

***The Gastronomic Tourism in the Iberian Peninsula:
The Case of Benidorm, Spain***

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Abstract:

The changes in the preferences of tourists make the gastronomy an important new form of tourism. However, the attraction to taste the typical food or original destinations require a tourist interested in learning and developing your palate as well as a destination interested in developing a culinary tourism. Thus, this research presents an analysis of tourist satisfaction with food in Benidorm, Spain. The study is based on quantitative and qualitative analysis derived from surveys and interviews with tourists who were on the site. Overall, we found an acceptable level of satisfaction by the tourist on food in Benidorm, only highlights the importance of incorporating menus that meet the needs of tourists with medical difficulty.

Keywords: *Turism, Spain, Benidorm, Gastronomy.*