

TOURAGE INTERREG IVC PROJECT

Regional Analysis on Tourism

PROVINCE OF GRANADA

Name of the region:	Province of Granada	Name in original language:	Provincia de Granada
Level (NUTS 2/NUTS3):	NUTS 2		

1. REGIONAL TOURISM STRATEGIES	Name of the strategy/action plan etc.:	Short description of the strategy, and time frame:	Link to English version (or original):
1.1 Document 1	<p>Sustainable Tourism Initiative Altiplanicies Granadinas “Troglodyte Landscapes”</p> <p>2009 – DEVELOPING</p>	It is a new wave of support that aims to strengthen this unique destination and position in emerging national and international markets by setting attractive tourism products that put value in unique resources, such as who owns this particular territory.	http://www.juntadeandalucia.es/turismocomercioydeporte/turismoycomercio/opencms/organigrama/consejero/viceconsejeria/direccion-general-planificacion-ordenacion-turistica/planes/plan-individual.jsp?plan=846
1.2 Document 2	<p>Sustainable Tourism Initiative of the Tropical Coast</p> <p>2010 – DEVELOPING</p>	Aims to boost the tourism product in the Costa Tropical, both target as at level of tourist services.	http://www.juntadeandalucia.es/turismocomercioydeporte/turismoycomercio/opencms/organigrama/consejero/viceconsejeria/direccion-general-planificacion-ordenacion-turistica/planes/plan-individual.jsp?plan=883
1.3 Document 3	<p>Sustainable Tourism Initiative of the Springs</p>	It is proposed the creation of a new thermal tourism product, which will offer improved hotel resort and spa	http://www.juntadeandalucia.es/turismocomercioydeporte/turismoycomercio/opencms/organigrama/consejero/viceconsejeria/direccion-general-planificacion-ordenacion-turistica/planes/plan-individual.jsp?plan=883

	Villas of Andalusia 2009 – DEVELOPING	towns of Andalusia. This initiative will also include the recovery of the spa tradition in populations that have been their spas closed for decades.	ncms/organigrama/consejero/viceconsejera/direccion-general-planificacion-ordenacion-turistica/planes/plan-individual.jsp?plan=808
1.4 Document 4	Sustainable Tourism Initiative in the Western of Granada 2007 – DEVELOPING	The Western Granada tourist offer consists of activities related to nature and rural segment, which encompasses a series of activities related to sports and environmental awareness.	http://www.juntadeandalucia.es/turismocomercioydeporte/turismoycomercio/operaciones/ncms/organigrama/consejero/viceconsejera/direccion-general-planificacion-ordenacion-turistica/planes/plan-individual.jsp?plan=730
1.5 Document 5	Sustainable Tourism Initiative Baza County 2007 – DEVELOPING	The Sustainable Tourism Initiative Baza County has a unique tourism offer, the accommodation of the cave houses. On this basis, they will try to give value to other elements likely to use tourism exploitation as its rich archaeological, paleontological and historical heritage.	http://www.juntadeandalucia.es/turismocomercioydeporte/turismoycomercio/operaciones/ncms/organigrama/consejero/viceconsejera/direccion-general-planificacion-ordenacion-turistica/planes/plan-individual.jsp?plan=725
1.6 Document 6	Strategic plan to create innovative clusters of the tourist industry in the Province of Granada 2009-2012	Set the strategic framework of cooperation by all tourist agents to ensure competitiveness and sustainability of enterprises and therefore the province of Granada as a tourist destination of Quality and Innovative, resulting social and economic development that produces.	http://iturgranada.org/files/aeiplanestrategico.pdf
1.7 Document 7	Global plan for tourist development in the Province of Granada 2011-2015	Improve the overall management of the destination with the aim of consolidating the province's position in those markets and products with a higher degree of development and the position of the destination in those emerging nature, with the ultimate aim of optimizing the flow and revenue generated by tourist activity.	http://www.turgranada.es/pdf/Plan_Global2011.pdf

1.8 Document 8	Plan of Provincial intervention of Granada 2012-2015	Promote tourism and improve tourist services in rural areas of Andalusia, contributing to increased employment opportunities in rural areas. Preserve, disseminate and properly value the cultural heritage in rural areas of Andalusia, contributing to increased employment opportunities in rural areas.	http://www.ponientegrnadino.org/pdf/Plan_Intervencion_Provincial_Granada_definitivo.pdf
1.9 Document 9	Report on current situation of tourism in the province of Granada: Quality Accommodation Sector	The overall objective INCATUR Project, developed by the Chamber of Commerce, Industry and Navigation of Granada, is the definition of enhancing the awareness of quality tourism in the Tourist Accommodation industry in the province of Granada.	http://www.andaluciadestinocalidad.es/html/portal/com/bin/contenidos/documentos/InformeSituacionCalidadAlojamientoGranada/1196086314290_informe.pdf
1.10 Document 10	Research about active tourism and sports in Granada	This study is about active tourism and sports in Granada.	http://www.turgranada.es/pdf/espanyol/Informe%20Turismo%20Activo.pdf
2. GENERAL REGIONAL STATISTICS	2000	2005	2010
2.1 GDP	10300000	14025000	15830000
2.2 Population	809004	841647	918072
2.3 Surface area	12635	12635	12635
2.4 Population density	64,02	66,61	72,66

3. TOURISM STATISTICS OF THE REGION	2000	2005	2010
3.1 Number of tourists who stay at least 1 night in a collective or private accommodation.	3.471.945	4.600.072	4.549.843
3.2 Number of hotels and similar establishments	411	1.380	1.507
3.3 Number of other collective accommodation establishments	81	19	20
3.4 Number of bed-places in hotels and similar establishments	23,003	28.458	33.095
3.5 Number of bed-places in collective tourist accommodation establishments	10,431	6.605	7.261
3.6 Nights spent in hotels and similar establishments	n.a.	4.600.073	4.562.900
3.7 Nights spent in	n.a.	386.645	339.448

collective tourist accommodation establishments			
3.8 Number of tourism enterprises			
3.9 Share of tourism enterprises of total enterprises	n.a.	108	192
3.10 Number of employees of tourism sector	n.a.	29.587	20.143
3.11 Share of tourism sector employees of total employees	n.a.	12,10%	10,10%
3.12 International border crossings (persons)			
3.13 Number of air passengers	509.442	875.827	978.107
3.14 Tax free sales	n.a.	n.a.	n.a.

4. TOP 5 TOURISM ATTRACTIONS OF THE REGION (by number of visitors)	Name:	Short description:	Number of visitors per year:	Web link (if possible to English version):
4.1 Attraction 1	Alhambra	The Alhambra is a rich complex of palace and fortress that housed the king and the court of the Nasrid Kingdom of Granada.	2.170.250 (2010)	http://www.alhambradegrana da.org/
4.2 Attraction 2	Cathedral	The Cathedral of Granada was built by Renaissance architect Diego Siloe. Divided into five naves with side chapels. Highlights the main entrance by Alonso Cano in the early seventeenth century.	455.043 (2010)	http://www.catedraldegranada.com/
4.3 Attraction 3	Capilla Real	Commissioned by the Catholic Monarchs in the early sixteenth century in Gothic style. The location was elected as a burial place by placing the tombs of Isabella of Castile and Ferdinand of Aragon in the transept. The temple has a museum which hosts paintings, sculptures and textiles.	364.555 (2010)	http://www.capillarealgranada.com/
4.4 Attraction 4	Museum of Fine Arts	The Museum of Fine Arts is located in the Palace of Carlos V inside the monumental complex of the Alhambra. It has its origins in the mid-nineteenth century and contains works from the fifteenth to the twentieth century, highlighting works of Alonso Cano and Pedro Machuca.	280.607 (2010)	http://www.juntadeandalucia.es/cultura/museos/MBAGR/
4.5 Attraction 5	Archaeological Museum of the Alhambra	The Castril House is home to the Archaeological Museum, which was built in the first half of the sixteenth century in Renaissance style. Palatial house structured around a central courtyard, where we can emphasize the facade.	188.407 (2010)	http://www.museosdeandalucia.es/cultura/museos/MAEGR/index.jsp?redirect=S2_1.jsp

5. TOP 5 COUNTRY OF ORIGIN OF INTERNATIONAL TOURISTS	Name of the country:	Number of tourists (2010):	Average stay of tourists (2010):
5.1 Country 1	France	104.841	3 days
5.2 Country 2	United States	97.916	3 days
5.3 Country 3	Germany	74.916	3 days
5.4 Country 4	Italy	73.689	3 days
5.5 Country 5	United Kingdom	67.868	3 days
6. MAIN TOURISTIC ACTORS OF THE REGION	Name of the organisation:	Role of the organisation:	Web link (if possible to English version):
6.1 Organisation 1	Patronato Provincial de Turismo de Granada	Entity that brings together all the relevant tourist information for visitors to the province of Granada. On the website there is a complete guide on accommodation, sightseeing and hiking, flamenco Granada, Health tourism, Conference tourism, Language tourism, LGBT Tourism and Easter.	http://www.turgranada.es/
6.2 Organisation 2	GDR (Rural Development Group)	They are associates of the Ministry of Agriculture and Fisheries of Junta de Andalucía managing EU funds and regional government funds, with the aim of promoting economic diversification and job creation, wealth and quality of life in rural Andalusians villages.	http://www.juntadeandalucia.es/agricultu-raypesca/portal/areas-tematicas/desarrollo-rural-sostenible/marco-andaluz/lidera/agentes-intervinientes/grupo-de-desarrollo-rural/index.html

7. EXTERNAL BORDER CROSSING POINTS OF THE REGION	Name of the border crossing point:	Type of border crossing point (international, bilateral):	Opening hours of the border crossing point:	Web link (if possible to English version):
7.1 Airport	Federico García Lorca Airport, Granada-Jaén	International		http://www.aena-aeropuertos.es/csee/Satellite/Aeropuerto-Federico-Garcia-Lorca-Granada-Jaen/es/