BA (Hons) Tourism and Planning

Sara Perez Final Year Project 2000

An Investigation of Social/Cultural Impacts of Tourism in Lanzarote

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Abstract

This research investigates the community perceptions of the socio/cultural impacts of tourism in Lanzarote, Canary Island. The research was partly carried out during a field study in Lanzarote in 1999.

Chapter 1 of the report commences with an introduction of the subject as well as the methodology of the research undertaken followed by a literature review of predominantly Spanish and English language sources.

Chapter 2 is giving background information on the destination such as demographics, climate, geography, culture and tourism trends of Lanzarote.

The methodology and design of the questionnaire conducted is described in Chapter 3. The four different locations of Lanzarote were the questionnaire was carried out is explained coupled with the different age groups and sample sizes taken.

Chapter 4 is analysing the findings of the questionnaire aided by comments of local residents. The results are discussed and correlated to the literature reviewed in Chapter 1.

Chapter 5 is concluding the dissertation. Benefits of the research are highlighted with recommendations for further research.

A bibliography including citations used within the research is given at the end.
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(Manager of La casa de la Cultura in Lanzarote)
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Chapter 1

Literature Review
Chapter 1

Introduction

Over the last two decades tourism has been growing in activity and industry market share. By 1990 tourism was the world's third most important industry in terms of export earnings (Cooper et al, 1993:1). Today tourism has grown to represent the largest industry in the world, generating a significant foreign exchange and employment in industrialised and developing countries alike. According to the World Travel and Tourism Council (WTTC) it was estimated in 1995, that 10.9% of the global economic production and 11.1% of the global employment was attributed to tourism (Faulkner and Tideswell 1997:3).

Any industry whether manufacturing or service, brings social/cultural, economic and environmental impacts together which could positive or negative, direct or indirect influence its success. Tourism is an industry that brings people with different cultural and social backgrounds together, creating social and cultural impacts on the host population. As tourism as a product of tourists in the host destination it is inevitable that tourism is accountable for its negative as well as positive impacts which it produces on the tourist destination.

The aims and objectives of this study are to investigate the social/cultural impacts of tourism on the Island of Lanzarote, as perceived by its residents. The study examines resident’s perceptions and attitudes towards tourism. However this investigation does not attempt to measure the social effects of tourism development in the area.

Socio/cultural impact are defined as "the ways in which tourism is contributing to changes in value systems, individual behaviour, family relationships, collective life styles, safety levels, moral conduct creative expressions, traditional ceremonies and community organisations" (Mathieson and Wall 1982:133). In other words, tourism can have a profound effect on the community make-up of an area. These effects can be real or perceived. Real effects are those that can be verified by collecting data in real-life experiences. Perceived effects can not be readily verified, but residents feel they exist as a result of tourism, e.g. increased crime (Pearce in Theobald 1994:103).
1.1 Thesis Structure

Various approaches to writing about the research were considered.

Chapter 1 This chapter describes the background to the research, its methodology and the review of the literature.

Chapter 2 provides a background of Lanzarote (location, economy, demographic, tourism development and trends).

Chapter 3 concerns the survey methodology used in analysing the perception of the socio/cultural impacts of Lanzarote residents.

Chapter 4 provides a discussion of the results of the survey.

Chapter 5 concludes with a summary of the research in relation to its objectives.
1.2 Methodology

In order to get an impartial overview of the social impacts of tourism in Lanzarote, the research was carried out in four different locations of Lanzarote such as Puerto del Carmen, Arrecife, Haría and La Vegueta. Thus locations were chosen based on the fact that each of them have different characteristics in terms of volume of tourists and geographical proximity to the tourist resort.

Primary data were gathered aided by a questionnaire (Appendix 1) from each of those locations. The sampling range counted 24 household for each location totalling 96 face to face interviews. The survey was divided into two different parts. The first section of the survey, was a combination of nine qualitative and quantitative questions. Some of the questions were modelled by a study of Paul Brunt and Courteny, Host Perceptions of socio-cultural impacts (1999). The qualitative questions provide a rich portrait and better understanding of the respondent’s opinions, attitudes, experiences and preferences. This was supported by quantitative questions, which provided objectivity due to a high sampling range, reliability and validity to the research.

The questionnaire concerned different areas such as tourism development as well as tourist and hosts interaction and culture.

The second section of the primary data survey is based on a four point scale ranging from (1 to 4); 1 = very significant, 2 = significant, 3 = not very significant, 4 = insignificant. The section is analysing the effects the major social, cultural, economic and environmental impacts of tourism on the island.

The secondary data concentrated on various sources such as specialised books, academic and non-academic journals, periodicals, the Internet as well as local government statistics. Based on little published information on the researched destination, the literature has been taken from predominantly Spanish language sources. The access of English and Spanish sources by the author can be seen as a major contribution to the knowledge of the research.

A detailed information on the origination of the questionnaire is given in chapter 3.
1.3 Review of literature

During the past few decades, tourism has emerged as the world's largest industry, overtaking manufacturing industries and others in terms of sales, employment and foreign currency earnings (Theobald 1994:4). As a consequence of those economic reasons, authorities responsible for tourism have been attracted to developed tourism in their location. Countries such as Spain, Jamaica and Mexico are examples of that, where tourism is the largest earner of foreign exchange and the leading industry in terms of income and employment. (Mathieson and Wall 1982:35). This was one reason amongst others to choose Lanzarote as a destination for research.

It is believed that researches and professionals of the tourism industry have been paying more attention to economic benefits than social and cultural effects. According to Mathieson and Wall (1982:35) "Research has focused primarily upon the economic aspects of the industry and this emphasis has resulted in a proportionately large number of studies of these effects". Moreover Liu and Var 1986:196 in Faulkner and Tideswell (1997) summed up the status of research the community impacts of tourism by referring to "the absence of a comprehensive tourism theory, a dearth of proven methodologies to measure non-economic impacts." This is despite the fact as Krippendor 1987 in Brunt and Courteny (1999) article argues that "social effects are that significant that they should be studied before anything else". The last decade has shown an increase of published literature in the socio-cultural effects in a variety of tourist destinations. However Brunt and Courteny (1999) points out that effects of social/cultural impacts are less well documented in developed areas as in under-developed areas. This is due to the fact that in less developed countries, communities are more sensitive to the presence of tourism which makes the socio-cultural impacts more significant to them as to developed countries.

Mathieson and Wall in Brunt and Courteny (1999:494) pointed out, that although many studies make passing reference to the existence of social impacts, both positive and negative, most only cast light on their nature or means of their investigation rather than to analyse the reasons of the social and cultural impacts. Moreover Clarke (1999), argued that "the only way to analyse social/cultural impacts, is to analyse the community directly". Reinforcing this argument Mathieson and Wall (1982) argued that "research should be directed more explicitly at determining the perceptions and attitudes of the host
population towards the presence and behaviour of tourists. Unless local inhabitants are contacted, it may not be possible to identify the real significance of any change. Based on the mentioned citations the author of this report designed a questionnaire in order to better analyse the reasons for the socio/cultural impacts on the host destination of Lanzarote.

Murphy (1985:133) pointed out that "if tourism is to merit its pseudonym of being "the hospitality industry", it must look beyond its own doors and employees to consider the social and cultural impacts it is having on the host community at large. Alternatively he argued that "more emphasis has been placed on the convenience of tourist and any local disillusionment with the industry has been given less of a priority". Moreover Sharpley (1994:169) also argued that "considerable amount of research has been undertaken into the desires, motivation and behaviour of tourists in relation to their impact on destination societies". Alternatively he argued that "much less research has been undertaken into the opinions and attitudes of local people with regard to tourism and tourists".

Maitland and Davidson (1997:66), pointed out "that tourism is a complex phenomenon with varying positive and negative impacts; it is not a simple matter to determine what the net balance is. It is necessary to ask the questions: "Where? When? and "For whom?". They also argued that "an awareness of the forms tourism impacts can take is essential to the understanding of the rationale for tourism planning and management".

For this matter the result of the study can contribute to aid the future planning and management of tourism to the local government of Lanzarote.

Sharpley (1994:190) acknowledge from a social and cultural perspective, that the rapid expansion of tourism is important in two aspects: First, within individual destination areas or countries, the development of tourism as a vehicle for economic modernisation leads to changes and developments in the structure of society. Some of these changes maybe welcome, such as improvement income, education, employment opportunities and local infrastructure and services. Others changes may be less welcome: traditional social or family values may be challenged, cultural practices may be adapted in order to suit the needs of tourists.
Secondly, "tourism is unique as an export industry, that consumers travel to collect the goods" (Crick 1989 In Sharpley 1994:190), as the volume of international tourist has increased, so too has the contact between different societies and cultures. To some, this interaction between tourists and locals communities threatens to dilute or destroy traditional cultures and society and to others it represents an opportunity for sharing, for peace, understanding and greater knowledge amongst different societies and nations. (Sharpley 1994:190)

It is believed that it is difficult to distinguish between changes or impacts that are specifically social and those which are cultural, as the conditions and structure of a society and its cultural characteristics are linked and changes in one inevitable lead to changes in the others. (Sharpley 1994:192)

Social impacts usually involve more immediate changes on the quality of life and adjustments to the tourist industry in the destination communities. In contrast, cultural impacts appear as long-term changes in the society's norms and standards, altering the community's social relationships as well as material forms. (Teo 1994:127)

The degree of socio/cultural impacts will vary depend on a numbers of factors such as, type and number of tourist, the importance of tourism industry, the size and development of the tourism industry, and the pace of development (Sharpley 1994:193)

However it must be taken into consideration that each region or country is individual and different, therefore the impacts also will be at some degree different.

It is also very difficult to distinguish if the socio/cultural impacts are created by the tourists or created by the influence of global evolution of society in general.

Many commentators suggest that tourism often contributes to the social and cultural change rather than being the cause of such change. However Crick 1989 in Sharpley (1994:197) pointed out that "owing to the highly visible nature of tourism and tourists, the development of tourism has become a scapegoat for socio/cultural change". Sharpley (1994) argued that" it is important, therefore, to recognise the dynamic character of all societies and cultures and to consider the potential socio/cultural impacts of tourism against this background".
1.3.1 Socio-cultural Impacts

In this part of the report the socio-cultural will summarise some of impacts that could be relevant to the case study of Lanzarote. The socio-cultural impacts are explained together, as it cannot be clearly distinguished between social and cultural impacts. (Mathieson and Wall 1982:137).

The positive socio-cultural impacts of tourism are notably less presented in the tourism literature. (Torres and Skillicom 1996). However some of the positive social impacts of tourism which have been documented include: improvement of quality of life (Sharpley 1994:198), development of tourism can create or improve roads, transport, communication and information infrastructure, also supply, water treatment, new services and facilities. Also tourism can support a wide range of shops, restaurants etc. Tourism can also improve the public health, (Mathieson and Wall 1982:157); The emergence of local institutions to promote and protect local cultural and physical assets (Harrison 1992 in Torres and Skillicom 1996); Tourism instigate emancipation of women and demographic regeneration (Maitland and Davidson 1997:84); the renewal of traditional arts and crafts and the revitalisation and preservation of local traditions and ceremonies (Cooper 1993 In Maitland and Davidson 1997:82).

Among the negative socio-cultural impacts tourism can include: The employment of non-locals in managerial and professional occupations (Mathieson and Wall 1982:174); Locals resent sharing amenities and facilities with visitors, as tourism compete for space (Doswell 1997); increase in crime rates, prostitution and gambling (Mathieson and Wall (1982:149); change in community organisations (Maitland and Davidson 1997:82); disrupted familial relationships (Cooper 1989); Increase in housing prices, generated by increased demand for property, where locals may no longer be able to buy property (Davidson 1998); Tourism can create nuisance caused by a large numbers of tourists (Sharpley 1994:201). Another negative effect is that the local population wants to achieve a similar material standard as tourists and therefore change jobs away from agriculture to the service industry which is generally is better paid (Mathieson and Wall 1982:144).
Chapter 2

Lanzarote
Chapter 2

Introduction

This chapter provides a description of the evolution of Lanzarote from 1960s till the present. At first it describes the location and background of Lanzarote. At second it highlights the economy in the past and at the present. At third the demographic situation will be provided. At fourth a brief description of how the culture and leisure has progressed. At fifth it provides a background of tourism development of Lanzarote and finally tourism trends are highlighted.

2.1 Location and background of Lanzarote

Among the seven islands which form the Canaries Archipelago, Lanzarote is the third largest with an estimated land area of 836 km² and a population of 85,660 inhabitants (Centro de Datos 1997). Lanzarote is situated in the Atlantic Ocean, at 28 degrees north and 15 degrees of the western longitude, 100km away of the Northeast of Africa (See figure 1, map of location of Lanzarote). In general the climate is arid since its altitude is not above 670 metres. The temperature of 22°Celsius is annual average.

![Map of location of Lanzarote](image)
Lanzarote is composed out of seven municipalities (See figure 2), which are Arrecife - the capital of the Island, Haría, San Bartolomé, Teguise, Tías, Tinajo and Yaiza. The Island was declared as a preserved area from the UNESCO in October 1993 as "Reserve Biosphere".

Lanzarote about 30-35 years ago was as a "forgotten island" as Gonzalez Manrique described in his book "Lanzarote, la isla olvidada" (1998), which was threatened for its own landscape. The Island is covered partly with volcanic lava, and the rest of the soil is rather dry. Moreover the weather is very dry during the year with very few rain days. All those characteristics were obstacles for growing plants and crops and consequently created difficult conditions for the locals. This problem went to the extend that water was imported by tank vessels from the mainland of Spain. People had to immigrate to far away places from their families, in order to find better life.
The population goes progressively with the importance of the location. Therefore the capital of Arrecife is a pole of population. Others attraction poles are located in Playa Honda (San Bartolome), Tahiche (Teguise). (See Table 1, population depending on the municipality)

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Habitants</th>
<th>Population %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrecife</td>
<td>41271</td>
<td>48.2</td>
</tr>
<tr>
<td>Haria</td>
<td>3855</td>
<td>4.5</td>
</tr>
<tr>
<td>San Bartolomé</td>
<td>10225</td>
<td>11.9</td>
</tr>
<tr>
<td>Teguise</td>
<td>10896</td>
<td>12.7</td>
</tr>
<tr>
<td>Tías</td>
<td>11749</td>
<td>13.7</td>
</tr>
<tr>
<td>Tinajo</td>
<td>3755</td>
<td>4.4</td>
</tr>
<tr>
<td>Yaiza</td>
<td>3909</td>
<td>4.6</td>
</tr>
<tr>
<td><strong>Lanzarote</strong></td>
<td><strong>85660</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table 1: Population depending on the Municipality (1997). Source: Ayuntamiento de Lanzarote. Elaboration: Centro de datos, Cabildo de Lanzarote

The tourism zones that also constitute in powerful nodes of demographic attraction are based principally at the South coast: Puerto the Carmen (Tías), Costa Teguise and Playa Blanca (Yaiza). (See Figure, map of location of Lanzarote).

The density of Lanzarote counts on 81 inhabitants per km² at present, distributing itself in different municipalities (Gobierno de Canarias 1997). The push of the tourism is the cause of this unequal especial distribution. Therefore it can be found with 1470 hab./km² in the tourist poles as opposite to 28 hab./km² of other zones of the interior of the island (Gobierno de Canarias 1997).

2.4 Progress of culture and leisure
As it was mentioned 2.1 Lanzarote before the 60s went through difficult times, with little choices and poverty. Therefore education for the population was not forced and priority
was given to bear surviving. There was a difference between those people who lived in the interior of the Island and those who live in the city (Arrecife). Those in the countryside were more conservative with a greater lack of education. Every family member had its role. For example the head of the family (father) was working in the countryside or sea in order to earn the money, while the woman were involved in raising children, housework and farming (see figure 4).

![Fig 4: The woman of Lanzarote working in the farming in the 60s.](image)

The definition of leisure was different too. The man used to go out more than the women. As it can be seen in the table 2 shows how the structure family using their leisure time the women (madre) stayed at home and hardly went out, while the man worked and visited pubs. Most of the children enjoyed the plaza and street.
Table 2: Structure family using their leisure time. Source: Cabildo de Lanzarote

2.5 Tourism Background

Before the introduction of tourism in the 1970s, the phenomena of tourism was propagated in 1920s in Gran Canaria and Tenerife (the biggest two islands in the Canary Archipelago), with its traditional English commercial societies firmly seated (Martin Hormiga 1995). The generous climates of Canary Island attracted foreigners from northern countries, as the islands were authentic clinics, for those people who had tuberculosis, as in that time this illness was common. However Lanzarote was catastrophic volcano scale model of hell, covered of lava and at the same time distant route of the common destinies of the transatlantic. As Martin Hormiga (1995) described "it was a land to die in her or to flee from her". Slowly, in 1930s some travellers began to speak about Lanzarote of its light, tranquillity, their excellent beaches its hospitality people, and its mysteries. Therefore a flow of visitors started to come to the island, providing the first impression of tourism in lanzarote.

In the 1950s tourism became an element in many countries, as a result of three factors namely; time, money and technological improvements in transport and communication (Grieve 1997). People started to have socially-sanctioned free time that most people for example in Britain enjoyed, including holidays with pay and bank holidays. In terms of money, people faced greater amount of incomes, and finally the technological improvements, especially the aircraft technology 1950s with the development of the
package tour. After the second World War the large number of surplus aircraft and during 1950s, the introduction of jet airliners, set the scene for rapid expansion of the air transport industry in general and charter air travel in particular (Holloway 1994:27). By the 1960s, the South (which are related to the warm European countries such Italy, Spain, Greece etc.) witnessed of a massive movement of tourism from the North (referred to cool countries such as Germany, England, Holland etc.) Where in northern parts the people were economically better off, while in the Southern countries were less developed economically, and offered low-cost opportunities for the construction of a tourism industry (Holloway 1994:29).

In the 1960s Lanzarote was discovered as a tourist destination, but only form 1970 Lanzarote built up capacity to welcome tourists. In the 60s Lanzarote started planning for infrastructure which was changing the conditions for local and tourists, Infrastructure such as water-treatment plants were created in 1963. The network of local roads started in the 60s, and the airport which was opened to international charter flights in 1970 (Caceres et. al 1971:113). (See figure 5, a picture of how the airport was in the 60s and how is at present 2000)

![Fig 5: The airport in 2000 and the airport in 1960s](image)

This development of tourism was possible as, until 1980s, prices in Spain were below average compared with those in the rest of Europe. European tour operators found in Spain in general a suitable destination for the holiday needs of other European and a country offering good opportunities for their investments, offering very economical packages and to achieve significant business profit (Piñole 1993:243). Moreover this tourist neo-colonialism allowed a mass arrival of foreigners, but generated business conditions which
in the long term proved negative for Spanish companies together with a high degree of dependency form the foreign distribution channels (Piñole 1993:243).

2.6 Tourism Trends
The following section will examine the recent trends of tourism in Lanzarote. tourism data will also be provided to compare growth in Lanzarote tourism.

In this part it will be use the statistics from the year 1965 to 1970, in order to give an idea how the situation was at that time. and then, statisctis which is represented refered to the survey of toruism from the year 1990 till 1997 (March) in Lanzarote, elaborated for the centro de datos (statistics office) of Cabildo de Lanzarote.

During the last three decades Lanzarote has experienced a steady growth creating a progressive increase of tourism facilities and infrastructure. Until 1965 Lanzarote counted 14,347 visitors. The island had only one hotel "El Parador" (Caceres et. al 1971:114), the building of further accommodation between 1965 to 1970 increased the tourism by 202%. By the end of 1969, Lanzarote had 15 restaurants and 23 Café-bars. Most of this developments was concentrated around the capital Arrecife, With a later extension to Puerto del Carmen with the consequence that the first agglomeration of tourism was concentrated around Puerto del Carmen (Tias), Teguise, and Playa Blanca (Yaiza). (See table 3, number of beds in different municipalities)

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Hotels</th>
<th>Apartments</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrecife</td>
<td>626</td>
<td>709</td>
<td>1335</td>
</tr>
<tr>
<td>Haría</td>
<td>0</td>
<td>292</td>
<td>292</td>
</tr>
<tr>
<td>San Bartolomé</td>
<td>34</td>
<td>0</td>
<td>34</td>
</tr>
<tr>
<td>Teguise</td>
<td>4819</td>
<td>9591</td>
<td>14410</td>
</tr>
<tr>
<td>Tías</td>
<td>7653</td>
<td>21704</td>
<td>29357</td>
</tr>
<tr>
<td>Tinajo</td>
<td>0</td>
<td>930</td>
<td>930</td>
</tr>
<tr>
<td>Yaiza</td>
<td>3548</td>
<td>3992</td>
<td>7574</td>
</tr>
<tr>
<td><strong>Lanzarote</strong></td>
<td><strong>16680</strong></td>
<td><strong>37218</strong></td>
<td><strong>53898</strong></td>
</tr>
</tbody>
</table>

Table 3: Numbers of beds in different municipalities. Source: Oficina de Turismo Interior. Cabildo de Lanzarote.
As it can be seen in figure 6, there is a steady growth of number of beds from 1988 to 1997. However those numbers of beds are the once, which are registers till 1997. At the moment in the year 2000 according to Perdomo (1999), there are 5000 beds and the numbers of beds are increasing. It is estimated that there are between 8000 and 10000 beds under construction, most of those developments are concentrated around Playa Blanca and Costa Teguise. This number is only an estimation as the statistic office of the Cabildo de Lanzarote does not have the exact number, as the municipality of Yaiza and Teguise authorities do not provide the actual numbers of tourism development to the statistics office of the Cabildo of Lanzarote.

Moreover it is estimated that the construction of 10 707 tourists beds and 17 000 residents beds in tourists zones in the next ten years (Perdomo 1999).
In terms of numbers of tourists, as it can be seen in figure 7 there is a growth of numbers of tourists from 627,054 in 1987 to 1,546,411 in 1997. The latest figures show that in 1998, Lazaro received 1.6 million of tourists.

This situation means that there are more than 70 beds per km², and there is more than one tourist per two residents (Perdomo 1999).

In terms of nationality of the visitors, as it can be seen in table 4, the majority of visitors came from England and Germany, followed by Spain and Holland.

<table>
<thead>
<tr>
<th>Country</th>
<th>Numbers of tourists</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>England</td>
<td>599,404</td>
<td>38.8</td>
</tr>
<tr>
<td>Germany</td>
<td>491,486</td>
<td>31.8</td>
</tr>
<tr>
<td>Spain</td>
<td>81,841</td>
<td>5.3</td>
</tr>
<tr>
<td>Holland</td>
<td>54,357</td>
<td>3.5</td>
</tr>
<tr>
<td>Ireland</td>
<td>48,573</td>
<td>3.1</td>
</tr>
<tr>
<td>Norgea</td>
<td>40,296</td>
<td>2.6</td>
</tr>
<tr>
<td>Switzerland</td>
<td>38,652</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Table 4: Numbers of visitors depending in the origin. Source: AENA. Elaborated: Oficina de Turismo Interior. Cabildo de Lazaro
Chapter 3

Questionnaire for Lanzarote case study
Chapter 3

Introduction

This chapter will explain the method, which was used to carry out the questionnaire. This chapter is divided in five parts. The first part will explain the nature of the questionnaire in general; the second part refers to the sample size taken; the third part will give a description of the different locations surveyed in Lanzarote. Finally the limitations of the questionnaire are highlighted.

3.1 The questionnaire

The survey has two sections, which investigate the perceptions of the locals in Lanzarote. The first section is a combination of qualitative/quantitative question. The answer of the question was "Yes" or "Not". However comments and experience were also noted. All the responses were asked the same question in order to quantify the answers.

The question was designed to analyse the opinion of the host population on the interaction of locals and tourists as well as the opinion of tourism development on the island.

The second section is designed on a 4 point scale ranging from (1 to 4) 1 = very significant, 2 = significant, 3 = not very significant, 4 = insignificant.

The responses had to tick one level on the scale, which allowed the author a quantitative, as well as qualitative analysis.

The survey was modelled based on the literature reviewed. Questions and impacts were adopted by a number of researchers such as Paul Brunt in the study of a small British coastal tourist resort.

Face to face interviews were preferred, as there is great opportunity for observation and perception and greater opportunity to developed deeper comments. The survey was conducted in December 1999 in Spanish language in order to increase genuineness of the survey. The average duration of the interviews was 25 minutes. All responds were recorded in writing and ensured anonymity.
The questionnaire was divided into different age and gender groups in order to analyse possible differences in opinion and feeling resulting from age. Younger inhabitants are more likely to work in the tourism industry than compared to older people. This is largely based on language skills of the younger generation. Therefore four different age groups were questioned. The first group is 18-29, the second group is 30-45, the third group is 46-60, and the fourth group is 60+

The interviews took place in local's houses, public pubs, on the street, shops, and tourist offices such as rent a car offices etc.

3.2 Sample Size

The sample consisted of 96 household interviews in total, the sample was taking in the 4 villages, and 24 questionnaires were filled in each village. An effort was made to incorporate as much diversity as possible in the composition of the sample in terms of its location (e.g. urban, and coastal area), the area surveyed with will be explained in 3.3

Interviews were conducted during one week period. Only permanent residents were interviewed. In this report permanent is considered as those people who have been living in Lanzarote for at least ten years.

At a point were the questioned people were frequently giving similar answers it was decided that a larger sample size was not necessary.

3.3 Areas Surveyed

The survey was conducted in four locations, the locations were chosen based on the fact that each of them is composed by different characteristics in terms of volume of tourists and also proximity of the tourist resort. The main aim was to analyse, if the perceptions and attitudes changed depending on the location. For example the perception of the locals will change depending on the proximity of tourism development.

Those locations are: Arrecife with a population of 41 271 habitants, Puerto del Carmen with a population of 11 749 habitants, La Vegueta with a population of 3 755, and Haría with a population of 3 855 habitants (see figure 2 in chapter 1 to see the locations of each village). Arrecife is the capital of Lanzarote, located centrally in the east of the island,
this city is dominated by locals. However is also visited by tourist during the daytime, as it has some tourist attractions.

Puerto del Carmen is also situated in the east of the island 10km south of Arrecife. This area has two close zones, one zone is where the village is The village is dominated by locals. However second tourist homes are increasing in the area. In the past the locals in this location survived of fishing. Now next to the village is one of the three busiest tourism resorts in Lanzarote.

Haría is situated in the north of the island, Haría is a cosy tourist destination because it is situated between different tourist attractions. Haría is an oasis type village surrounded by palm trees and beautiful mountains. It is a green village in contrast to the rest of the island with its special characteristics.

La Vegueta, located in the centre of the island, it is dominated by local, this village similar to Haría, has its characteristics, in terms of countryside village. La Vegueta is not visited by tourist as there are neither attractions nor facilities.

3.4 Limitations

Several limitations were recognised. The social class and education of the people was not questioned. It was felt that this question was not ethical at that time the questionnaire was conducted. However, during the process of data analysing it was felt that the information of social class and education of the locals would have provided an important contribution to the correlation of the answers to the research. The social layer and state of education of the locals is therefore recommended for further studies. Therefore it was not possible to do any detailed analyses distinguishing between the attitudes of those local with education and without. However it must be pointed out, that depending on the answers of the locals, it was perceived who was educated or not.

Although the gender of the respondents were recorded, the answers did not show any different in sex and were therefore not pointed out.

Another limitation is that the survey was undertaken during the beginning of the holiday season (the month of December). This fact could influence the respondent's perceptions.
Chapter 4

Survey Results
Chapter 4

Introduction
This chapter will analyse the results of the survey. The chapter is divided into two parts. In the first part of this chapter, questions from the questionnaire are analysed. The analysis is supported by charts and comments from the questioned people. The second part of the chapter will analyse the four point scale impacts that the respondents perceived. Finally a conclusion to the researched results is given.

4.1 Analysis of questionnaire
The following questions analyse the socio/cultural impacts of tourism on the island of Lanzarote. The questions were aligned to recommendations of experts such as Brunt which were revised during the literature research.

Q1: Do you feel that tourism has affected the opportunities for local people?
93% of the respondents felt that tourism has affected positively the opportunities for the locals in terms of income and employment. (See figure 8). The age groups (18-29, 30-45) felt that tourism has increased the opportunities. However it was recognised, that higher positions in the industry are taken by foreigners due to better qualifications. The remaining 7% especially from the age group (30-45) expressed that tourism has affected significantly the opportunities in those places where tourism industry is important such as Puerto del Carmen.

Q1: Do you feel that tourism has affected the opportunities for local people?

Fig. 8: Opportunities for locals brought by tourism
Respondents from La Vegueta commented that they are not working directly with the tourism industry, but indirectly. For instance the locals sell their products such as grapes to wine production companies, and those companies sell to the public including tourists.

In addition some respondents recognised that tourism has brought better quality of life to the Island in terms of transport and telecommunication infrastructure such as a ship to Gran Canaria every day and a direct cargo vessel to mainland Spain as well as mobile telephone reception over the whole island.

Knowing different cultures is another important and positive opportunity for the locals, especially for the first age group (18-29) and third age group (46-60). This will widen the horizon of the locals.

In all locations of the island, people gave similar answers in the way, tourism has affected their opportunities (see figure 9).

Respondents in all four locations agreed that the main opportunities that tourism has brought are jobs and higher income. Locals from Puerto del Carmen and Arrecife additionally appreciated the knowledge of other cultures and different people as an opportunity for locals.
Comments of residents with regard to opportunities for locals due to tourism.

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Opportunities for local people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many respondents agreed</td>
<td>Employment and Income: &quot;Tourism has created job opportunities and greater incomes for the locals&quot;.</td>
</tr>
<tr>
<td>Age group 30-45</td>
<td>Employment: &quot;Tourism has created jobs and helps in places towards to the enforcement of service sector&quot;.</td>
</tr>
<tr>
<td>45, male, Arrecife</td>
<td>Better quality of life: &quot;Tourism has brought all the infrastructure and more jobs, therefore our life is better&quot;.</td>
</tr>
<tr>
<td>Age group 18-45</td>
<td>Managing position taken by foreigners: &quot;The best positions in the industry such as managing, are being taken by foreigners&quot;.</td>
</tr>
<tr>
<td>Age group 18-29</td>
<td>Knowing different cultures: &quot;we have benefits also in knowing different cultures. It has opened our minds&quot;.</td>
</tr>
</tbody>
</table>

**Q2: Do you have contact with tourists?, If yes what are the benefits?**

As figure 10 shows, 57% of the locals questioned have got contact with tourists. Most of this contact are as the result of locals working in the tourism industry, or because they live near or within the tourist resorts. Apart from that because locals visited places for leisure, where tourist are concentrated too.

As it can be seen in figure 11, the number of people who have contact with tourists in different places. Puerto del Carmen are the most distinguished location, where 83% of the respondents interviewed in Puerto del Carmen have got contact with tourists. This result is not surprising, as it has been pointed out in (Chapter 3 in 3.3) that part of Puerto del Carmen is a tourist resort. Arrecife, with 66.6% of the respondents interviewed, is the second location where locals have got contact with tourism, followed by La Vegueta with 62% and Haria with 58% of the respondents.
There is a noticeable variable between the ages. As the figure 12 shows the younger people have more contact with tourists. This is based on the reason that younger people tend to have more interaction with tourists, in terms of work or leisure. Moreover they are more likely to be motivated to know other languages, and other cultures. The young peoples main benefits are those in relation with knowledge of knowing new cultures as well as having friendship with other people. For the middle aged locals the main benefits are economic ones.

In terms of location the locals from La Vegueta expressed that the main benefits of having contact with tourist is economic e.g. Income, employment. However in the rest of the
locations it is rather the economic benefits. Respondents feel that cultural knowledge and quality of life increases because of contacts with tourists.

Fig 12: Locals who have more contact based on the age

Respondents who have no contact with tourists did not express any comments, as they had no experience with tourists.

Comments of residents with regard to opportunities to the benefits of having contact with tourists.

**Respondents**

**Benefits of having contact with the tourists**

*Age group 18-29*  
Relationships and different culture: "build a relationship, as the contact with tourists can open a little bit the world".

*Age group 45-60+*  
Economically: "the benefit is that tourists leaves money on the island".

**Q3: Do you feel that family life is affected by tourism in any way?**

Figure 13 demonstrates that 64% of the all location respondents feel that family life has not been affected by tourism in any way. Most of the respondents who think that their life has not been affected, are the first group age (18-29), and the third group age (46-60) (see figure 14). Consequently these groups who answered "No" hardly made any comments.
36% of the respondents agreed that their life has been affected both positively and negatively. One of the main effects is that women are working in the tourism industry. On the positive side, because there is more income for each household, but on the negative side children do not see the mother that much.

Another usual comment was that locals have to sacrifice themselves as far as working hours concerned. Locals have to work when everyone else is in their leisure time. This affects the family relationship. Some respondents also felt that tourism has brought bad habits to the people and some traditions have been lost.
The fourth age group (60+), 53% of respondents felt, that those effects have been rather negative, as the great majority remarked that they do not see the family and they feel lonely because their sons, daughters and grandchildren work in the industry and do not visit them as often. Especially those elderly from the countryside. However others expressed that tourism has affected their life positively, remarking as the main reason, that work with tourists is not as hard as working in the land or sea and therefore life in general is better.

Regarding the question if family life has been affected, locals gave a similar response no matter the location. As shown in figure 15, Arrecife residents followed by La Vegueta residents, showed little more effects compared to Puerto de Carmen and Haria. This result is unexpected because Haria and Puerto de Carmen are the ones who have more tourists during the year. Therefore they should also be more affected in family life. However it also must be taken into account that the large majority of residents in Arrecife work in the tourist industry as highlighted in question No. 5.
Most of the respondents of the age group (18-29) feel that their life has not been affected, due to the fact that this group has grown up with the tourist industry with little notice of any change in contrast to the elderly people who have experienced an island without tourists.

Comments of residents with regard to family life of the locals affected by tourism

**Respondents**

38, female, Arrecife

**Local family life is affected by tourism in any way**

*Woman work:* "Now there is an opportunity for man and women to work. This is beneficial economically".

27, female, Arrecife

*Work unsociable hours:* "Locals have to sacrifice themselves for working in the tourism industry, as the people work at unsociable hours, and family reach a stage where the divorces arrived".

27, Male, Haria

*Lost of tradition:* "we have lost traditional values in the family, like being together on weekends"

82, female, La Vegueta

*Loneliness for elderly:* "I think the tourism industry may influence our life, as I can not see my family as I would like. I feel very sad, but I think all the old people must feel the same, don't they?"
Q4; Has your life been altered during the tourism high season?

Figure 16 shows that 51% of the responses were affirmative and 49% not affirmative.

Assessing the result by each location (see figure 17), it can been seen that Puerto del Carmen and Haria show the same amount of affirmative and not affirmative responses while Arrecife and La Vegueta show a slight variation.

Arrecife count with 66.6%, La Vegueta with 62.4%, Haria and Puerto del Carmen with 50% of affirmative responses.

Individually analysed, Arrecife experienced more negative feelings. While La Vegueta, Haria and Puerto del Carmen, showed a balanced level between negative and positive responses. The most apparent negative factors are the traffic congestion, overcrowding of people, working more hours and spending less time with the family. Conversely the positive factors were that as more tourists visit the island, more economic benefits are created for local business. Moreover tourists create liveliness in the village.

The most noticeable negatively affected group (87%) are the youngest respondents from Arrecife (18-29). They feel that their life has been altered in many ways during the high season as a cause of the same factors above, but also they feel more stress during that time. A large percentage of the young age group also remarked that the locals' attitudes can changes because there is an overcrowding of tourists with little chance for private exposure by locals. Tourists will affect locals intimacy.
The fourth age group (60+), 100% of the responses remarked that their life's has been altered more negatively than positively in the high season. All of those respondents agreed that there is an over-crowd of people on the streets coupled with traffic. While other respondents felt that the people (tourists or locals) create a good atmosphere in the village.

In this question slightly more than half of the respondents felt that their life has been altered by tourism during the high season. Especially for those from Arrecife, Pto del Carmen and Haria, which was expected, as those locations which most visitors.

<table>
<thead>
<tr>
<th>Negative Impacts</th>
<th>Positive Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Traffic congestion</td>
<td>- More economic benefits will be created for local business.</td>
</tr>
<tr>
<td>- Overcrowding of people</td>
<td>- Tourists create liveliness in the village.</td>
</tr>
<tr>
<td>- Working more hours</td>
<td></td>
</tr>
<tr>
<td>- Spending less time with the family.</td>
<td></td>
</tr>
</tbody>
</table>

Table 5: Negative and positive impacts of tourism during the high season.

Comments of impacts by tourism during the high season by age groups.

Respondents

19, female, Arrecife

Impacts on locals during the tourism high season?

scarcity of intimacy: "In high season, many people goes to different places, and you get to a stage when there is not intimacy any more".
26, Female, Arrecife

Overcrowding of tourists: "In high season there are more people around, more work to do and therefore more stress".

83, Female, Pto del Carmen

Liveliness to the village: "In here (in the port of Pto del Carmen), there are more people around than before (in the past), and I found that nice because it gives life to the community".

Q5: Do you feel that any resentment or stress exists between local and tourists?

59% of the respondents feel that there is no resentment or stress between the locals and tourists (figure 18). While 41% of the interviewed confirmed that there is resentment between the locals and tourists. Once more, those respondents who felt that there is no resentment hardly gave comments.

As it can be seen in figure 19. There are few noticeable variables in terms of location. Arrecife, La Vegueta and Puerto del Carmen residents feel that there is more resentment and stress between visitors and locals.

![Q 5: Do you feel that, there are any resentment or stress between locals and tourists?](image)

An analysis of the different age groups vary in outcome. 88% of the age group (60+), strongly expressed that they do not feel that there is any kind of bad feelings for the tourists, adding that tourists have added value to locals life in a way.
In contrast the younger groups (18-29, 30-45) had negative feelings and opinions about this question. However most of the respondents, did not have anger or resentment with the tourists themselves. The respondents were unhappy with indirect impacts that tourism brings into the island for example immigration. Moreover the way that tourism developments are managed. They feel that the island is overdeveloped and that the developments are made for tourists only. Therefore they feel discriminated within their own land. Other remarked that the politicians who are managing the development on Lanzarote do not perform well.

The minority of respondents who had a resentment, remarked that the tourism that Lanzarote received is rather poor. Others think that there is an overload of tourists in the high season and that it damages the natural environment.

It was strongly perceived that, younger people had a higher resentment against tourists than elderly people. However, the major resentment is directed towards the authorities that are in charge of the development of the Island. There were many comments about overdevelopment and poor quality of tourism. Another very repetitive argument was the amount of immigration of Spanish Europeans and Africans entering the island.

Perceptions of resentment and stress of locals towards tourists

Respondents

79. female, Haria

Local resentment or stress exists between local and tourists

No: "Why should I have a resentment, if they have brought better life to us".
28. female, Pto del Carmen  
No: "I think there is a good relation between tourists and locals".

19. female, Arrecife  
Not with tourists but with the authorities: "The authorities restrict the locals from space to give it to the tourists, for example the authorities do no allow locals to camp in places which have always been used by locals".

27. male, La Vegueta  
No with tourists but with the authorities "The ones who are in charge of tourism development. Can the authorities not see that there are too many beds already?".

26. male, Pto del Carmen  
Not with tourists but with the tourism development on the island: "I think our resentment is partly because the tourism which comes to Lanzarote is rather poor quality".

27. female, Haria  
Yes: "the tourists destroy our appreciated landscape".

Q6; Do you feel that development is in the interest of visitors, locals or authorities?

The initial intent of the question was to find out if the development is rather in the interest of locals or visitors. Surprisingly the respondents did not favour neither of them and unanimous mentioned politicians and authorities.

Figure 20 shows that respondents feel, that as a result of tourism, development is more in the interest of visitors and the authorities.
Q.6: Do you feel that as a result of tourism, development is more in the interest of:

- Locals
- Visitors
- Authorities

Fig 20: Tourism development is more in the interest of: Locals, visitors or authorities

Figure 21 shows in which area the people perceived that development is in more interest of whom. Out of the different locations analysed, 100% of the locals in Haria strongly feel that development is in the interest of visitors and authorities. Whereas only 20.8% of people in Haria feel that development is in the interest of locals. Arrecife shows a similar result than Haria. In Arrecife 100% of the locals feel that development is in the interest of authorities, and only, 33.3% of the locals agreed that development is in the interest of the residents in Lanzarote.

The locals in Puerto del Carmen and La Vegueta also have similar outcomes. 87% of locals in Pto del Carmen and 83% of locals in La Vegueta feel that developments is in the interest of visitors, while 83% of the locals in Pto del Carmen and 91% of the locals in La Vegueta think that development is in the interest of authorities. Whereas only 29% of the locals in Pto del Carmen think that development is in the interest of residents. Unlike in La Vegueta 58% of locals feel that development is in the interest of the residents.

In terms of age there are some variables in age groups (18-29, 30-45) from Haria, Arrecife and Puerto del Carmen strongly feel that the developments is in the interest of visitors and authorities. Most of the respondents express that the authorities are behind economic benefits. Moreover the locals believes that politicians are not taking care of local problems, they feel that authorities are destroying the island.
The locals' visions and authorities. In the other hand the elderly feels that development benefits also local people. However, the younger people believe that the development is in the interest of the economy and the main purpose of that project is to benefit the community. Although it was felt that the politicians get an economic advantage of that project.

The main components were that development has created jobs and new opportunities for the locals. Also, 85% of the respondents feel that tourism development is in the interest of the locals and those who agreed that the tourist development is in the interest of the locals.

Although the fourth group (60+) expressed that development is in the interest of the society by 94.7%, especially from La Vergne and La Placida. However, 74% of respondents in La Vergne think that tourism development is the cost of destroying the island. Others believed that development is in the interest of politicians and entrepreneurs.
Perceptions of locals towards tourism development

**Respondents**

49. male, Arrecife

**Tourism development is more in the interest of ...**

*Politicians:* "The politicians are getting benefits for themselves, they are exploiting our island, and then they speak about sustainable tourism."

51. male, Arrecife

*Visitors and Politicians:* "The benefits is in the interest of visitors, and the politicians are behind the money. They are destroying the island in exchange of fast money."

19. female, Arrecife

*Politicians and entrepreneur:* "Development only goes to the benefits of the politicians and entrepreneurs, which are looking for short term benefits."

42. male, La Vegueta

*Tourist and locals:* "Development is in the interest of all, because it gives benefits to all those groups. A hotel for tourist, creates jobs for locals."

71. female, Arrecife

*Tourists, locals and politicians:* "I think that development is in the interest of all, of course the politicians take their part of it."

**Q7: Do you think that behaviour of locals is affecting the tourists?**

Figure 22 show, the great majority of people asked, 79% felt that the behaviour does not affect the tourists at all. The rest agreed that locals could alter the tourists to some degree.

Those locals who felt that their behaviour does not change the tourists, gave hardly comments. On the other hand those who agreed that locals could alter the tourist, gave comments, but most of the comments were similar.
Q7: Do you feel that the behaviour of the locals alter the tourists?

As figure 23 shows there is a variation of opinion in the different locations. 95% of the respondents from Haria strongly believes that the local do not alter the tourists at all. They believe that the locals are hospitable people. But they also believe, that the locals are the once who feel altered by the tourists, especially in occasions when the tourists leave rubbish behind or take pictures of them without permission. Arrecife and La Vegueta did show similar results. The majority of the respondents in those locations strongly think that their behaviour did not alter the visitors. A large proportion of respondents think that the tourists visiting Lanzarote are not interested in the interaction with locals.

The main reason that a margin of the respondents think that the locals can alter the tourists, is because the local may have a bad image of the tourists and therefore the attitudes and behaviour change towards the tourists. In addition, Puerto del Carmen 38% of the respondents felt that the locals could alter the tourists of difference of culture, lack of understanding (different languages).
Overall, a large proportion of respondents believe that the locals do not alter tourists as there is a distance between both parties. However, some respondents admit that tourist could be altered by locals as a consequence of cultural differences and lack of communication skills.

Perceptions of locals towards the behaviour of the local people alter the tourist.

**Respondents**

**30. male, Arrecife**

**The behaviour of the locals people alter the tourist?**

No: "I don't think the locals can alter the tourists, because the only contact we have got is at work. If the tourists get angry it is only because of bad services in business, but that has nothing to do with our behaviour or mentality".

**22. male, Arrecife**

Yes: "Some locals have got a negative image of tourists because of some bad experience, and therefore the locals treat the tourists badly".

**19. female, La Vegueta**

Yes, because of different cultures: "We have got a different culture and we do not speak their languages, and therefore they get upset".

**59. male, Haria**

No: "It is the opposite, sometimes is me, who feels intimidated by them, especially when they start taking photos when I am resting on the Plaza or working in the land".
Q8: Are you happy in the way that tourism development has been developed?
It was perceived that this question was the most commentary and debated question of all of them. All the locals no matter which answer they gave always had something to comment. Moreover it was felt that with this question the majority of people showed some degree of anger, but also compassion and hopelessness based on their situation.
It was noticed that most of the comments from the respondents were the same. Figure 24 shows that there is a great difference between locals answered yes and no. Meaning that locals are not happy in the way that tourism evolution has been developed.

![Figure 24: Local satisfaction the way that tourism development has been developed](image)

Figure 25 shows that in Pto del Carmen, Arrecife and Haria, similar result were found. In those locations, most people questioned, did not feel happy with the way tourism has been developed. On the other hand in La Vegueta the majority of locals also feel not happy with the tourism development, but there is a great difference of people who answered yes compared with the other locations.

There is a difference in terms of ages. As younger the locals are, more negative they are, in terms of how tourism has been developed. For example The first group age (18-29), 84% of them do not feel happy on the way that tourism evolution has been developed. The second age group (30-45), with 81% and the third group (46-60) with 73% and the fourth group (60+) are less negative than the rest. But even this group with 65%, agreed that tourism development in Lanzarote is not correct.
Are locals happy with tourist development?

The respondents, who are happy the way that tourism has been developed, express, that development is good and gives economic benefits such as; jobs and higher income. The elderly respondents remarked that they are happy because the island is more lively than before.

Other locals feel that tourism development is appropriate the way it is now with no more development.

With regard to those respondents, who are not happy with the way that tourism development it was felt that the locals expressed very similar comments. The most negative comments were overdevelopment of hotels, apartments and traffic congestion. Many locals feel that the island is too small, for such a vast numbers of those accommodations and cars.

Others remembered the past and are more concerned of the landscape, expressing that about only six years ago the island was perfect, but now there is too much overdevelopment with very little open spaces.

Overcapacity of tourists and which visit the island were also repetitive issues. Others believe that there has not been any planning control to sustain the environment, coupled with the lack of commitment and performance of the politicians and authorities who are in charge to develop Lanzarote as a tourist destination. Furthermore, some respondents criticised the lack of decision making by authorities in the tourism industry, commenting that this lack of decision making is creating an overdevelopment.
Negatives perceptions of tourism development

- Overdevelopment of hotels and apartments
- Traffic congestion
- Too many tourists
- Low quality the tourism
- Lack of planning control
- Bad performance of the politicians

Positive perceptions of tourism development

- More Jobs and higher income
- Liveliness in places

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Happy in the way that tourism has been developed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>70, female, La Vegueta</td>
<td>Yes: &quot;Because the development gives life to the island, more people and more movement&quot;.</td>
</tr>
<tr>
<td>29, male, Pto del Carmen</td>
<td>Yes: &quot;If it is like now, I am happy, but more buildings are too much&quot;.</td>
</tr>
<tr>
<td>38, female, Arrecife</td>
<td>No &quot;The island is too small for too much overdevelopment of hotels, and also there are too many cars&quot;.</td>
</tr>
<tr>
<td>64, male, Pto del Carmen</td>
<td>No: &quot;At present I am not happy, too many things, hotels, apartments, is too much, there is too much concrete in the island&quot;.</td>
</tr>
<tr>
<td>22, male, Pto del Carmen</td>
<td>No: &quot;They are building to many hotels and apartments which is spoiling the natural landscape of the island without any respect for the nature&quot;</td>
</tr>
<tr>
<td>32, male, Haria</td>
<td>No: &quot;I am not happy at all, because there has been a lack of planning, lack of research of overcapacity and environment impacts etc.&quot;</td>
</tr>
<tr>
<td>32, female, Haria</td>
<td>No: &quot;The lack of politicians and authorities decisions, is creating overdevelopment and also poor quality of tourism&quot;.</td>
</tr>
</tbody>
</table>
31, female, Pto del Carmen

No: "some people are exploiting our island, they do not appreciate the beauty, the only thing they want to do is take money for their pockets"

**Q9: What do you think about the quality of tourism on the island?**

This question could be answered more reliable, for those locals who work within the tourism industry or those living in close proximity of the tourist resorts. However Lanzarote is a small island, therefore locals may perceive if the quality of tourism is good or poor.

In this question, (figure 26) 59% of all questioned people felt that the quality of tourism was in the middle range, followed by 34% who thought tourism is of a poor quality. Only 7% of the interviewed respondents thought that rich tourism was attracted to the island.

![Q9: What do you think about the quality of tourism on the island?](image)

**Fig 26 Quality of tourism in Lanzarote**

Figure 27 shows that Puerto del Carmen, Haria and Arrecife have got similar results in terms of numbers of locals who feel about the quality on tourism in the island. Most of them feel that the quality of tourism is regular and poor. However, the greater majority of locals from La Vegueta feel that the quality of tourism in Lanzarote is rather middle range. All the location agreed that the quality of tourism in Lanzarote is not rich.
There is a difference in terms of ages. The younger locals (18-29, 30-45) strongly feel that the quality of tourism is rather poor or middle range. While the third and fourth age group (46-60, 60+) feels that the quality of tourism is rather middle range. Especially the elderly group (60+) with 82% of the interviewed locals.

The respondents, who felt that the type of tourism was in the middle range, remarked as a main comment, that the quality of tourism depends on the season. For instance around Christmas the quality of tourists is better as in summer.

For those who thought that the type of tourists that Lanzarote gets is rather poor and not interested in culture are tourists with package holidays or all inclusive. Others were more perturbed because the poor type of tourism does not leave much benefit for the local businesses. An analysis on the quality of tourism and the promotion of rich tourism would be recommended as a subject for further research.

Comment of locals towards tourism quality

**Respondents**

22, female, Pto del Carmen.

51, Male, Pto del Carmen

**The quality of tourism in the island is**

*Middle range:* "The tourism quality depend on the season. However the majority during the year is rather poor, only around Christmas "good" tourism comes"

*Poor:* "All tourists come with everything inclusive, giving not direct benefits to local businesses"
40. female, Arrecife

Poor: "At present it is the worst tourism we have ever seen, as it is very cheap tourism"

4.2 Tourism Impacts in Lanzarote

The second part of chapter 5 is analysing the impacts of tourism on the island overall with direct reference to the literature reviewed. The facts are based on a four point scale ranging from 1 = very significant, 2 = significant, 3 = not very significant, 4 = insignificant.

What impacts do you think that tourism has brought to the people in the Island?

As it can be seen in table 7, that 95% of the respondents feel that the main negative impacts such as immigration is "very significant". Immigration is referred both to illegal immigrant and the people from the mainland of Spain and foreigners. The locals felt that there is a problem with the increase of immigrants to the island. According to Naranjo (2000) there is an increase of immigrants which come from Africa such as Morocco, Ghana, Nigeria, Sierra Leona, escaping from poverty and misery. This result coincide with the survey done by the Statistics office in Lanzarote in March 1998, when the habitants perceived that immigration is one of the main concern in the island (Centro de datos 1998: 10), also a great proportion of locals perceived that the outsiders from the mainland of Spain and foreigners are taking away jobs from them. This could be due to the fact that employment in the industry and also the quality of life in Lanzarote attract people from Africa and also from Europe. This corresponds with Foster 1964; de Kadt 1979 et. al in Haralambopoulos (1996: 505) when they argued that tourism development generates employment for migrants/immigrants and expatriate labour, rather than the local population. Additionally Mathieson and Wall (1982:174) pointed out that "well paid managerial and professional jobs are mostly filled by expatriates". Moreover this unstable increased of immigrants is affecting education, and healthcare of the island as there is no capacity in those places for many people, and those places have been unexpectedly full (Valenciano 1999)

Car traffic is another "very significant" negative impact, where 90% of the respondents felt that, there are excessive amounts of traffic congestion in some part of the island. According to Flor (2000) Lanzarote has 63 568 cars, and 82 587 vehicles. Lanzarote has a
higher proportion of cars compared to the regional and national average, and one of the reasons is the large amount of rent a cars in Lanzarote. According to Mathieson and Wall (1982:121), "traffic congestion has emerged as one of the more serious consequences of resort development".

Assessed impacts in Lanzarote based on a total of 96 people questioned.

<table>
<thead>
<tr>
<th>Impact</th>
<th>1=Very significant</th>
<th>2=significant</th>
<th>3= not very significant</th>
<th>4=insignificant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in Employment Opportunities</td>
<td>76</td>
<td>13</td>
<td>1</td>
<td>6</td>
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<tr>
<td>Improved Personal Income</td>
<td>47</td>
<td>33</td>
<td>7</td>
<td>9</td>
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<tr>
<td>Improved Education</td>
<td>10</td>
<td>35</td>
<td>32</td>
<td>19</td>
</tr>
<tr>
<td>Improved Healthcare</td>
<td>4</td>
<td>20</td>
<td>19</td>
<td>53</td>
</tr>
<tr>
<td>Improved Social Services</td>
<td>20</td>
<td>40</td>
<td>20</td>
<td>16</td>
</tr>
<tr>
<td>Improved Leisure Facilities</td>
<td>29</td>
<td>38</td>
<td>17</td>
<td>12</td>
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<tr>
<td>Increase Prices of Goods and Services</td>
<td>78</td>
<td>13</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>More Crime/ Vandalism</td>
<td>41</td>
<td>30</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>More Drug Traffic/Addition</td>
<td>74</td>
<td>15</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Car Traffic Congestion</td>
<td>87</td>
<td>5</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Noise</td>
<td>62</td>
<td>25</td>
<td>6</td>
<td>3</td>
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<tr>
<td>Contamination</td>
<td>52</td>
<td>28</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Lost of Traditions</td>
<td>11</td>
<td>33</td>
<td>28</td>
<td>24</td>
</tr>
<tr>
<td>Lost Folklore</td>
<td>17</td>
<td>30</td>
<td>20</td>
<td>29</td>
</tr>
<tr>
<td>Too much Immigration</td>
<td>92</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 7: Overall Impacts (Haria, Puerto del Carmen, Arrecife, La Vegueta)

Prices are another “very significant” negative impact, great proportion of respondents (81%) feels that prices of goods and services are very high, especially from food and houses. According to Pallares (2000) the houses in Canary Island went up 26% in the year of 2000, meaning nearly double of the national average. Reaching a 100 sqm house cost 20 million pesetas (€ 120 481), meaning that the prices are the most expensive in the country followed by Madrid. According to Foster1964, Bossevan (1977), Dunfield and Long (1989), Mathieson and Wall (1982) in Haralambopoulos (1996: 506) argued that "tourism induced inflation and competition in the housing market place a continuing strain in the community".

Another "very significant" negative impact is drug traffic and addiction. A large number of the respondents 77% feel drug traffic and addiction in Lanzarote is a big problem. This however many locals were not sure if thus drugs issues had direct relation to tourism. This
result coincide again with the survey done by the Statistics office in Lanzarote in 1998, when the habitants perceived as the main problem in the island drugs (Centro de datos 1998:10). According to Maitland and Davidson (1997:82), this drug trafficking can be imported into destination areas with the advent or rapid growth of tourism, which brings with it a supply of new victims or markets for these activities”. Further research is recommended into the fact whether if it is tourism, which is responsible for the increase of crime and drug traffic.

Noise and contamination are also “very significant” matters. 64% of the respondents feel that noise and contamination with 54% are due to the traffic and developments, which Lanzarote has witnessed.

As far as the “very significant” positive impacts concerned, a great proportion of respondents (79%) feel that employment opportunities are higher due to the tourism industry. Consequently 48% of the respondents, feel that personal income, has been positively affected by the tourism industry. This correspond with de Kadl 1979 In Hernandez (1996:161), when he pointed out that "the primary benefits of tourism are employment opportunities, especially for young people and women". However the tourism industry is also transforming the economic sectors negatively. Agriculture is declining in favour of employees working in the service sector. An example of this is as Mujica (1999), pointed out that during the last two years out of 25,000 people working in tomato plantations, about 5000 people changed to other economic activities such as tourism and the construction business.

The great proportion of respondents 39%, also feel that the majority of leisure facilities and entertainment facilities such as disco, swimming pool etc has increased because of the tourism industry. In other words if tourists would not go to those places, those places would not exist. A similar proportion of locals (39%) feel that services, such as transport has positively changed, especially the routes to locations where tourism is concentrated. This also strongly coincides with Sharpley (1994:198.), when he pointed out, “that tourism could improved the facilities, transport infrastructure etc”. In addition Maitland and Davidson (1997:85) pointed out that "the influx of tourists to a destination can create new markets for services shared with local inhabitants and provide a strong case for retaining or strengthening such services".
In terms of revitalisation of folklore and lost of tradition. The people feel that folklore is getting more fashionable. They believed that the young people are learning the typical music and dance of the Canary Archipelago. The great majority has expressed that, the local authorities are promoting and encouraging locals, giving incentives to them to learn traditional folklore dances in their communities (e.g. La Vegueta, Haria). Maitland and Davidon (1997:85) pointed out that "Tourism can be a factor in the preservation of the host population's traditional culture". In terms of lost of tradition, a great proportion of respondents feel that the locals are loosing the traditions. 34% of the respondents felt that the loss of traditions is "significant". However high amount of locals highlighted that the lost of tradition is not due to tourism but rather as an individual and familiar conduct.

The greater proportion of respondents, who felt that tourism has a “significant” and “fairly significant” impact on education The majority of the respondents expressed that tourism has created enough money to invest in tourism and catering schools. However in terms of healthcare (55%) agreed that that tourism does not have an effect of healthcare at all.

4.3 Discussion of Questionnaire

The current study investigated local residents’ perceptions of the socio/cultural consequences of tourism on the island of Lanzarote. The results of the study shows that respondents depending on the age, and location had mixed attitudes towards tourism. On one hand the finding of this research have indicated that locals demonstrated a predominantly positive feeling towards tourism industry in Lanzarote as the industry brings economic benefits, but included a few socio/cultural factors to the residents. Such benefits include employment opportunities and personal income, quality of life. Moreover the young local from locations such as Arrecife and Puerto del Carmen think that the knowledge of other cultures and different people are positive opportunities.

The finding shows that there is a different impact of the family life between the younger generation and the elderly. For the younger generation the main negative impact is that locals need to sacrifices themselves with unsociable working hours instead of enjoying themselves. Elderly people feel lonely since work is taking the main priority in locals life. The young people do perceive their social life more negative in the high season than the rest of the groups, especially the young people from Arrecife and Puerto del Carmen. This
again is expected as a greater majority of respondents who work in the tourism industry were the younger group.

In terms of resentment or stress it was found that the respondents did not have stress or resentment with the tourists itself, but in the way that Lanzarote is developing as a tourist destination. The main effect of this developing becomes visible in car traffic, immigration and lack of planning control. The respondents, especially the younger generation, felt that the authority and visitors are taking the benefits of tourism development.

Both parts of the survey did not differ from each other. The respondents agreed that tourism bring economic benefits. However they also recognised that tourism industry is bringing negatives impacts such as immigration, car traffic, contamination, noise and increase on prices. Furthermore some respondents were not confident if tourism has an impact on this issue. However the respondents also recognised that events and leisure facilities have increased because of tourism. Furthermore respondents felt that tourism had no impact on healthcare.

It was perceived that the respondents in general feel that tourism has brought positive and negative impacts to the residents and island. However what worries some, is that, those who are in charge of maximising impacts are not doing a sufficient job, especially in terms of the control of overdevelopment.
Chapter 5

Conclusion
Conclusion

The aims and objectives of this study were to investigate the social/cultural impacts of tourism on the Island of Lanzarote, as perceived by its residents. The study examined resident's perceptions and attitudes towards tourism.

On the example of Lanzarote, tourism has shown to be a contradictory phenomenon, which brings economic benefits to communities although it may undermine traditional family values. It provides economic opportunities for locals and a cultural understanding in order to minimise prejudices and understanding of international differences.

The socio-cultural impacts of tourism in Lanzarote can be viewed more positive than negative as the research has shown, but the responsibility for the effects tourism can bring to the island such as the destruction of its natural habitat lies not with tourists but with the host communities themselves.

The economic benefit, politicians and authorities may get from tourism, stand in conflict to a sustainable planning policy. A further lack of decision making by authorities enable a continuation of destruction of the environment by new development.

Social changes such as the loneliness of elderly people in the host community, can not necessarily be seen in the light of tourism but in the evolution of social life in general.

If the essence of the research can be described in one sentence, it would be:

"Making planning and development for tourism in Lanzarote sustainable, is a safeguard for a long term tourist recreation ensuring economic as well as socio/cultural benefits to local communities."
Benefits arising from the research

It is hoped that local authorities in charge of tourism development in Lanzarote contribute from the research findings in order to design a future framework of making tourism planning more sustainable. The author hopes that a sustainable tourism planning is encouraging “rich” tourism to enter into the island in order to make jobs saver and create better facilities for locals. The research was partly carried out with the help of the Cabildo of Lanzarote. It is hoped that further research as recommended will be encouraged as a result of the thesis.

The main part of the research was based on original Spanish language publications. It is hoped that the translation as well as publication of the research in English language is helping to reach a wider audience in order to encourage further research in the Canary Islands.

Recommendation for further study

The study investigated the social and cultural impacts which tourism creates on the residents of Lanzarote. A further study is suggested on how the social and cultural impacts tourism creates on the host destination is perceived by the tourists and not by residents.

During the process of data analysing it was felt that the information of social class and education of the locals would have provided an important contribution to the correlation to the answers to the research. The analysing of the social layer and state of education of the locals is therefore recommended for further studies.

Since the research showed that it is rather the poor and middle range tourist attracted to the island a further research is recommended which should involve businesses in Lanzarote on what can be done to increase the quality of tourists on the island. Further research is recommended into the fact whether if it is tourism which is responsible for the increase of crime and drug traffic.
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Appendix I

Questionnaire design
ENCUESTA
PARTE I
Pueblo:  Sexo:  Edad:

1) Usted ha notado que el turismo ha afectado las oportunidades para la gente local de alguna manera?

SI □  NO □
Comentario

2) Tiene usted contacto con el turismo?

SI □  NO □
Comentario

3) Usted siente que la vida familiar ha sido afectada por el turismo de alguna manera?

SI □  NO □
Comentario

4) En temporada alta, ha sido su vida afectada por el turismo de alguna manera?

SI □  NO □
Comentario

5) Nota que hay resentimiento entre la gente local y los turistas?

SI □  NO □
Comentario
6) Usted cree que el desarrollo del turismo en Lanzarote es más en el interés del visitante que de la gente local?

SI □  NO □
Comentario

7) Usted cree que el comportamiento de los Lanzarotenos altera al turista?

SI □  NO □
Comentario

8) Está usted conforme de la manera que el turismo se ha desarrollado en la isla?

SI □  NO □
Comentario

9) Que opina usted del turismo que nos visita?

Malo □  Regular □  Bueno □
Comentario
PARTE II

Que Impactos, cree usted que el turismo ha traído a la Isla?

<table>
<thead>
<tr>
<th></th>
<th>1= Muchísimo</th>
<th>2= Bastante</th>
<th>3= Poco</th>
<th>4= Nada</th>
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<td>RUIDO</td>
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<tr>
<td>CONTAMINACIÓN</td>
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<td>INMIGRACIÓN</td>
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</tbody>
</table>
QUESTIONNAIRE
PART 1
Location:          Gender:          Age:

1)  Do you feel that tourism has affected the opportunities for local people in any way?
    YES □     NO □
    Comments

2)  Do you have contact with tourists?
    YES □     NO □
    Comments

3)  Do you feel that family life is in any way affected by tourism?
    YES □     NO □
    Comments

4)  Has been your life altered in any way during the tourism high season?
    YES □     NO □
    Comments

5)  Do you feel that any resentment or stress exists between local and tourists?
    YES □     NO □
    Comments
6) Do you feel that as a result of tourism, development is more in the interest of visitors, local or authorities?

YES □  NO □
Comments

7) Do you feel that the behaviour of the locals people alter the tourist?

YES □  NO □
Comments

8) Are you happy in the way that tourism development has been developed?

YES □  NO □
Comments

9) What do you think about the quality of tourism in the island?

YES □  NO □
Comments
PART II

What impacts do you think that tourism has brought to the people in the Island?

<table>
<thead>
<tr>
<th>Impact</th>
<th>1=Very significant</th>
<th>2=significant</th>
<th>3=Fairly significant</th>
<th>4=Insignificant</th>
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<tr>
<td>Increase in Employment Opportunities</td>
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