

## PROMOTING SPAIN IN NEW YORK THROUGH ITS GASTRONOMY

Carolina Movilla García & Antonio Martín Delso  
School of Tourism – Centro Español de Nuevas Profesiones – Madrid

This project tries to identify the options and possibilities of Spanish gastronomy in a foreign country.

The research carried out showed that we can improve the nutritional habits of the American people.

The cultural character is emphasized by making typical Spanish gastronomy available to those Americans who wish to learn about a different cuisine. Not only is it a cultural project, but also a business project because many Spanish businessmen, who have gained national recognition as cooks, have made investments in restaurants in the Big Apple.

Spain is reputed in the world for being a destination where incoming tourists report a genuine interest in enjoying the varied typical dishes. Spain is associated with high quality gastronomy and this has become an additional motivation when deciding a country to visit.

This is the reason why we believe that our gastronomy is one of our strong points in the tourism market, and we should be able to capitalize on this advantage and reinforce our promotion campaigns in other countries that want to know about us.

According to some American experts, Spanish gastronomy is nowadays regarded as the most interesting and innovative gastronomy in Europe. We owe this to a number of pioneer Spanish cooks, who opened typical Spanish cuisine restaurants in Washington. The revenue was remarkable as they became very popular among Americans.

Our project researches the possibilities of developing Spanish gastronomy in the USA, although we have focused in NY. Extensive studies have been carried out to compare American native gastronomy and Spanish gastronomy. We understand that we will not be able to eliminate junk food, but we believe that offering Americans the option to choose their nutritional habits is possible.

This is an open door for an entrepreneur to take the first steps in this path that we have researched.