

Conference Proceedings

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Spring Symposium on Challenges in Sustainable Tourism Development

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The “Spring Symposium on Challenges in Sustainable Tourism Development”, as part of the I INTERNATIONAL CONGRESS OF TIDES, was conceived in order to provide an international forum for academics, researchers, professionals and students to discuss some aspects related to sustainability, competitiveness and economic prospects in tourism and transport.

Communications were framed within the following issues: a) Tourism and Sustainable Economic Development; b) Consumer behavior in Tourism; c) Economic Perspectives on Tourism and Transport; and d) Tourism and Marketing.

This CONFERENCE PROCEEDINGS, has been the result of two days of knowledge and experiences exchange, related to Sustainable Tourism Development.

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Tides Institute
Campus Universitario de Tafira,
MÓDULO E (Edificio de Ciencias Económicas y Empresariales)
Universidad de Las Palmas de Gran Canaria

+ 34 928 454 960

www.tides.es

tides@ulpgc.es

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Tides Graphic Design Department

Technical Support Team:
Antonio González Hernández, Yen E. Lam González and Chaitanya Suárez Rojas

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Abstract 7

TOURISM SOCIAL PERCEPTION IN ANDALUCÍA, MÁLAGA AND GRAN CANARIA

Juan Carlos Martin

University of Las Palmas de Gran Canaria, Spain
jcarlos.martin@ulpgc.es

Pedro Ernesto Moreira Gregori

University of Las Palmas de Gran Canaria, Spain
pedro.moreira.gregori@gmail.com

Concepción Román

University of Las Palmas de Gran Canaria, Spain
concepcion.roman@ulpgc.es

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ABSTRACT:

This paper aims to analyse the impacts of tourism perceived by the residents of Andalucía, Málaga and Gran Canaria, comparing both the similarities and the differences. The results will guide different stakeholders to prevent potential conflicts between tourists and residents recommending different policy actions.

The methodology is based on surveys carried out in different periods. In Andalucía, the survey was based on face-to-face interviews administered to 1.781 inhabitants in 8 provinces, in 2008 (IESA - CSIC). In Gran Canaria, the survey was administered by telephone to 504 inhabitants, in 2012 (INNOVA - FULP/ ITYT-TIDES-ULPGC). The comparison and analysis will be only based on the opinions of the residents in Málaga for being more similar to the case of Gran Canaria, a destination with the Costa del Sol - a "sun and beach" tourist product. Gran Canaria showed in general more homogeneous opinions, and the residents' answer styles are based on not-lazy attitudes as less don't know / don't answer are obtained. A general trend is also observed in both destinations, in particular regarding the more favourable opinions of those residents who work directly in the tourist sector or have some relatives working on it. Regarding the differences, it can also be highlighted that the marked seasonality that occurs in Málaga is not present in Gran Canaria, and the presence of national tourists is more relevant in Málaga.

From the theoretical point of view, this paper is based on the "Social Exchange Theory". Social behaviour is based on an exchange in which people expect to receive rewards from that relationship and is maintained if those rewards and expectations are confirmed. The reciprocity of the benefits expected in the tourist exchange is an essential factor for the continuity of this relationship of mutual interdependence.

The survey in Andalucía was based on face-to-face interviews at the beginning of the crisis. In Gran Canaria, the survey was administered by telephone and during the crisis. Some differences on the comparison can also be due to the discontinuity of the territory present in archipelagic regions. The results can be used by policy makers to avoid conflicts in which costs and benefits should be analysed in order to find a relationship between "tourists and residents" of mutual conformity. Thus, local marketing campaigns could improve the social perception of the tourism and this would also benefit the experience of tourists.



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