

Residents' perceptions of post-COVID tourism. The case of Tenerife (Canary Islands, Spain)

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Abstract: The perceptions and attitudes of residents in tourist destinations have been a relevant object of research almost since the beginning of academic interest in tourism. This paper analyses the implications of the temporary suspension of tourism activity (as a consequence of pandemic control strategies) on the attitudes and perceptions about tourism of residents in a mature, mass tourism destination with very low seasonality. A quantitative methodological approach is proposed, based on a survey of 749 residents in Tenerife. It is argued that the experience of an environment without tourists for the first time in decades has facilitated processes of re-symbolisation of the qualities of the surrounding tourism system, facilitating significant modifications. Likewise, in accordance with the literature, the influence of variables related to the involvement in the tourist system and its valuation by residents, especially the receipt of economic income from this activity, has been detected. Given the high economic dependence on tourism on the island, it was expected that the halt in tourism would lead to a greater recognition of its importance and value. However, the results showed that the opposite was true.

Keywords: Resident perception; Post-Pandemic tourism; Tenerife; Tourism impacts; Destination planning.

Percepciones de los residentes sobre el turismo post-COVID. El caso de Tenerife (Islas Canarias, España)

Resumen: Las percepciones y actitudes de los residentes en destinos turísticos han constituido un objeto de investigación relevante prácticamente desde los inicios del interés académico por el turismo. En este trabajo se analizan las implicaciones de la suspensión temporal de la actividad turística (como consecuencia de las estrategias para controlar la pandemia) en las actitudes y percepciones sobre el turismo por parte de residentes en un destino maduro, masivo y con muy baja estacionalidad. Se propone un acercamiento metodológico cuantitativo, basado en una encuesta a 749 residentes en Tenerife. Se plantea que la experiencia de un entorno sin turistas por primera vez en décadas ha facilitado procesos de resimbolización de las cualidades del sistema turístico de su entorno, facilitando modificaciones significativas. Asimismo, de acuerdo con la literatura, se detecta influencia de variables relacionadas con la implicación en el sistema turístico y su valoración por parte de los residentes, especialmente la recepción de rentas económicas provenientes de esta actividad. Dada la alta dependencia económica del turismo en la isla, se esperaba que el parón de la actividad redundara en un mayor reconocimiento de su importancia y valoración. Sin embargo, los resultados arrojaron conclusiones en sentido contrario.

Palabras Clave: Percepción de residentes; Turismo Post-pandemia; Tenerife; Impactos del turismo; Planificación de destinos.

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1. Introduction

Tourism is a complex activity with relevant implications in various socio-cultural, economic and environmental spheres. The study of these effects has enjoyed a certain prominence since the awakening of interest in the academic analysis of tourism. Many case studies, reflections, theoretical models and methodologies have been proposed to help us better understand, analyse and anticipate the impacts of tourism.

Parallel to the study of impacts, and strongly related to this objective, we can find an important number of proposals which are interested in the perception of the resident populations of destinations regarding tourism and its effects. The irritation index (Doxey, 1975), the life cycle of tourist destinations (Butler, 1980), some proposals for typology of tourist destinations (Peck and Lepie, 1977), the cultural strategies of local confrontation (Doğan, 1989) and the scale of disengagement adoption (Ap and Crompton, 1993) are classic contributions, of great simplicity and explanatory power, which remain relevant not only because they unfolded the object of study and served as a basis for the development of later models, but also because they are still relevant and applicable and remain among the most cited works (Sharpey, 2014); although it is true that they are subject to multiple criticisms (especially for their assumption of socio-cultural homogeneity as well as linearity between the variables of number of tourists and degree of satisfaction of residents in some proposals) and respond to a socio-historical context that is incomparable to the current one.

Since these classic proposals, the production on the attitudes and perceptions of residents in tourist destinations has been very fruitful, constituting a relevant object of research, mainly promoted from the fields of marketing, anthropology, sociology and social psychology. However, until a few years ago, it seems that this object of study was predominantly developed through the analysis of cases of destinations recently incorporated into international tourism markets and usually belonging to impoverished countries (Sharpey, 2014). It is with the deployment of the tourismphobia paradigm that interest in analysing the perception of residents in more traditional tourist destinations has been consolidated (the cases of Venice or Barcelona being especially representative).

The motivations for approaching this object of study are manifold. In some cases, it has been considered that the analysis of perceptions may be a good indicator to approach the understanding of impacts (McGehee and Andereck, 2004). On the other hand, these analyses are mostly justified from the perspective that a good attitude towards tourism on the part of residents has a positive impact on the competitiveness of the destination (Andriotis and Vaughan, 2003; Litvin, Smith and McEwen, 2020; Wassler, et al., 2019), both because a positive perception will influence the degree of satisfaction of tourists (Andriotis and Vaughan, 2003; Armas and Gutiérrez, 2010) and because they will participate and welcome the tourist activity with low degrees of contestation.

From the perspective of tourism planning, the objectives of a destination, at a general level, are identified with its (a) contribution to economic development, (b) international competitiveness, (c) capacity to produce lasting experiences for visitors and (d) contribution to the quality of life of the populations residing in these environments. In the scope of this work, we understand that the analysis of residents' perception of the tourism system as a whole is relevant because it can provide key information to diagnose and improve the performance of the destination in its objective of contributing to the quality of life of the resident populations.

Social Exchange Theory is the most widely used conceptual framework for analysing the perceptions of resident populations (Sharpey, 2018; Hadinejad et al., 2019). From this perspective, it is understood that individuals are aware of the different types of effects generated by tourism activity and, as homo economicus, make a rational cost-benefit analysis that would result in their perceptions and attitudes towards tourism. As Nunkoo (2016) points out, certain problems with this approach can be highlighted as a consequence of not including basic social control variables such as trust or power, or others linked to sentimental elements such as attachment or identification with the place (Wang and Chen, 2015). This, in part, has led, albeit in a minority, to other proposals based on institutional theory or bottom-up spillover theory (Hadinejad et al., 2019).

From our perspective, the application of Social Exchange Theory to the analysis of residents' perceptions may run the risk of not paying attention to some important issues. Firstly, and especially in mature destinations, residents have been living with tourists and tourist-oriented infrastructures and services since childhood and on a regular basis. The tourist system forms part of their reality, of their daily life, it is a defining feature of their context, shaping what Santana (1997) calls routine impacts. The habitus (Bourdieu, 1980) of a native of a mature, massive tourist destination area with very low

seasonality (as is the case of Tenerife) includes tourists and tourist activity as a fundamental part. The tourist system is taken for granted, and this could make it very difficult both to perceive the impacts and to evaluate them in terms of costs and rewards.

Among the impacts of international strategies to confront the pandemic caused by the SARS-CoV-2 coronavirus on the tourism system, several authors have referred to the implications for residents' perceptions. On the one hand, reference has been made to the suspicion of visitors for fear that they may constitute a route of entry for the virus, especially with the probable development of new outbreaks, and in particular towards tourists from China (Kamata, 2022). On the other hand, there is an interesting line of research on the socio-cultural implications of the temporary suspension of tourism, which could have implications for different aspects such as life expectations, professional careers, possible reconversion of tourist centres, revitalisation of productive activities displaced by the service sector, migrations, etc. (Rodríguez Darias, 2020).

The break in daily exposure to tourism that occurred recently as a result of international strategies to confront the pandemic caused by the coronavirus has generated extraordinary conditions that have allowed residents in particularly touristy areas of the island of Tenerife to face their context without the presence of visitors. It is important to note that, due to the high influx of tourists and the almost non-existent seasonality, it may be the first time in the lives of middle-aged people that they approach certain areas without the company of tourists. We consider that this situation has constituted a unique opportunity to re-symbolise their living environment, as well as the benefits and detriments derived from its tourist commercialisation.

In this paper, we present the results of a survey carried out among residents of the island of Tenerife in which they were questioned about some aspects related to their perception of tourist activity. The results seem to suggest that the aforementioned suspension of activity has allowed them to rethink their position with respect to the tourist system, developing more negative perceptions towards it.

2. Variables related to residents' perceptions

An important part of the case studies and analysis of the perception of tourism by destination residents has focused on finding and testing the main variables related to a tendency to perceive tourism activity as more positive or negative (Sharpey, 2014).

The first studies on this issue referred to the stage of evolution of the destination, the type of growth, the influx and the type of tourists and tourism products that dominate the destination as key variables. It was understood that the greater the affluence, the degree of transformation of the territory, the portion of the business handled by foreigners and the more accustomed residents were to the presence of tourists, the greater their dissatisfaction and the more negative their attitude towards the tourism system as a whole. These proposals continue to be influential, but have been strongly criticised for their linearity and assumption of homogeneity among resident populations. In general, it is considered that, although they represent interesting approaches from which to start, they are ideas that need to be problematised in order to be considered truly operational.

As mentioned above, the dominant framework for analysing residents' perceptions of the tourism system is still the Social Exchange Theory. Thus, the receipt of income from tourism and the degree of economic dependence on it are very frequently used variables to explain trends in more positive or negative attitudes towards tourism (Gursoy et al., 2019; McGehee and Andereck, 2004; Pizam, 1978; Sharpey, 2014; Wassler et al., 2019; Williams and Lawson, 2001).

Approaches based on the type of relations between tourists and residents are also significant. As is well known, these contacts are mediated by different stereotypes of one over the other and asymmetric relations (in knowledge about the destination, willingness to spend, available leisure time, forms of consumption of space, etc.). Already in 1987 Krippendorf distinguished between the perceptions of residents according to (a) those who have direct businesses with continuous contact with tourists, (b) those who develop irregular contacts in businesses not directly related to the tourism sector, (c) those who maintain regular contacts, but for whom their income is not directly linked to tourism, and (d) those who have no contact with tourists. MacCannell (2003) drew attention to differences in the behaviour of residents in spaces where contact with tourists occurs (front regions) and where it does not (back regions). While Rivera, Croes and Lee (2016) detected correlations between tourism development and happiness in their case study in Aruba.

In relation to the possibilities of contact with tourists, another variable widely used to explain residents' attitudes towards tourism has been the geographical disposition of the place of residence and the main tourist visitation environments (Harril, 2004; Wassler et al., 2019). For example, a case study by Rasoolimanesh et al. (2019) in Iran concluded that residents further away from visitation areas were more favourably disposed towards tourism. In the same vein, a recent analysis of Charleston residents' perceptions (Litvin, Smith & McEwen, 2020) shows that perceptions of tourism are influenced by the proximity of housing to tourist-intensive environments; however, this paper also draws attention to the prevalence of particular political ideologies in relation to the shaping of these perceptions and attitudes.

In addition to these variables contrasted in the literature, we understand that residents' perception of tourism could also be affected by, among others, the degree of representation of their cultural references in the tourist image, the seasonality of the destination, the availability of spaces relatively free of tourist activity in their immediate surroundings, the degree of consumption of tourist areas in their leisure time, their level of experience as tourists, the existence of a stable community, educational level and socio-economic status.

3. Methodology

The aim of this work is to improve the degree of knowledge about the effects of the temporary suspension of tourism on the perception of residents in mature destinations, with a strong implantation of the activity and very low seasonality. The main hypothesis is that the tourism stoppage was an opportunity to re-symbolise the qualities of the surrounding tourism system, facilitating significant modifications. Given the usual high degree of economic dependence on tourism in this type of destination, it is also hypothesised that this period of suspension of tourism will result in a greater recognition of its importance by the resident populations.

On the other hand, and in line with the literature, we expect to find significant relationships between the tendency to rate tourism more or less favourably according to the level of economic dependence on tourist activity, the distance of residence from the areas with the highest tourist influx, the degree of interaction with tourists and the consumption of tourist areas in their leisure time.

The methodological strategy to address the objective and hypotheses referred to was the quantitative analysis of the perceptions of residents in Tenerife (Canary Islands, Spain), through a self-administered online questionnaire.

We consider Tenerife to be a suitable environment due to its character as a mature destination, with very low levels of seasonality (implying a constant presence of tourists, which in decades has only been interrupted by the implications of the SARS-CoV-2 coronavirus crisis), a high influx of visitors and an important economic dependence on tourist activity (for a recent characterisation of the island as an object of study, see Díaz Rodríguez and Rodríguez Darias, 2021).

The questionnaire included several groups of questions. On the one hand, questions of a geographical and spatial nature: relating to the area of residence, their consideration of whether or not they live in a tourist area and whether or not they work there. Another set of questions sought to determine the degree of voluntary interaction with visitors and visitor-oriented infrastructures; including the type of activities they do in their free time, how often they visit tourist areas for leisure activities, whether they usually interact with tourists, in what type of situations they do so, and how they felt about this during the hiatus in tourist activity on the island.

On the other hand, the questionnaire included questions aimed at investigating the perception of certain key aspects of the tourism system. Specifically, the overall importance for the island and its contribution to the quality of life of residents, the quality of life of tourists, the environment, public space and the local economy. They were also asked whether they considered that the temporary suspension of tourism on the island had been a trigger for changing their perception of these aspects, how it had done so and why. They were also asked about their perceptions of the cultural, environmental and economic impacts of tourism, as well as how they would like to see tourism activity resumed (by continuing the previous model, increasing the flow of tourists, or through scaling down strategies).

As mentioned, the questionnaire was hosted online and was self-administered between 17 and 24 June 2022. It was distributed with the support of social networks, obtaining a sample of 749 individuals. It was checked that only one response per personal email was possible and analyses were carried out

to rule out possible duplicate responses. This sample is significant for the total population of the island (927,993 inhabitants in 2021 according to data from the National Institute of Statistics), taking into account a margin of error of 5% and a confidence level of 99%.

Table 1: Basic aspects of sample characterisation.

Age	18-24	15.5%
	25-39	29.5%
	40-54	29.5%
	55-69	14.8%
	+ 70	10.8%
Sex	Women	49.3%
	Men	47.4%
	Other	3.3%
Educational level	Compulsory secondary education	27.0%
	VET or higher education	23.2%
	Baccalaureate	7.2%
	University Degree	32.5%
	Postgraduate	10.1%
Residence in tourist area	Yes	69%
	No	31%
Receipt of income from tourism	No	79.7%
	Yes, directly (tourism sector)	10.0%
	Yes, indirectly (income depends on the sector)	10.3%

4. Studies on the perception of tourism by residents in Tenerife

The perception and attitudes of residents towards tourism by residents on the island of Tenerife have been analysed in different research studies, giving rise to the nine publications shown in Table 2 (in addition to these publications, a certain number of papers have been presented at academic conferences, the content of which has not been analysed because they are not accessible).

In general terms, the results of these approaches to residents' perceptions and attitudes towards tourism suggest that there is a generally positive assessment of tourism on the island. According to the literature, it seems that the perception of the importance of this activity for the island's economy is the key variable justifying the high degree of support. Likewise, the results in this case study seem to endorse the consideration referred to in the international literature regarding the better valuation of the activity by those who are more economically dependent on it.

On the other hand, the most negatively perceived aspects are environmental impacts, aspects related to the adequate distribution of the benefits of the activity and the characteristics of the island's tourism model (levels of overcrowding, as well as the predominance of discredited forms of tourism with low involvement of the local culture).

Table 2: Publications on perceptions and attitudes towards tourism by residents of Tenerife.

Author	Publication and year	Title of the publication	Methodological approach	Main contributions
Marrero Rodríguez	Pasos. Revista de Turismo y Patrimonio Cultural, 2006 Journal article	The discourse of rejection of tourism in the Canary Islands: a qualitative approach	Qualitative Interviews	Analysis of the main negative discourses on tourism in Tenerife. Especially in relation to the foreign origin of the majority of the business community, the low share of the benefits for the island's inhabitants, the high concentration of tourism, tourist modalities mainly oriented towards sun and beach, and the positive evaluation of the economic contribution of the activity. The most negative discourses come from individuals with lesser involvement with tourism.
Díaz Armas and Gutiérrez Taño	Pasos. Revista de Turismo y Patrimonio Cultural, 2010 Journal article	The attitude of the resident in the tourist destination of Tenerife: evaluation and trend.	Quantitative Survey of 651 residents between 2004 and 2005	Cluster analysis, identifying three groups of residents with different predispositions towards tourism on the island. In general, there is a positive predisposition towards tourism. The perception of the economic dimension is particularly positive.
Gutiérrez Taño	Doctoral Thesis, 2010 University of La Laguna	Residents' attitudes to tourism	Qualitative 6 focus groups of high school, vocational training, university students and professionals in the tourism sector (in Tenerife and Gran Canaria). Quantitative Survey of 218 residents	Comparison of discourses by residents directly linked to the sector with university and pre-university students. The professional groups show a more favourable attitude towards tourism. The perception of the economic importance of tourism for the development of the islands offsets the perception of different negative impacts (especially in the environmental and employment spheres). Discourses on negative environmental impacts are detected, but it is considered that forms of tourism that do not produce them would be possible. The quantitative analysis highlights the high valuation of positive economic impacts. The assessment of certain positive impacts in the cultural sphere is also highlighted. In relation to the perception of negative impacts, the assessment of environmental impacts, job insecurity and increased living costs stand out. The general assessment of tourist activity is favourable. However, there are critical views of the island's tourism model (only 26.1% consider the tourist profile to be adequate).
Gutiérrez Taño and Díaz Armas	Mature tourism destinations in the face of change, 2010 Chapter of a book.	Residents' attitudes towards tourism in a mature destination	Qualitative	It reproduces the qualitative results of the aforementioned doctoral thesis.
Garau Vadell, Díaz Armas, and Gutiérrez Taño	International Journal of Tourism Research, 2014 Journal article	Residents' Perceptions of Tourism Impacts on Island Destinations: A Comparative Analysis	Quantitative Survey of 487 residents in Tenerife and 584 in Mallorca.	Comparative analysis of the perception of residents in Mallorca and Tenerife. They develop a cluster analysis, from which three groups with different predispositions towards tourism in both destinations emerge (positive, cautious and critical). Overall assessment of tourism is very favourable; 84% of residents of Mallorca and 93% of those of Tenerife consider tourism in general to be beneficial or very beneficial.

Díaz Armas, Rabassa Figueras, Gutiérrez Taño and Antón Clavé	Revista Atlántida, 2015 Journal article	Comparative analysis of resident attitudes in sun and beach destinations: Tenerife and Salou	Quantitative Surveys conducted in previous studies	Comparison of resident attitudes in Tenerife and Salou. Similar results are shown in both contexts, although with relative differences in the dimensions (social, cultural, economic and environmental). There is a relatively high appreciation of tourism (an average of 3.41 on a scale with a maximum of 5).
Garau Vadell, Gutiérrez Taño and Díaz Armas	Journal of Destination Marketing & Management, 2018 Journal article	Economic crisis and residents' perception of the impacts of tourism in mass tourism destinations	Quantitative Survey of 602 residents in Tenerife and 1003 in Mallorca.	Comparison of the results of surveys carried out in 2006 and 2014 with the aim of determining the influence of the economic crisis on the perception of tourism activity. The data seem to indicate that the economic crisis led to a significant increase in support for tourism.
Garau Vadell, Gutiérrez Taño and Díaz Armas	Journal of Travel Research, 2019 Journal article	Residents' Support for P2P Accommodation in Mass Tourism Destinations	Quantitative Survey of 1088 residents	Analysis of the relationship between the perception of the impacts of holiday tourism and attitudes towards this type of model. The results suggest that the activity is better valued by those individuals who are economically involved in it and that the importance of the positive economic impacts influences the general assessment.
Lamghali Lamzali	Universidad de La Laguna, 2021 Bachelor's Degree Final Project	Social perception of tourism: Tourism-phobia? The case of Tenerife (Canary Islands)	Quantitative Survey Sample: 124 students of tourism.	Work focused on the conception of tourism-phobia by potential future managers and key tourism stakeholders on the island. A fairly positive assessment of tourism is shown (64.4% consider that tourism has a positive impact on the local quality of life).

5. Results

5.1. Perceptions of the period of absence of tourists

Given the characteristics of Tenerife's tourism system (especially the high inflow and very low seasonality), the period of suspension of activity as a consequence of the strategies to confront the SARS-CoV-2 coronavirus pandemic was an exceptional situation. Certain areas particularly involved in tourism activity were free of tourists for the first time in decades. It is important to note that these areas also constitute living, residence and leisure spaces for island populations, who had the opportunity to experience these spaces without the company of the usual visitors.

23.6% of the residents surveyed said that they were not particularly affected by the absence of tourists. While 55.6% stated that they felt more comfortable without the presence of visitors and 20.8% rated this absence negatively. The contingency analysis shows a weak tendency for residents in tourist areas to say that they felt more comfortable without the presence of visitors ($C = 0.11$, $p < 0.01$). Likewise, those residents who tend to visit tourist areas more frequently for leisure activities are the most likely to say that they were affected by the low number of tourists ($C = 0.22$, $p \leq 0.00$), although there is no significant tendency to rate this change positively or negatively. Similarly, a certain relationship is observed between the degree of interaction with tourists and the evaluation of the absence of visitors ($C = 0.20$, $p \leq 0.00$), with those who reported a higher degree of interaction considering the low number of tourists to be more negative.

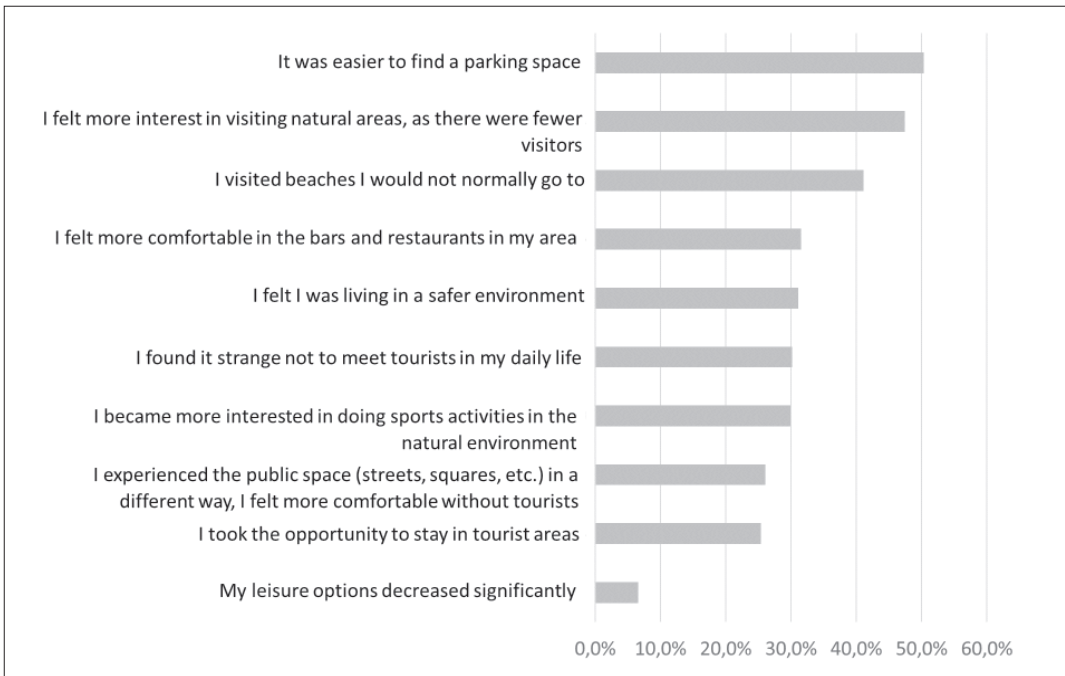
On the other hand, residents who report receiving income from tourism tend to view the absence of tourists more negatively ($C = 0.27$, $p \leq 0.00$).

When asked how they felt at the time of the survey, when the presence of tourists was once again normal, 68.8% said they were more aware of the number of tourists on the island and would like to see a smaller influx, 14.3% said they were satisfied that the pre-pandemic atmosphere had returned, and 16.9% did not perceive any major changes. There is a certain tendency for residents in tourist areas to be more interested in recovering the activity ($C = 0.13$, $p < 0.02$). With regard to the degree to which residents visit tourist areas for leisure activities, the data indicate that those residents who visit the most frequently report that they are now more aware of the influx of tourists and would prefer it to be less intense ($C = 0.18$, $p < 0.01$). There is no significant relationship between the degree of interaction

with tourists and the assessment of the return to tourist activity in this sense. Residents who receive income from the tourism sector are more satisfied with the recovery of tourism ($C = 0.28$, $p < 0.01$).

Among the most valued aspects of this period without tourist activity, the accessibility of parking and the interest in visiting natural areas and beaches, which, it seems, are normally avoided due to the high influx of tourists, stand out. Less frequently, but not negligible, are ratings related to the consumption of everyday spaces, such as bars, restaurants or public spaces. These results would indicate the perception of negative impacts related to aspects derived from overcrowding. On the other hand, it is striking to note the low percentage of residents who say that the suspension of tourist activity significantly limited their leisure possibilities.

Graphic 1: Perceived changes during the months when tourism was suspended.



5.2. Implications for tourism valuation

After the tourism standstill, 40.2% of those surveyed said that their assessment of the importance of tourism in the Canary Islands had changed in a negative way, i.e. they considered it to be less relevant than in the previous circumstances. Only 13.9% said that their assessment had changed in the opposite direction (45.9% said that their perception in this respect had not changed).

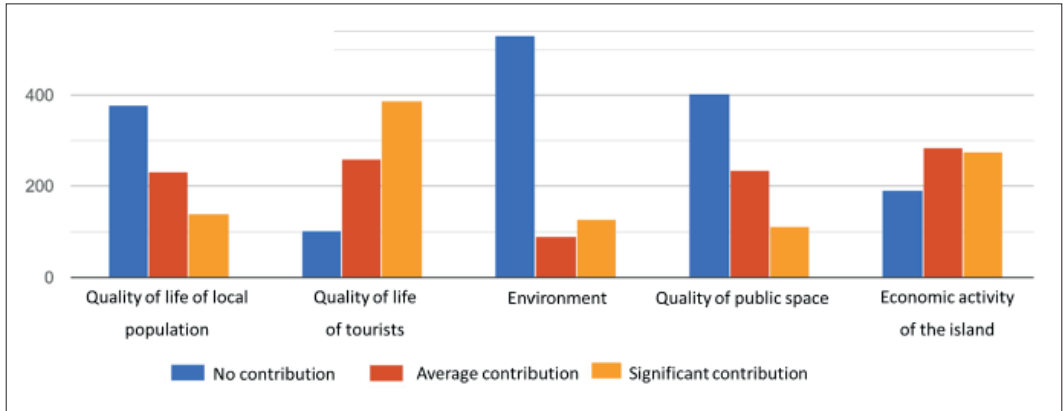
Residents of tourist areas tend to report more frequently that their assessment of the importance of tourism has changed, whether this change is positive or negative ($C = 0.20$, $p < 0.01$). No significant relationship was found between this assessment and the level of regularity of visits to tourist areas for leisure activities. There is a certain tendency for residents who report a higher degree of interaction with tourists to consider tourism more important after the hiatus ($C = 0.24$, $p < 0.01$).

Although it is a minority position, there is a slight dependence on considering tourism more important than before the hiatus on the part of residents who receive direct income from the tourism sector ($C = 0.14$, $p < 0.05$).

Even so, when faced with the general question of the importance of tourism for the island, an average rating of 3.6 out of 5 was obtained. This is a relatively favourable rating and is consistent with previous analyses of the attitudes and perceptions of tourism on the part of Tenerife residents. No relationship has been observed between this variable and residing in tourist areas or receiving direct income from this sector.

The assessment varies significantly if the contribution to certain key aspects of the tourism system is taken into account. From the perspective of residents, the island's tourism activity appears highly important for the objective of enriching the quality of life of visitors. Consideration of the contribution to the island's economy is more limited, but is significantly lower for the quality of life of the local population, public space and environmental aspects.

Graphic 2: Assessment of the contribution of tourism to certain key aspects of the destination.



The contribution of tourism to the quality of life of the local population tends to be rated more positively by those residents who visit tourist areas for leisure activities ($C = 0.21$, $p \leq 0.00$), those who claim to have more interaction with tourists ($C = 0.17$, $p < 0.02$) and those who receive direct income from tourism ($C = 0.26$, $p < 0.01$). No dependence was detected between residing or not in a tourist area and the evaluation of the contribution of tourism to the quality of life of the local population.

As shown in Graphic 2, the contribution of tourism to the quality of life of visitors is rated very positively. Only a slight tendency to rate this aspect more positively was detected among residents who receive direct income from tourism ($C = 0.16$, $p < 0.01$).

With regard to the assessment of the contribution of tourism to the environmental quality of the island, there is a tendency to rate it more positively by those residents who visit tourist areas for leisure activities ($C = 0.21$, $p < 0.01$) and those who receive direct income from the tourism sector ($C = 0.17$, $p < 0.01$). Similarly, there is a tendency for residents who visit tourist areas the most ($C = 0.22$, $p \leq 0.00$) and those who receive income from tourism ($C = 0.11$, $p < 0.01$) to value the contribution of tourism to the quality of public space more highly.

However, no relationship is observed between the variables related to contact with the tourism system or the fact of receiving income from the sector and the assessment of the contribution of tourism to economic activity.

As mentioned above, the high percentage of respondents who say that their perception of tourism is more negative after the suspension resulting from the management of the pandemic is particularly striking. One of the hypotheses of this study was, on the contrary, that this period of suspension of activity would make the relevance of tourism for the local economy more evident and this would lead to a higher valuation. The questionnaire included an open-ended question in which respondents could indicate the cause behind the change in the perception of the importance of tourism after the temporary suspension of activity. The analysis of the responses to this question points to three types of argument: (a) based on the economic dependence on tourism, with the understanding that tourism should have less involvement in the Islands' economy because it is influenced by factors beyond the scope of action of the destination's agents, (b) the visibility of certain impacts that were not perceived due to the routine nature of tourism activity, and (c) the proposal to opt for other tourism models and the development of other productive sectors. Table 3 shows some of the comments that exemplify the aforementioned argumentation logics.

Table 3: Arguments related to a more negative assessment following the temporary suspension of tourism activity.

Type of argument	Some examples of responses
Economic dependence	<p><i>I believe that the pandemic has taught us that we cannot depend so much on an external sector that we do not control, and that we must have a more diversified economy and focus more on producing here.</i> (female, employed in the tourism sector, 25-39 years old)</p> <p><i>The island's economic well-being cannot be based solely on tourism. If another pandemic, war or conflict comes, what will we do?</i> (female, unemployed, 25-39 years old)</p> <p><i>I believe that we cannot depend exclusively on tourism, and even less on tourism that comes to the island and stays in the hotels. Only the companies benefit, not the islands, not the workers...</i> (male, self-employed, not directly linked to tourism, 40-54 years old)</p> <p><i>From my point of view the pandemic reflected the fact that our economy cannot depend exclusively on tourism, if tourists stop coming everything comes to a standstill.</i> (male, student, 18-24 years old)</p>
Visibility of impacts	<p><i>When I saw no tourists and all that was left was concrete, I realised that the island is a theme park for tourists and a prison for Canarians.</i> (male, employed in the tourism sector, 25-39 years old)</p> <p><i>Those of us who live in tourist areas, during these years of pandemic, have realised that they were SUPER MASSIFIED, we returned to enjoy the public spaces, the beaches... to not have problems with parking, or with the super high rents...</i> (female, self-employed, directly linked to tourism, 40-54 years of age)</p> <p><i>It has been a pleasure to be able to enjoy my neighbourhood without tourists, the beaches, the streets, the squares...</i> (employee not directly linked to tourism, 25-39 years old)</p> <p><i>The post-pandemic time allowed me to discover places that are local and that I didn't know about because of the overcrowding on the island.</i> (male, unemployed, 55-69 years old)</p> <p><i>I like to see villages without tourists and places where you used to be able to talk to the local people are now full of tourists and only English is spoken.</i> (male, employed not directly linked to tourism, 25-39 years old)</p>
Other forms of development	<p><i>There must be ways for the economy to function with fewer, higher quality tourists, and diversified, giving space to other sectors that are also VERY important: science, education, health and nursing, agriculture, industry, culture....</i> (female, employed, not directly linked to tourism, 40-54 years old)</p> <p><i>In the aftermath of the pandemic, I believe that a feeling has been awakened in the islands of the need to diversify our economy and preserve our natural areas.</i> (male, employed not directly linked to tourism, 25-39 years old)</p> <p><i>I have realised that it is more important to boost the primary sector.</i> (male, employed in the tourism sector, 40-54 years old)</p> <p><i>The post-pandemic situation has confirmed the need for an urgent change of model, one focused on achieving a dignified life for those of us who live here and not on offering services to outsiders in exchange for exploitation.</i> (freelance worker directly linked to tourism, 25-39 years old)</p> <p><i>Because after the pandemic I have realised that the sustainability of the islands, which can generate natural and quality tourism, is more important than the old model of mass tourism that continues to be promoted in an area that is practically on the verge of collapse and which, sooner or later, will put an end to tourism.</i> (female, employed, not directly linked to tourism, 25-39 years old)</p>

5.3. Considerations on post-covid tourism models

The questionnaire included a question on how they would like to see tourism activity resume after the temporary suspension. It is striking that 88.3% of those surveyed said they would like to see the island's tourism model rethought and opt for a strategy of de-growth, while 5.9% believe that the island's tourism system should grow and another 5.9% believe that the existing model should continue. No differences were observed between the opinions of those surveyed in relation to living in tourist areas, visiting them regularly for leisure purposes, interacting with visitors or receiving direct income from tourism.

6. Discussion and conclusions

Improving the quality of life of residents is one of the fundamental objectives of any tourist destination. Among many other indicators and variables, the perception of these individuals in relation to the positive and negative impacts of tourism activity on their environment provides relevant information when diagnosing the contribution of tourism to a destination. However, the perception of residents seems to be influenced by different factors.

This paper has shown that in the case of Tenerife, as a mature destination with high tourist inflow and very low seasonality, the suspension of tourist activity as a consequence of the strategies for confronting the pandemic caused by the SARS-CoV-2 coronavirus facilitated an extraordinary situation from which residents could rethink and reinterpret the tourist system in which they are inserted. The results obtained suggest that the absence of tourists and the closure of facilities allowed them to perceive effects that were normally, due to their everyday life, veiled. It is therefore considered that the degree of habitualness to tourist activities should be incorporated as a variable of interest when analysing the perception and attitude of residents in tourist destinations, perhaps qualifying the usual proposals based on the Theory of Social Exchange.

The results suggest that a significant majority of Tenerife residents have changed their assessment of tourism activity on the island after the tourist lull. And among those who affirm this change, a more negative version of the activity stands out, although previous studies on the perception of Tenerife residents had already pointed to the negative assessment of environmental impacts, the distribution of benefits and the mass model.

The shift towards a more negative assessment of tourism on the island contrasts one of the hypotheses put forward; it was considered that, given the economic dependence on tourism, the suspension of activity would make it more positively perceived. Although this question needs to be explored further through a qualitative research strategy, it could be related to the influence of national strategies based on Temporary Layoffs and other considerations expressed by respondents such as having taken advantage of the absence of tourists to visit environments that are normally avoided (such as certain beaches and natural areas), the perception of the prospect of empty tourist areas for the first time, having felt more comfortable in usual environments, or evidence of the high dependence of the local economy on a sector whose control exceeds the margin of influence of regional agents.

According to the results, it seems that residents within the tourist areas are those who have most intensely confronted their perceptions and attitudes towards tourism. In line with the literature, they are the group of residents who say that they have felt more comfortable without tourists. However, they are also those who tend to be more interested in the reactivation of the activity and to value more positively different aspects of the destination. Again, it seems necessary to investigate qualitative aspects in order to make a deeper interpretation of this apparent contradiction, but it could be explained by the high level of economic dependence of these populations on tourist activity.

Following the trend reflected in the literature, residents who reported receiving income from the tourism sector tended, in general, to have a more favourable attitude towards the activity. Residents with more contact with tourism activity, those who visit more tourist areas for leisure activities, reside in these environments or report a higher degree of interaction with visitors, also tended to rate it relatively positively.

In general, a significant majority of residents do not consider that tourism generates significantly important contributions to the quality of life of the local population and draw attention to the negative impacts of this activity. And, although they recognise the importance of tourism for the development of the island, it seems clear that they propose changes in the model. From the results obtained, it is clear that there is a demand for tourism de-growth strategies accompanied by measures to support the deployment of other productive sectors.

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