

Desarrollo de Una Casa Rural Para Familias



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(Adeline O'Kon)

DESARROLLO DE UNA CASA RURAL PARA FAMILIAS

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Grin Verlag. Paperback. Condition: New. 64 pages. Dimensions: 11.5in. x 8.1in. x 0.3in. Tesis del ao 2009 en el tema Turismo, Nota: Sehr gut, Universidad CEU San Pablo Madrid, Idioma: Espaol, Resumen: El turismo para familias cada vez est cobrando ms importancia en Espaa y de manera muy especial en el entorno rural. Es una forma de turismo en el cual el alojamiento, la oferta gastronmica, las actividades de ocio y los precios estn especialmente adaptados para satisfacer las necesidades y comodidad de las familias con nios. El turismo familiar puede generar una gran riqueza y contribuir a un importante desarrollo social en zonas muy concretas. Dada la escasa oferta de alojamientos rurales adaptados para familias, existe un gran potencial de crecimiento en este subsector del turismo rural. El presente trabajo analiza las caractersticas del turismo rural en Galicia y con especial hincapi la oferta adaptada para familias. Se desarrolla el plan de comercializacin para un alojamiento de turismo rural especializados en familias con nios en la ciudad de Viveiro. Una vez realizado el anlisis de mercado y competencia, se exponen las herramientas del marketing-mix, como las estrategias de precios, los canales de distribucin a utilizar y los instrumentos de promocin, como Internet, para un destino turstico rural dirigido a una clientela familiar. Palabras clave: turismo rural, familias, Galicia, marketing-mix, Internet. The tourism for families is increasing its importance in Spain and especially at rural areas. It is a kind of tourism where the accommodation, gastronomic offer, leisure activities and prices are customized for families with children. The family tourism can generate wealth and contribute to an important social development in concrete areas. Due to the low offer of adapted rural accommodations for families, there exists a huge potential in this subsector of rural tourism. This current work analyses the characteristics of...

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