of employment	22.9	35.0	26.1
Culture, Education	5.7	6.3	7.2
Improvement of infrastructure and services	1.4	1.3	4.8
Heritage care	0.6	0.0	N/D
Environment care	0.7	0.2	1.1
Publicity, International image	3.2	0.8	5.7
Others	2.9	3.6	N/D
DK/NA	12.8	7.5	0.4
Economic growth and Creation of jobs	N/D	N/D	8.1

Source: Own elaboration based on data surveys of TIDES-ULPGC and IESA-CSIC

“Problems of coexistence with tourists” is a significant problem in Andalusia (6.7%), Malaga (12%), and Gran Canaria (“behaviours not suitable” 12.6%), also “delinquency” was cited by 5% of the respondents of Malaga. 5.2% of the respondents of the island consider that they suffer some kind of “exclusion of local residents (at physical spaces, jobs, cultural issues)”. And even if by the moment they do not have expressed feelings of hostility against tourists, this is a worrying fact. Especially considering the recent episodes of tourismphobia in other Spanish destinations like Barcelona or Palma de Mallorca. On the other hand, it is necessary to emphasize that the most majority answer in Gran Canaria has been that tourism does not generate any negative consequence, “None” (27.6%). In these questions the percentages were also very relevant in Andalusia (20.7%) and Malaga (15.8%).

It is also remarkable in this question about the negative consequences of tourism, that the option “do not know / no answer” is the most common in about 45% of the respondents of Andalusia and Malaga. Residents of Gran Canaria are the one who have more formed

opinions, and those who least respond “do not know / do not answer”, just 2.4% (Tables 3 and 4).

The physical encounter with tourists in summer happens much less on the island than in Andalusia and Malaga. This can be explained in part because in Gran Canaria the tourist flow is distributed temporarily during the whole year, and there is not a high seasonality as in the destinations of sun and beach of the Mediterranean coastⁱⁱⁱ. In Malaga residents meet more often tourists than in Gran Canaria: it should be noted that in the island only 9% of residents live in one of the two tourist municipalities located in the south (San Bartolome de Tirajana and Mogan). It is more frequent in the island that the meetings with tourists are given mostly distributed throughout the whole year, although mainly more limited to the tourist municipalities.

Table 3. Main negative impacts of tourism in Andalusia and in the Andalusian province of Malaga

	Andalusia	Malaga
None (Nothing)	20.7	15.8
Transport traffic	1.2	0.6
Housing	0.3	0.8
Bad working conditions	1.3	1.4
"Called effect" to immigration	0.7	0.2
Delinquency	3.2	5.0
Problems of coexistence with tourists	6.7	12.0
Seasonality	0.3	0.3
Overcrowding	6.5	5.8
Dirtiness	3.1	1.4
Environmental costs	4.7	2.0
Deterioration of the heritage	1.0	1.3
Bad planning, deficiencies in services and infrastructure	0.2	0.0
Bad practices in tourism sector	1.8	1.3
Economic effects	1.5	1.5
Others	3.7	4.2
DK/NA	42.9	46.4

Source: Own elaboration based on data survey of IESA-CSIC

Table 4. Main negative impacts of tourism in Gran Canaria

	Gran Canaria
None (Nothing)	27.6
Deterioration of the environment, destruction of the coasts and the landscape, dirtiness	25.6
Behaviours not suitable	12.9
Overcrowding, poor planning, speculation, bad quality of tourism services	10.2
Arrival of a tourism of poor quality (little tourist expenditure)	6.8
Exclusion of local residents (at physical spaces, jobs, cultural issues)	5.2
The modality of the all-inclusive, economic costs	4.6
Abandonment of the primary sector and other productive sectors	2.7
Price increase (housing, products)	1.9
DK/NA	2.4

Source: Own elaboration based on data survey of TIDES-ULPGC

On the distribution of tourist flows, we emphasize that in Malaga and Andalusia there is a greater “temporal” concentration (summer), while in Gran Canaria there is a greater “spatial” concentration (in the south of the island). Therefore, the resident of the island does not coincide so frequently with tourists in the same space, as it happens in Malaga. Consequently, the possibility of frictions and conflicts are minor, the daily life shared in the same physical space is much lower. However, it should be noted that in Gran Canaria the percentage of foreign tourists is more than twice that in Malaga, that is, there is a greater cultural distance between tourists and residents. Cultural distance that in some destinations and according to some specific characteristics, can be a factor that generates xenophobic behaviours against tourists (“tourismphobia”).

The meeting place between residents and tourists is in “their locality of residence” in 87% of the cases in Malaga, 75% in Andalusia, while in Gran Canaria this frequency is reduced to 33%. About the question of whether tourists “cause inconvenience”, the vast majority consider that no, although it highlights that 14% of respondents on the island answered yes. The same percentage is that of from Gran Canaria respondents who avoid visiting areas where there are much more foreign tourists. In the Gran Canaria survey, we also asked whether they consider that there is some kind of discrimination against local residents in some shops of the tourist areas: a worrying percentage so yes consider it (50%)^{iv}. These responses could generate some alert, in the sense of avoiding some of the problems that

have occurred lately against the presence of tourists in some Spanish destinations. Hence the importance of continuing the tourism awareness campaigns already developed in these destinations, as well as lifelong learning in this respect in schools and institutes.

In general, the opinion about the purchasing power of tourists is more critical in Gran Canaria^v. The opinion about the behaviour of tourists is pleasant and very pleasant, in turn consider mainly that tourist does take care of the environment. In Gran Canaria this positive opinion is even greater, perhaps because the tourist who visits it is more aware that it is on an island with great biodiversity, with a delicate ecological balance, and one of the highest levels of environmental protection in Europe. Almost half of the territory of Gran Canaria has some kind of legal environmental protection figure.

In an exploratory way we also have asked about the “individual actions” that each of the respondents could make to improve the destination and the experience of the tourist. In the case of Andalusia, it draws attention, that 4 out of 10 respondents did not mention any individual action. And of the answers obtained, most have to do with the behaviour in the treatment with tourists, specifically, to be polite and kind. Then, but with percentages below 10%, appears: to preserve the heritage and the environment (9.9%), to gain a better understanding of the heritage (8.8%), and to preserve the cleanliness (7.2%). Finally, some mentions have to do with improving the tourist offer, not to abuse the prices, and striving to learn languages.

In Gran Canaria, and in line with the total of the questions of the survey, they do have more opinions formed than in Andalusia, probably consequence of a greater tourist experience and economic dependence on the sector. In the island, 6 out of 10 respondents think they might be more kind and polite, tolerant and offer a better treatment. Then 16.9% of the respondents’ mention improving the quality and the tourist products, diversifying the offer, and not to abuse the prices. Finally, with percentages around 10%: preserving the environment, cleanliness, the state of the infrastructures, learning languages, and improving the training of workers.

In Table 5, we can observe the assessments of respondents on the impacts and influence of tourism on a number of indicators according to destination. We asked about: “Creation of new jobs”; “Improvement of infrastructures”; “Generation of wealth and economic growth”;

“Improvement of the cultural and leisure offer”; “Improvement of the quality of life in your locality”; “Increase in citizen security” and “Improvement of public services”. It is very majority in the three destinations the positive and very positive impact perceived on all these aspects. In any case, more optimistic and favourable visions are observed in Malaga and especially in Andalusia. It is striking that the residents of Gran Canaria are the most critical about the impacts of tourism: in general terms 20% consider negative its influence on the detailed aspects, being this percentage negligible in Andalusia and Malaga.

Table 5. Main impacts of tourism according to destination

		Very negatively	Negatively	Neither positive nor negative	Positively	Very positively	DK/NA
Creation of new jobs	Andalusia	2.3	0.9	4.7	11.2	74.8	6.2
	Malaga	2.8	0.5	7.2	17.5	68.5	3.5
	Gran Canaria	0.0	18.2	9.2	70.5	2.1	0.0
Improvement of infrastructures	Andalusia	1.6	2.3	8.5	15.9	62.9	8.8
	Malaga	1.9	5.0	16.1	17.6	53.7	5.7
	Gran Canaria	0.0	19.8	12.0	65.0	2.2	1.1
Generation of wealth and economic growth	Andalusia	1.3	1.1	4.3	14.4	71.0	7.7
	Malaga	1.9	1.2	4.7	20.6	65.3	6.3
	Gran Canaria	0.0	14.4	15.7	65.3	3.9	0.7
Conservation of the environment	Andalusia	7.5	9.2	16.0	15.9	41.6	9.9
	Malaga	9.3	12.3	23.5	15.1	31.9	7.9
	Gran Canaria	5.4	41.3	17.5	33.9	1.2	0.8
Improvement of the cultural and leisure offer	Andalusia	1.2	1.5	9.2	20.0	59.7	8.5
	Malaga	1.2	1.6	13.9	19.2	57.9	6.1
	Gran Canaria	1.4	13.0	17.5	63.3	1.3	3.5
Improvement of the quality of life in your locality	Andalusia	4.0	7.1	20.2	17.6	42.6	8.5
	Malaga	2.4	8.7	28.6	16.7	39.3	4.3
	Gran Canaria	0.7	16.2	27.1	52.9	2.3	0.7
Increase in citizen security	Andalusia	5.0	7.7	18.3	16.9	43.6	8.5
	Malaga	5.8	10.0	28.7	13.2	36.8	5.6
	Gran Canaria	1.9	24.8	27.1	44.6	1.3	0.4

Availability of affordable housing	Andalusia	14.5	14.6	20.9	11.1	28.7	10.2
	Malaga	24.6	23.9	20.9	7.9	17.8	5.0
	Gran Canaria	3.9	43.9	34.3	15.6	0.0	2.3
Price Containment	Andalusia	21.9	15.4	11.9	9.2	32.0	9.7
	Malaga	27.6	22.3	14.5	3.8	26.6	5.1
	Gran Canaria	9.6	52.4	21.9	14.7	0.4	1.1
Improvement of public services	Andalusia	2.4	3.3	12.4	19.0	54.5	8.4
	Malaga	2.4	9.0	14.4	21.5	48.5	4.1
	Gran Canaria	2.2	16.9	19.9	59.3	1.1	0.6

Source: Own elaboration based on data surveys of TIDES-ULPGC and IESA-CSIC

Special consideration has the impacts of tourism in the following important indicators: "Conservation of the Environment"; "Availability of affordable housing" and "Price Containment". The most negative opinions have to do with "Price Containment": between 4 and 6 out of 10 respondents (6 out of 10 respondents in Gran Canaria) consider negative and very negative its influence. Then the "Availability of affordable housing", where between 3 and 5 out of 10 respondents think in a negative way, especially in Malaga and Gran Canaria. We consider this percentage worrying, especially if we consider that the surveys were carried out before the recent boom of vacation rental in Spain and the implementation of platforms such as Airbnb, HomeAway, Couchsurfing, HeyHolidays, Niumba and Spain-Holiday, and their probable influence on the reduction of available renting houses for residents.

About the "Conservation of the environment" the opinions are very different according to destination: the respondents from Andalusia and Malaga have much fewer negative opinions. Being the residents of the island much more negative, since this is expressed in almost half of the respondents (46.7%).

Table 6 shows the influence of the main sociodemographic variables on the opinions. It can be observed that, in the case of Andalusia, tourism is of more interest to men than to women and that concern for it decreases with age. A clear trend is that the higher the level of education, the greater the consideration towards the positive impact of tourism on the local economy.

Regarding the territorial and geographical variables such as type of environment and province, we note that 8 out of 10 respondents residing on the coast consider tourism to be

quite and very important for the local economy, with residents in the rural environment at the other extreme of the distribution. The residents of Malaga are also those who prefer to receive a greater number of tourists. For 2 out of 10 respondents, the labor or professional activity is related to tourism, being Malaga the province that stands out with almost 4 out of 10 respondents.

Malaga shows striking differences in comparison with the rest of opinions of Andalusia. We highlight here that Malaga province receives one of every three tourists who visit Andalusia. Malaga shows more favorable opinions to tourism and tourists in general, but also and in some specific aspects, is more critical and aware of the negative impacts. The results are probably related to the experience of residing in the province that has the most mature tourist destinations which have suffered some obsolescence or overcrowding in some cases.

Table 6. Main sociodemographic variables

Gran Canaria	%	Andalusia	%
Gender		Gender	
Man	49.5	Man	49.0
Woman	50.5	Woman	51.0
Age group		Age group	
18 to 29 years old	19.0	18 to 29 years old	22.3
30 to 44 years old	25.8	30 to 44 years old	30.9
45 to 59 years old	32.9	45 to 59 years old	22.6
60 years old and more	22.2	60 years old and more	24.3
Level of studies		Level of studies	
Without studies	0.7	Without studies	17.1
Primary	33.9	Primary	17.0
Secondary	19.4	Secondary	25.1
Bachelor	27.8	Bachelor	25.1
University	17.5	University	15.1
DK/NA	0.8	DK/NA	0.6
Place of residence		Place of residence	
Non-Tourist areas	54.6	Coast	18.2
Tourist areas	45.4	Urban	46.0
		Rural	35.8
Work		Work	
Yes	43.8	Yes	55.5
No	56.1	No	44.2

DK/NA	0.1	DK/NA	0.3
Work /have worked in tourism sector		Work /have worked in tourism sector	
Yes	32.0	Yes	21.4
No	67.9	No	76.6
DK/NA	0.1	DK/NA	2.0

Source: Own elaboration based on data surveys of TIDES-ULPGC and IESA-CSIC

On the other hand, Gran Canaria did not show, in contrast to Andalusia, important differences between opinions and the main sociodemographic variables (age groups, gender, and to a lesser extent, educational level). Thus, it can be concluded that residents' opinions are more cohesive in Gran Canaria than in Andalusia. If we consider the area of residence, we see that tourism is the most important activity for the vast majority of residents in tourist areas, as well (although to a lesser extent) for those who reside in non-tourist areas. Regarding education, a clear pattern is obtained: the higher the level of studies, the greater the interest in topics related to tourism. We also find that residing in tourist areas and having a relative working in tourism also mediate positively into tourism interest. For almost 8 out of 10 respondents, tourism is very and quite important for the economy of the municipality of residence. And almost all of the surveyed residents in tourist areas, consider that tourism is very and quite important for their municipality.

The more cosmopolitan aspects of tourism such as cultural exchange, practicing languages, learning about other cultures, and educational aspects are positively mediated by the educational level. The "inappropriate behaviors" of tourists are much more perceived and mentioned by respondents over 60 years old and by women. Almost half of the respondents have in their immediate environment people who work or have worked in tourism. Specifically, those who reside in tourist areas and work in tourism express more favourable opinions towards the sector, wish more tourist arrivals, and acknowledge its positive impacts. And, in turn, they are also more critical of mass growth and its environmental impacts. The environmental impact is perceived negatively by 1 out of 4 respondents, and again unlike the survey in Andalusia, this result is very transversal and generalized perception in Gran Canaria.

5 Conclusions

The utility of the comparative studies analysing the residents' opinions towards tourism deserves more attention from the academia. This is especially relevant when the scales contain many similar items that make the comparison more interesting and valid. This is the case of the current study, despite there are noticeable differences between the studied destinations that can be explained by multiple factors such as the intrinsic differences of the destinations, as well as the temporal distance between the two surveys. Nevertheless, instead of considering these as a problematic area, we claim that the analysis provides some insights that can be used by the destination managers of the respective territories.

Among the peculiar differences of each destination, we first highlight that there is a high seasonality on the Mediterranean coast during the summer, so the negative impacts associated to surpass the carrying capacity might be more visible in the Andalusian province of Malaga than in Gran Canaria. Redistributing tourist flows throughout the year, as well as generating higher profitability and better quality of jobs is not always an easy task. On the other hand, the nationality of the tourists as well as a greater physical concentration of tourist activity in the south of Gran Canaria configure some of the particular differences that it has with Malaga as mature sun and beach destination. The much greater dependence on tourism in Canary Islands than in Andalusia could also influence the different points of view of residents in Gran Canaria, Andalusia and Malaga.

We find that the opinions are in general more homogeneous and more critical in Gran Canaria than in Malaga and Andalusia. Similarly, the opinions of the residents of Malaga are more critical than the rest of Autonomous Community. Thus, we conclude that more tourist development is directly associated with the formation of residents' opinions regarding the positive benefits as well as the awareness of the negative externalities. The analysis of other important variables such as the educational level and tourism sector labour relatedness concludes that there is a positive relationship between the them and a favourable opinion towards tourism, that is, the level of education and to work directly in the industry is associated with positive opinions towards tourism development. Another interesting result is that residents on the island do have more formed opinions than in the continent as the answers don't know / don't answer are less in Gran Canaria than in Andalusia. However,

both on the island and in the Andalusian province, there is an opinion that is clearly very favourable to tourism and tourist development.

In general, the positive impacts are highlighted on: job creation, wealth generation, improvement of the cultural and leisure offer, and the improvement of infrastructure. On the other hand, in the island, the negative impacts are highlighted on: the availability of affordable housing, the containment of prices, and environmental impacts. In general terms, Gran Canaria residents “expect” more of tourism than the residents in Malaga and Andalusia.

An important difference was obtained analysing the environmental impacts and overcrowding as, in Gran Canaria, residents are much more critical and with a much more negative view on environmental costs than the residents in Andalusia. Despite, currently Canary Islands is one of the most environmentally protected European regions in which almost half of its territory has some form of environmental protection. This has been probably caused because of the perception of the vulnerability of the territory and its delicate biodiversity equilibrium. For this reason, “islanders” might have a greater environmental sensitivity than continental residents.

It is evident that the observed differences can also be explained by the time period in which the surveys were administered. In Gran Canaria, it was administered in 2012, four years after the financial crisis break, meanwhile the Andalusian survey was administered in 2008 before the financial crisis effects could be assessed, so therefore the capacity of tourism sector to generate employment and economic growth could be better evaluated in the case of Gran Canaria than in Andalusia.

Finally, we consider that taking into account the opinions of the residents of the tourist destinations in future development plans is absolutely crucial. This kind of opinions, and comparisons made according to destinations, can be considered an interesting aspect in the management of a Sustainable Tourism Model.

As in any other study, there exists a number of limitations that can be object for future lines of research. While comparative analysis provides a wealth of nuances, we recognize that, in this case, the temporary difference between the two field works (4 years) might have limited

the task. The representativeness of the sample was only achieved at municipality level according to the territorial area and gender in both studies, and age was included in the case of Andalusia, so for this reason, the findings cannot be generalizable at other levels. In addition, other lines for future research can be based on: i) extending the current analysis which is merely descriptive, to a more formal analysis that could find interesting causalities between some of the variables included in the study; ii) a design of a questionnaire that includes the same survey questions would also be desirable in order to compare more directly their content; iii) the sample sizes should be increased in order to be more representative at different levels of segmentation, and iv) future research might extend this analysis by collecting comparable data in different destinations and modelling public support for tourism activities using regression analysis^{iv}.

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ⁱ Project INNOVA-FULP developed in the Institute of Tourism and Sustainable Economic Development (TIDES) of the University of Las Palmas de Gran Canaria (ULPGC). Survey carried out in June 2012 to 504 residents on the island of Gran Canaria. Stratification and weighting variables: residential area (tourist and non-tourist) and sex. Non-proportional random sample: confidence level 95% and error 4,40%, most unfavorable assumption in the distribution $P=Q=0,5$. A pre-test with 30 responses was done in order to improve the readability of the questions, as a way to improve the reliability and validity of results avoiding possible biases. The survey was administered by a consulting firm "Estadísticos de Canarias" (www.servicioestadisticos.es) and supervised by TIDES (Institute of Tourism and Sustainable Economic Development) of the University of Las Palmas de Gran Canaria (ULPGC).

ⁱⁱ Project developed at the Institute of Advanced Social Studies (IESA) of the Spanish National Research Council (CSIC) in the framework of the Cooperation agreement with the Ministry of Tourism, Trade and Sport of the Junta de Andalucía. Sample size: 1781 face to face interviewees, random sampling stratified according to the municipality's main tourist offer, with sex and age quotas and representing rural, coastal and urban environments. October 2008. A pre-test was also administered before the final survey was carried out by the research center IESA-CSIC (www.iesa.csic.es).

ⁱⁱⁱ Among the problems associated with high seasonality highlight between others: temporality and precariousness of jobs, greater pressure on carrying capacity (physical, environmental and cultural), and lower profitability.

^{iv} It is in this destination that lately it has been implemented in the hotel establishments the modality of "all inclusive" which in general would decrease the tourist expense per person and also in the complementary offer of the destination.

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