

The 2008 Tourism Revival of Tenerife

One of the Canary Islands - Tenerife - is set to revive a once thriving tourism business. The island was once a premier holiday hot spot amongst the elite, but a lack of investment caused it to fade off the holiday destination map. Now, with local leaders pushing for new strategies, Tenerife is making a comeback as the place to be when you want the perfect holiday. Tenerife used to enjoy a thriving holiday business, but has been surpassed by Greece, Turkey and Egypt. While other countries were developing and improving their tourism aspects, Tenerife choose to take it easy. The result has been the dramatic drop in tourism. But local authorities have begun to analyze ways to kickstart the tourism business. A meeting was held in which each aspect of the island's tourism industry was put under the microscope. Over 300 representatives from the industry discussed ways to improve the stagnant industry. An eight-year plan was developed and is being implemented right now. The island plans on regaining its status as the crown jewel of the European tourist market. One of the major plans for the island is to present it as one giant theme park. New and improved tourist attractions are being developed and added to existing attractions. Old-style hotels will be completely re-vamped and renewed, with an emphasis on modern styles. The Puerto de la Cruz resort area is one of the areas most in need of renovation. The 70s style blocks will be completely rebuilt, and the tired hotels will be completely refreshed. The tourism bureau of Tenerife who promote vacations and [holidays in Tenerife](#) hope that this will bring money into the economy, spurring even more tourist attractions. Though they are changing the area quite a bit, they plan on keeping its old harbour town charm. Even with this expansion, the tourism bureau must maintain the highest standard for new construction. That is why the Moratoria act was passed, since past construction had been bloated and of poor quality. The Moratoria prevents new hotels from being built unless they are five-star quality and provide different services, such as a golf course. By keeping this standard, Tenerife plans to bring in wealthier tourists to its beaches and resorts. It also keeps development environmentally conscious, as Tenerife has one of the most beautiful environments in the world. The boost to the island's tourism also means a boost to the property value for the locals. Many businesses are looking to increased tourism as a way to jump start poor business and keep their economic standing. With the cost of living rising worldwide, many of the locals need this extra money to survive. A light rail network that will link the capital in the north to the resort areas of the south has been planned. This is waiting for budget approval, but will drastically improve the public transportation system on the small island. Even without the added tourist attractions, Tenerife remains one of the most beautiful holiday destinations in the world. The weather is near perfect on the southern half of the island, and the northern half offers lush greenery and beautiful vistas. The cities are always full of life, and the glorious view of Mount Tiede, Spain's highest point, is breathtaking.

About the Author

News and information for Tenerife is at youtenerife.net As well as traditional holiday information the Tenerife guide includes a [map of Tenerife](#) along with airlines who offer [cheap flights to Tenerife](#) from European airports.

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