



Albergo Diffuso

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text (article)

Analítica

Nowadays, rural tourism supply needs to innovate in order to satisfy the desires of a demanding and expert tourist. The Albergo Diffuso (AD) is an original model of hospitality and a project for territorial development that facilitates the enhancement of local authenticity. This article describes the AD model and presents the results of a qualitative research, carried out in Extremadura. The study's findings point out the need to encourage horizontal tourism initiatives as the AD in order to give a new perspective of development to rural destinations of the region

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