

WORKING DAY GASTRONOMIC TOURISM IN THE COMMUNITY OF MADRID

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Gastronomy is one of the best ways to discover a country, region or city. The number of typical dishes in Madrid may be somewhere between 35 as stated by Dionisio Pérez to around 200 as given by Martínez Llopis and Simone Ortega. This difference can be attributed to the great variety of dishes in Spanish cooking which have been absorbed by Madrid since it was made the capital of Spain by King Philip II. The migrants brought with them their culinary traditions adding to the typical cocido *madrileño*. At that time it was the dish of monarchs, the nobility and the clergy, extending to the middle classes of the 19th Century and the working classes of the twentieth century. The social differences in eating habits in Madrid were accentuated until the second half of the twentieth century and were then alleviated by the industrialisation and diversification of services.

The hospitality industry in Madrid has grown noticeably in recent years. In 2011 the number of bars was 40,000, with 2,700 cafes and around 10,000 restaurants offering enough variety to satisfy the culinary tastes of hundreds of thousands of customers.

From the most traditional to the most avant-garde, Madrid's varied gastronomic choice is one of the most attractive tourist resources. This diversity of establishments offering gastronomy from all regions of Spain and all countries makes Madrid the ideal destination. We can find a balance between the traditional and the modern which satisfies the demand from residents and tourists who benefit from the wide variety of products from the provinces. Madrid is Spain's primary province and second largest community (after Catalonia) in agrobusiness which allows for great diversity in its cuisine.

From 1988 there has been a great effort to pitch and publicise the region's cuisine as a tourist attraction for both the *madrileño* visiting other towns and tourists from elsewhere. These Gastronomy Conferences are of particular importance in reviving traditional cooking and/or innovative dishes with a myriad of products at competitive prices. From 2012 the Community of Madrid Tourist Board is promoting Gastronomic Tourism through 150 sessions along with trade fairs, competitions, markets, fine food fairs, courses, and workshops although the high quality and variety is already very well-known.

The conferences based on agricultural products can be found in the region of Las Vegas (vegetables in Ciempozuelos), strawberries in Aranjuez and melons in Villacañeros while

the *cocido* can be found all across the community. The Sierra de Guadarrama supports beef consumption and the south-east that of lamb whilst pork is consumed all over the province. Gastronomic wild game fairs are mainly organised in the capital as are the fish fairs, although the seafood fairs take place outside the metropolitan area. Likewise, there are special conferences of desserts (particularly chocolate), beverages (regional wines, beers and cava), tapas (in numerous towns and neighbourhoods in the capital). Food products from Madrid have been promoted in Berlin, Singapore, the United States, Lisbon and Oporto and also in numerous Spanish provinces. Similarly, Madrid has hosted culinary conferences with products from other Spanish regions which are often consumed in bars, cafes and restaurants and managed by inhabitants of the given region. In recent years food products from other countries have been promoted in diverse culinary days: 11 in countries in America, 3 in Europe, 5 in Asia and 3 in Africa with a wide variety of not so well-known products for the Spanish consumer but attractive to the region's Chinese, Dominican and Moroccan residents among others who require products which adapt to their cultural, religious and culinary traditions.