ANDALUSIA IN FITUR 2010 (MADRID)

The Regional Ministry of Tourism, businessmen and businesswomen related with touristic activity and the organizers of the Andalusia stand in FITUR still appreciate the "sun and beach" as the best lure of our coasts.

The exposition of Andalusia is divided in three zones: one place for general information, another place with the offers from each province and the last one is divided in several thematic areas: sun and beach, culture and historical monuments, golf (an exclusive area for golf!!), nature, sports, health and beauty, among others.

The stand of sun and beach is always the most visited. The distinguished values are lightness, the golden sun and fantastic hotel availability. Hotels close to the shoreline with golf-courses.

In "sun and beach" section of the official website of tourism of Andalusia, it is possible to read the next speech:

A thousand kilometres of coastline with one common factor: ***the Sun****. Let yourself be captivated by Andalusia's coast, where you will find a succession of unspoilt beaches, majestic cliffs, salt marshes teeming with wildlife and a little-known underwater world just waiting to be discovered.*

When I read this paragraph I even thought that the tourist sector, on which our economy depends, was starting to reinvent itself. But the more I read the more I came to realize that the first paragraph mean nothing and was just a few words.

The video that appears at the end of the text is based on sand beaches, with summer tourists, marinas and large touristic resorts. Furthermore, when a few surfers appear in the video, the narrator says:

"I have got a thousand beaches with sun all the year to generate the more renewable energy in the world: Your happiness."

Take that!

There are no pictures of the unspoilt beaches, majestic cliffs, salt marshes teeming with wildlife and the little-known underwater world waiting to be discovered. But maybe it is better not to appear on the video and prevent these places from falling into the hands of mass tourism.

I mean that tourism could evolve and change the idea of built-up developing conception from the 70's. It is time to drive the tourists to the coastal towns, with an enormous cultural heritage to show, and not to concentrate them in the coastline. It is necessary to diversify the options, offering the tourists the chance to spend their spare time in nature activities such as paths and bird-watching routes, and also extend this offer all over the year, not only in summer.

The "sun and beach" tourism make the local population economically dependant on the vacationers, but it also makes them to hate the tourists. The inhabitants feel that every summer the tourists "usurp and occupy their beaches" and they come back to their homes without remembering the real values of their heritage.

Activities like "The Salt Fair" in Cadis Bay during the last October and visits to Doñana and Odiel marshes during spring, coordinated by the hotels of Mazagon (Huelva), are good initiatives to achieve a sustainable tourism. And they also give happiness.

In FITUR 2010, apart from the thematic stands, the central theme was gastronomy and technological innovation, and not only the beach like last years. This is also a positive aspect from the Regional Ministry of Tourism that intends to reinforce the leadership of Andalusia in the national market.

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25th Januray, 2010