



The spanish hotels in the future: Analysis of the international expansion of the sector [

2017

text (article)

Analítica

Tourism is one of the most enriching and positive actions performed by the human being, and even more if it is linked with gastronomy, wine and rural areas. Gastronomic tourism offers local products, local cuisine, hospitality, customs, festivals, etc. Thus, gastronomic tourism has become an emergent tourism but already consolidated, which satisfies to a greater degree the needs that arise today In day to the tourist consumer. This new form of tourism appears as an alternative to what was traditionally carried out, is currently one of the most demanded by society, giving rise to a great opportunity for economic growth in rural areas that enjoy wine production and rich gastronomy. Denominations of Origin, wineries, native materials are part of the territory of a region and are an attraction for the tourist. The development of routes, implicit activities, gastronomy, stays and tourist experiences related to these visits provides an additional source of income for the destination, while implying a greater diffusion of municipalities and territories. The objective of this work is based on the analysis of the offer of both restorationand lodging existing throughout the municipalities of Montilla and Moriles.From the analysis made, it follows that the development of tourism based on the visit to Montilla and Moriles, via appellations of origin, own wine route will depend to a great extent on the interrelation of catering services and public administrations and local and The marketing in general of the established visit, being these factors after the analysis realized, reflecting the high potential degree and tourist growth that the zone has

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