

THE LEVEL OF QUALITY IN TOURIST URBAN NUCLEI OF MASS TOURISM AND THE PROPOSAL OF A TOURIST CITY

The Case of El Veril Settlement (Gran Canaria) Spain

Breno Storino Holderbaum
José T. Olague de la Cruz
Andréia da Silva Lemos
Universidad de Las Palmas de
Gran Canaria -España

Mass tourism and second-residence tourism problems occurring along the coasts of the Canary Islands archipelago has been subject of several research efforts, mainly by government and academic organizations. This article aims at identifying and diagnosing those problems in the area of El Veril a settlement located in "Playa del Ingles" tourist zone in Gran Canaria Island. Methodology has followed a review of the present bibliography on the subject and also a field research. The main purpose being collaborating with the efforts of organization of land management in Gran Canaria whose territory is showing signs of territorial massification and loss of identity, along with an ageing of lodging facilities. This article proposes also the restructuring of the aforementioned touristic spaces in touristic cities.

KEY WORDS: 2nd residence, mass tourism, territory orientation, tourist city, Canary Islands.