

Seville, Example of Promotion and Actuation in the Spanish Urban Tourism

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The tourist activity in Seville constitutes right now, one of the fundamental pillars of the economic, social and cultural progress of the city. Its importance lies in, not only in the fruitful monumental and artistic heritage it owes, but also in the rest of the ingredients that formed the tourist product (infrastructures, accommodation, catering, shop, recreation areas)

Its diversified offer toward others interest subject (business, shopping, gastronomy, golf), next to its excellent position in the world tourist system, its tourist image and its international protection, allow to the Andalusian capital to turn into one of the biggest tourist metropolis in the South of Europe.

It is expected to analyze the actuations that different administrations have carried out to improve the position of the Sevillian tourism concerning adequacy of the tourist product, promotion, planning, marketing, quality and sustainability, among others aspects; emphasizing the transport infrastructures that have so much dynamized the Sevillian tourism.

Keywords: Urban and sustainable tourism, strategic planning, promotion mechanisms, transport infrastructures, Seville (Spain).

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