

Flow of tourists from the Western area to the Eastern area of Sierras de Tejeda, Almijara and Alhama Natural Park

Contact name

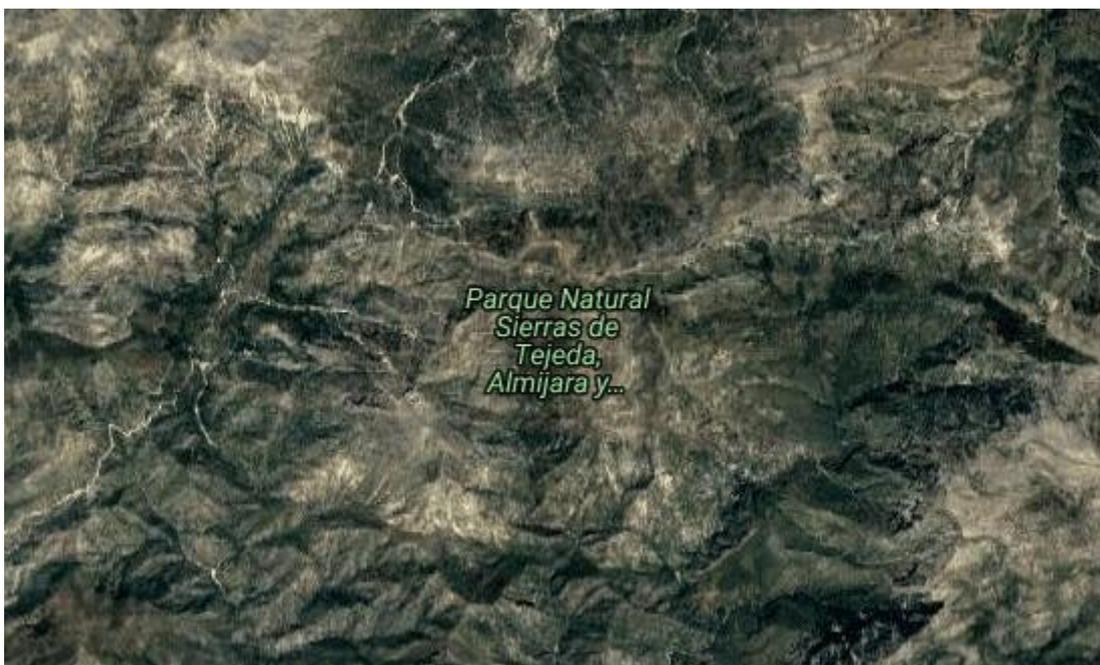
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Summary

It has been detected that tourists accumulate in the Western area of the park (Malaga province) and they don't tend to reach the Eastern part (Granada province). In order to avoid the accumulation of tourists in only one zone of the park, transport communication between both areas has been facilitated.



Background of the project

The tourists stayed and moved only in the area of the park that corresponds to Malaga. This is due to good transport communication within the province, so that tourists could enjoy beach tourism (Costa del Sol) and nature tourism. The area that corresponds to Granada did not receive any tourist arrived from Malaga due to the bad communication (public transport) between both provinces.

The tourism in Malaga was saturated while in Granada there was an offer that was not demanded. This is why it was necessary to move the flow of tourists towards Granada to avoid the saturation of the Malaga part.

Solution and actions taken

Give the facility to tourists arriving at the Western part of the park to move to the Eastern part.

The business companies of the area offer the service of picking tourists from the airport and take them to their lodging. Once there, they are offered the possibility of guided tours around the area of Granada.

Other institutions or parties involved

Results

The tourist flow begins to be distributed towards the area of Granada.

Challenges

The tourists' lack of knowledge of Granada.

Lessons learned

- Need to visualize the not-so well-known part of the park.
- Facilitate transport communication between both provinces.
- Create attractive offers so that tourists are motivated to move to Granada.

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Website(s)

<http://www.juntadeandalucia.es/medioambiente/servtc5/ventana/mostrarFicha.do?idEspacio=7321&lg=EN>

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