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Spain's Tourism Industry: an Example to Follow

Nowadays the Kingdom of Spain is one of the top tourism destinations: in 2014 it was third in terms of international tourist arrivals and second in tourism earnings worldwide [4].

In 2015 Spain was at the head of the Travel & Tourism Competitiveness Index owing to its cultural resources, infrastructure and adaptation to digital consumption habits (ability to support online searches for entertainment) [1].

Spain is third in number of the UNESCO World Heritage sites [5] and second in Europe from the standpoint of extension of natural spaces. Spain also has the majority of Blue Flag beaches in the Northern hemisphere and is the third country globally in number of hotel rooms [3].

Some considered measures taken by the government (building restriction, providing grants for organisations, soft loans for refurbishments, training in the tourist sector, implementing an investment programme to modernise public service facilities and infrastructure and to protect the environment [6]) resulted in increasing the number of international tourist arrivals to Spain by a factor of more than twenty: from 3 million in 1950 to 65 million in 2014 [2].

The Spanish experience can be an example for many developing tourism destinations to follow.

Литература

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