

COUNTRY ANALYSIS

Spain - Valencia



STRENGTHS:

Spain's attraction is not based only on geographical factors such as climate, the sea or the mountains but are also important factors such as the attitude of the Spanish, good communications, hospitality and cheap prices.

Spain may be renowned for its beaches and sunny climes, but it is a country of diverse landscapes. Its mountains are majestic, from the northern Pyrenees and the Picos de Europa to the Sierra Nevada in the south (home to Europe's most southerly ski resort) and the Mount Teide volcano on the Canary Island of Tenerife. Spain is home to Europe's only desert, Cabo de Gata in Almería, which inspired Hollywood spaghetti westerns, many of which were filmed in the area. Spain is renowned for its seafood, jamón (cured ham), abundant and fresh fruit and vegetables, which make a trip to the local market a feast for the eyes and the stomach.

Spain has nearly 5,000 km of coastline and some of the world's most beautiful beaches, with five of the country's beaches making TripAdvisor's top ten in Europe – Playa de Ses Illetes, on the Balearic Island of Formentera, took the top spot in 2016.

Rich history: From its rich Moorish past and its position as the world superpower during the Golden Age, to the horrors of the Spanish Civil War, dictatorship and the country's successful return to democracy, Spain's has a fascinating history that is well-preserved in its buildings and museums. Visiting Córdoba's mosque, one of the best examples of Moorish architecture in the world, you get a real sense of the power and creativity of Spain's Islamic rulers, and the rich legacy they have bestowed on modern Spain.

Weather: With its position in southern Europe, Spain enjoys long summers and pleasant year-round weather, making it an ideal destination if you want to catch some rays.

Spain has the third most UNESCO World Heritage Sites in the world, with 45 in total. From the ancient cave paintings of Altamira and Segovia's Roman aqueduct, to the Alhambra fortress in Granada and the pilgrimage route of Santiago de Compostela, the country is bursting with some of the world's most fascinating historical and cultural sites, just waiting to be explored.

REGION COMUNIDAD VALENCIANA:

The Region of Valencia offers numerous attractive proposals to get you out and about all year round. Enjoy the Mediterranean nature of inland towns and villages; discover the charming coves and beaches of Alicante's Costa Blanca; enjoy Benidorm's intense day and night life; travel from tradition to modernity and enjoy sightseeing in Valencia, dive into the best kept secrets of Castellón.

Some of the most iconic places to visit in the Region of Valencia include The City of Arts and Sciences in the capital city of Valencia, which is well-known for its magnificent offer in the cultural tourism department. Alicante and its centuries' old history invite you to take a walk alongside the sea by the stunning promenade, or visit the Santa Bárbara Castle, which stands on Mount Benacantil at 166 metres high. Castellón also boasts a rich cultural offer: do not pass on the opportunity to visit the Cathedral of Saint Mary of the Assumption, which was destroyed twice over the centuries, and rebuilt again in 1939 after the Spanish Civil War.

Food in the Region of Valencia is devotion to the palate, traditional flavours and culinary innovation. A leading exponent of Mediterranean cuisine, Valencia's kitchens are characterised by a plethora of delicious healthy recipes, based on fresh fish, seafood, fruit and vegetables, such as artichokes from Benicarló, medlars from Callosa and oranges from Valencia. Paella and rice dishes are the most emblematic choices, but Valencian cuisine offers as many dishes as it has towns, from the southernmost tip of the Costa Blanca to Castellón, through Benidorm and Valencia Terra i Mar.

Savour the delicious stews typical of inland areas and the flavours of the sea along the coastline. Give your palate a real treat by following the wine tourism route, sampling exquisite local white, red and sweet wines with Denomination of Origin quality labels from Alicante, Utiel-Requena and Valencia.



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WEAKNESSES:

Maybe right now our country politically and socially is considered one of the worst positioned in Europe, but the data shows that Spain is a growing industry of tourism, showing that 12% of our economy is based in this area. There is no reason in not coming to Spain, maybe the weather in summer, if somebody is not keen of having too much heat at this part of the year, Spain would not be a good destination to choose.



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OPPORTUNITIES:

Every town in Spain the neighbourhood is friendly and quite willing to share their knowledge and materials with their fellows. It depends always on the part of the country we analyse, it is not the same if we talk about Valencia as if we talk about Madrid. We will get different offers and different criteria because of the emplacement and because of the resources we rely on.

Definitely, if we try to develop CBT in any area, the opportunity of empower it, it will be a blessing for anyone who cares about the place they live in.

If we talk about our area: Comunidad Valenciana and our area.

It is Community Tourism, a way of using the tourist attractions of an area to stimulate local development. A new form of relationship between a community and the people who visit it, in which the intercultural perspective is the great protagonist, and the proper management of natural resources is guaranteed. As well as the cultural and territorial rights of nationalities and peoples.

The benefits generated through these visitors remain in the community itself, not evaporate through multinationals or intermediaries.

Thanks to community tourism in our region and community, we began to adapt infrastructure (lodgings, hostels, rural houses, etc.) and trained families in customer service, tourist guide, food preparation, waste management, family microbusinesses, etc..

Community tourism has begun to be a development tool capable of preventing many young people from migrating to the big capitals in search of opportunities, since now they have the possibility of finding them in their own land developing lodgings, packages of visits, travel guides, etc.

Community tourism as a means of exploration and discovery of unique environments. For children, rural tourism is recommended, given that this activity puts them in contact with nature and helps them understand it from the affection and contact with these environments.

Community tourism can constitute an important economic dynamizer through jobs thanks to the opening or restoration of inns, hostels and rural houses, restoration and rehabilitation of old houses, mansions, stately homes or stately buildings in rural hotels.



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THREATS:

As we got many offers in tourism because is one of the best economic engines of our country, the competitive edge of similar choices with cause some jeopardy in our path, also it is right now difficult to to get the city hall involved, because right now, almost 90% of them are in debt with the government, so it is difficult to make them accept any idea.

Based on our local products, we have plenty of options. Nowadays, rural areas are generally dispossessed of the value they once had. Youth is not anymore interested in working in the countryside, the problem is that many of our products are obtained because of this work, so one of the proposals could be developing some activities related to grape gathering and the treatment afterwards to obtain wine or the controls they have to go through until we finally eat them.

It is also highly important to empower the traditional way of making shoes, right now, with the machines and technological advantages, some handmade products lost their sense, so people is not aware of how harmful this is. So, some workshops like making bracelets with shoes techniques such as doing braid.

Finally, it could be also really profitable if we do some rural tourism around Alicante, though it is true that the coast is our trademark, we have a lot of places inland with a high importance for developing some agriculture activities, not only with grapes but being one of the first exporters of cherries and olives, so it is important to show and teach the process pf working with these type of results.



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