

Conference Proceedings

Gran Canaria SSTD2017

II Spring Symposium on Challenges in Sustainable Tourism Development

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This SYMPOSIUM is part of the II INTERNATIONAL CONGRESS OF TIDES under the theme "Gran Canaria Spring Symposium on Challenges in Sustainable Tourism Development" (SSTD 2017), 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. This second edition is focused on Big data.

Communications were framed within the following issues: a) Tourism and Sustainable Economic Development; b) Consumer behaviour 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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Abstract 40

TOURISM AND RESIDENTS IN GRAN CANARIA. LOCAL OPINIONS ACCORDING TO LABOR LINKAGE IN TOURISM SECTOR

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ABSTRACT: In recent years, tourism in Canary Islands has increased significantly in its participation in the GDP as well in the total number of direct jobs generated. This paper analyses the impacts of tourism perceived by residents of Gran Canaria - Spain, focused on opinions according to their labour linkage in tourism sector (current or past linkage). The methodology is based on surveys administered by telephone to 504 inhabitants in Gran Canaria in 2012 (INNOVA - FULP/ ITYT-TIDES-ULPGC). Of the group who works or has worked in tourism, almost 8 of every 10 considers it to be the most important sector in the economy of the island, and 9 of every 10 are greatly interested in tourism. The labour linkage is determinant in the interest that it generates. Although those who have or have had linkages are more aware of the importance and the weight of the tourism, at the same time, they also have more critical opinions on the negative impacts. They perceive that there is an improvement in the socio-economic development, an improvement of the quality of life, a creation of wealth and jobs, an enhancement of citizen security and the ones who more critical on the negative impacts. In both groups of respondents, the more negative assessments are about the cost of living and the availability of affordable housing. Thus, it seems that a clear dichotomy is present where they value more the positive and the negative impacts.

Although the majority does not think that tourism generates bad quality of jobs, the group with linkage is clearly more critical. This group is the one who mostly: (1) perceive the presence of immigrant workers in the sector; (2) think unemployed persons have more opportunities to obtain a good job; (3) think that it is not necessary to renounce to tourism and change activity to other development alternatives; (4) think that tourism has improved the public services; (5) think that most of the generated wealth is finally transferred to companies located out of the island; (6) are more critics with the quality of the tourists in recent years; and (7) they perceive less environmental degradation. Notorious is that in both groups, 8 out of 10 respondents contemplate that it is necessary to increase the number of tourists who visit the island.



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