

## **FOOD MARKETS AND THEIR MARKETING AS A PRODUCT OF TOURISM EXPERIENCES. THE CASE OF MADRID**

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In a standardized and globalized world, the tourist who loves new experiences seeks something unusual, different and exclusive, that he/she will only find in that concrete destination that is visit of form Express.

Monuments, museums, the idiosyncrasies of people, and markets are examples of what these new consumers seek, since they offer authentic experiences of the local society that is visited. In this sense, markets are one of the promoted tourist resources where the local people and the tourists go hand in hand.

In accordance with the conceptual approach and review of the literature conducted in this article, it is possible to conclude that food becomes relevant in the Spanish tourist market as an element of differentiation of different parts of Spain as a tourist destination of experiences. At the same time, the increasingly demanding market which is in search for new experiences is a niche that addresses them. Markets here are one of the resources tourists can use to find these experiences.

Currently purchases each time more importance the tourism experiential or emotional. Richards (2004) affirms that cultural tourism is becoming a product of experience in which the visit is judged not only for its cultural value, but for all the features of the place. So the intangible cultural heritage is converted to a resource which is key for differentiation of destinations. And Spain, in this sense, in addition to heritage material (museums, churches, buildings emblematic...), has a great and diverse gastronomy to put in value, which shows the local lifestyle.

The current travelers consider the culinary experiences a key element when choosing their destination. That search takes them to visit supply markets where they can perceive the idiosyncrasy of the local people, their form of expressing, selling, and buying, their culinary habits, their use of leisure time, their tastes, their customs, their gastronomy, etc.

The growth in the supply of leisure and restoration data confirms that markets have undergone a transformation, becoming centres of tourism experience, thanks to their dynamism and improvement of management and the investments for in world standardized

and globalized made. The tourist who enjoys new experiences seeks something unusual, different and exclusive, that only will find in that destination concrete that is visit of form express.

As for Madrid, as in other large cities, the markets of supplies are exceptional spaces full of history and culture of a territory, emblematic buildings, with locations that are an architectural or historical resource.

In addition, markets remodel and diversify jobs. The arrival of tourists to these markets allows increase income and the remodeling of the architectural ensemble (fairly deteriorated and obsolete in some occasions), offering a better orientation to foreign visitors, open evenings or Saturdays and even Sundays and insert them as places of passage on routes in the area (Crespi, 2013). It allows, in short, to build a new tourist offer of places of experiences (Barrado, 2004) in which to experience a “extraordinary everyday” (Quagliari & Russo, 2010).

Some of the markets of Madrid have become one of the tourist attractions or essential sights of the historic centre of the city. Thus, Madrid, becomes a reference in regard to tourism markets, since the markets have become a way of approaching the local culture of the city. In this reality, it was considered appropriate to analyze the role of the markets as a cultural value in urban tourism resource. In the concrete case of Madrid, there are markets like the market of San Miguel, of San Anton, Anton Martin, San Fernando, Barceló, the barley, Vallehermoso, market of it peace, Garden of the Lucas, stall and San Ildefonso, since are which perform more activities related with experiences tourist and which have designed a space in which to not only buy, but also spend leisure time and learn about the gastronomy.

It is evident that the gastronomy shows the identity of a destination. The markets of supplies can be an attractive tourist area. Thus, in Madrid, these markets' offer becomes a tourist attraction of the city, either by the products they sell, by the atmosphere, by their offer of leisure, by their architecture, etc.

This work has allowed a classification of the markets of Madrid which are carrying out activities around the tourist experiences aimed at local, national and international market. This classification has also served to demonstrate that such actions have a response from the market, given the followers on social networks, interest in the promotion by local and national tourist agencies and the amount of information published in traditional media, but, above all, in social networks and blogs specialized in gastronomy, style of life and trends. Finally, a next step and, therefore, a line of future research, would be to study in depth the use of instruments of communication, as, currently, the product is located in its first phases of cycle of life and the greater part of the investment has been made designing the tourist resource.