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TOURIST ENCOUNTERS

Consequences of stereotypes on socio-cultural changes (Canary Islands – Spain)

Agustín Santana Talavera

In most cases, the impact and the consequences of direct or indirect associations between the tourist and the inhabitants of the host society tend to restructure said society and homogenize its culture. For this reason, and without underestimating other channels, the distinctive characteristics of the tourists/host encounter are stressed. Such encounter, of an impersonal nature, is based on the stereotyped images the participants have of one another. Furthermore, during the resulting relationship both parties try to get an immediate gratification. The aim of this paper is to analyze several encounters and stereotype relationships which summarize the general conditions and circumstances underlying the social and cultural changes in the Canary Islands.

KEY WORDS: tourism, Canary Islands, stereotypes, socio-cultural changes.

CULTURAL IMPACTS ON PERIPHERAL TOURIST AREAS

(Güimar – Tenerife, Spain)

Pilar Fariña Rodríguez

Tourism generates socio-cultural effects that can not be easily quantified. Said effects can be seen both in tourism centers and in the peripheral areas supplying labor. This paper is focused on the analysis of the different socio-cultural effects the development of mass tourism has had on the population of Güimar, Tenerife (Spain)-

KEY WORDS: Tourism, socio-cultural effects, peripheral areas, Canary Islands.

LABOR MARKET AND TOURISM IN THE CANARY ISLANDS
The social changing process of professions

Josefa Marrero Rodríguez

This paper deals with some aspects of the social and historical process underlying the development of the labor market in the tourism sector in the Gran Canary island. Starting as of the 1960's, this paper assesses the change in the tourism activity structure. On the other hand, the special characteristics of this development process make it difficult to create adequate training and professionalization programs for the workers.

KEY WORDS: Canary Islands, hotel industry, employment, social and cultural changes, professional training.