

DEVELOPMENT OF THE RURAL TOURISM IN THE ENVIRONMENT OF SAN LORENZO DE EL ESCORIAL

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The objective of this project is to develop a quality rural tourism in the environment of San Lorenzo de El Escorial.

San Lorenzo de El Escorial is situated in the heart of the Mountain range of Guadarrama, at only 52 km from Madrid, and is considered to be the Eighth Wonder of The World.

It is a town that is not only considered as one of the most important tourist places of the Community of Madrid at cultural level, but in addition it has a privileged and rich natural environment with a great potential so that a high quality rural tourism is developed, environmentally friendly.

In addition, San Lorenzo de El Escorial counts with a great gastronomic prestige and numerous celebrations of an important tourist interest.

This project tries to adapt the natural resources that have San Lorenzo de El Escorial to the necessities and desires of the tourists, attracting them and motivating them to enjoy and participate actively the enchantments that it offers.

For it, this project proposes to take advantage and improve the environment creating new routes of trekking or adapting the already existing with a good signaling and information of the same ones. As well, it is required to promote the creation of rural houses and new shelters. All it with a wide proposal of activities that adjust to all the public and with the possibility of carrying out them with the help and experience of free time instructors.

In order to make these proposals, the existence of information in the offices of tourism for a good promotion of this tourist site would be advisable.

The present project wants the rural tourism not to be less important than the cultural one, taking advantage of a natural attractiveness that San Lorenzo de El Escorial has, as they haven't been sufficiently developed yet.