
THE SOCIAL AND ECONOMIC IMPACT OF BULLFIGHTING IN THE TOURISM SECTOR.

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INTRODUCTION

"The art of dealing with bulls" thus defines the Royal Spanish Academy bullfighting, but it is not only that, but a phenomenon capable of attracting and generating wealth to the Spanish economy.

In this work, we study the social and economic impact on bullfighting fairs. Bullfighting fairs generate a great economic impact in our country, which benefits many sectors such as the hospitality sector, transportation, media, similar businesses and especially the tourist.

The reasons why they justify the choice of the bullfighting theme for the realization of my final work are, first for the privilege of writing about bullfighting as an amateur, and secondly to show how the bullfighting sector is a reliable way of business for tourism.

The objectives of this final dissertation project work are:

- To inform about the political, social and cultural dimension of bulls in Spain.
- To assess the social and economic impact of Bullfighting in the Spanish territory and in the tourism sector through the number of spectators, and GDP.
- To introduce a new way of business in the rural tourism: the bullfighting tourism in the cattle ranches.

As it is a sensitive subject in which there is not enough information, the methodology used has been elaborated through interviews with professionals from both the bullfighting sector, as well as the hotel sector, as well as restoration. It has also been elaborated taking into account news, reports, and studies that can be found in the bibliography.

The work is divided in three chapters or main parts and a quarter that would be the conclusion.

The first chapter would be a theoretical summary of bullfighting for those people who do not understand the subject, can understand the concepts of work.

The second chapter analyses the economic impact of the uromaquia. Indicators such as GDP are used, the number of celebrations made and the economic impact.

The third chapter would be to offer and explain the new way of business of the cattle ranches: the bullfighting tourism.

The work will conclude with a chapter where the conclusions of the work are drawn.

The aim of this work is to show that bullfighting tourism and bullfighting are important in the Spanish economy as academic studies and tested can prove, always from a respectful perspective both for to supporters and detractors, contributing to the approach of the bullfighting subject to the university and to the society.

1. THEORETICAL SUMMARY OF BULLFIGHTING.

1.1. ORIGIN AND HISTORY OF BULLFIGHTING

Bullfighting goes back to prehistory, as our ancestors were engaged in hunting the *Uro*¹. This hunting was a confrontation between man and animal where the intelligence and smart abilities were more important than the force. Also, cave paintings are a sample of the fight to life or death between the bull or bison against the human being.

This wild bull hunt is going back to ancient Rome, where in the amphitheatres and circuses were called *Venations*². The Venations consisted of a battle between the condemned, who threw themselves at the bull to execute it. These spectacles were presided by the emperor or corresponding magistrates who marked the beginning of the spectacle, with a handkerchief (precedent for the handkerchiefs nowadays of the presidents of bullring).

But it is not until the 13th century when bullfighting begins to resemble the current, the first bullfights appear. The nobles and Knights "Alanceaban" or "Rejoneaban" on horseback as a sport, the pages of them, who stood at the food of the horse, helped them in their tasks.

There were men who were engaged in "dealing" bulls, but in show plan to amuse in exchange for money to the public and according to their success they received or not their remuneration. At first, these men were from the north of Spain, above all "Navarros" or Aragon, since, in the south, it was more typical horse bullfighting, which was the tool used to guide the cattle. At the beginning of the eighteenth century, the decline of bullfighting on horseback in Andalusia starts, and consequently the squares of all Spain, is filled with Andalusian bullfighters (bullfighters on foot). This leads to the to the creation of the well-known "Slaughterhouse Sevillian" and the school of Ronda, a kind of bullfighting school, which began to train renowned bullfighters, these bullfighters had humble origins. It is here when you can preach the first bullfighters with fame as Francisco Romero, Pedro Romero (his grandson) or Pepe---Hillo, this last was an idol of the lower society of the

¹ **The Uro Eurasian**, Bovine mammal belonging to the genus *Bos*. It appeared about 2 million years old. It is a large bovine, from Asia, which spread across Europe and North Africa. It is the origin of the different

² **Venations** it is the name given to the spectacles that were held in the circus, in which animals (like the bull) were savages.

population but also the higher classes, and the author of the great book "*Bullfighting or the art of bullfighting*" in which he explains the luck³ that they practiced.

In the nineteenth century we begin to include in the "lidia" several innovations that we know today, as the division of the "lidia" in three thirds (third of rods, third of "banderillas" and third of crutch or death) and the number of antlers to deal, as well as the weight of the bulls, and the dimensions of the "Puyas" and "Banderillas". Also, Francisco Montes Paquio (1805---1851) a great figure of the time, with his work "bullfighting" aims to change and clarify the roles of the participants in the Lidia, as well as their attribution of much luck that he created.

The Golden Age of Bullfighting (1912---1920), one of the main stages of bullfighting, rather, the birth of modern bullfighting. Its protagonists Joselito "the Rooster" or "Gallito" which laid the foundations of the modern bullfighting and Juan Belmonte who quoted the bull from a shorter distance.

In the 40s, bullfighting is in its greatest splendour thanks to the figure of Manuel Rodríguez, better known as "Manolete" that perfects the style of his companions and creates a revolution with his form of bullfighting in front and his hand with the crutch. He became a great influence for subsequent bullfighters and nowadays, some contemporary bullfighters still try to copy his style.

In the fifties stand out: Pepe Luis Vázquez, Miguel Báez Litri, Antonio Ordoñez and Antoñete, among many others. But in the Sixties and Seventies, bullfighting becomes a social and mass phenomenon with "Cordoba", together with Viti, Curro Romero, Palomo Linares, Paco Ojeda, Paquirri and Ortega Cano, among others. The later decades until today, there have been many figures of bullfighting that with his personal style have modified the structure of lidia and Luck.

1.2. THE BULLRING

Bullrings according to bullfighting regulations can be classified as: permanent bullrings; Non---permanent and portable bullrings and other enclosures.

³ **Luck:** The fortunes of bullfighting are called to each of the lances or passes that are made in the bullfight with the Cape, crutch or banderillas.

The permanent bullrings are "those buildings or precincts specified or preferably constructed for the celebration of bullfighting shows" according to the regulations. They must have a diameter ring between 45 and 60 meters, and have stalls, corrals, horse yard and drag yard.

These squares are in turn classified in three different categories regarding their tradition and the number and the type of bullfighting shows that have been celebrated there. The first category is those squares of capital of province or cities, of which 10, at least, will be bullfights.

The non---permanent bullrings are the buildings or precincts that do not have as main purpose the holding of bullfighting spectacles and that are authorised singularly or temporarily for them.

Portable bullrings are built with detachable elements and step ladders made of Metal or wood with the proper strength for the celebration of bullfighting shows.

1.3. "LA LIDIA O CORRIDA DE TOROS"

"Lidia Del Toro" begins long before leaving for the plaza, in the recognition, draw and section of the bulls. The current regulation has three medical examinations: the first, two days before the bullfight; the second, two hours before the section and finally, the third after death where they need the weight and age of the bull.

The draw is made moments before the section, on the same morning of the bullfight. The participants in the draw are: the president of the bullfight; a delegate of each matador, who is usually a member of his gang; another of the company and another of the rancher. Once they are all, the lots are made, the grouping of the bulls in two in two or three in three, depending on whether it is a bullfight (3 matadors) or a hand---to---hand (2 matadors), it attempts to compensate the conditions of the bull, girth, antlers and construction of the bull. Once the batches have been made, one proceeds to the draw, where it is written in some pieces the numbers of the bulls of each lot and the folds are put in a hat, the folds are extracted by the delegate of each bullfighter in order of antiquity, then which each bullfighter is awarded its lot according to the extraction order.

Once the recognition and the draw are made, we proceed to the well---known section of the bulls, with the purpose of “Enchiquerar”⁴ the bulls that must go out to the “lidia”. The doors of the corrals or stalls are handled from a balcony in the “toriles” with a rope that is tied to the doorknobs. These ropes must be well handled, because if not, they can cause the bull to come out discerned or other injuries may occur.

Witnessing the recognition, drawing and the section of the bulls, previously was free for the subscribers in the places that had compost, now a reduced price has been set for the assistants that want to see it. It is a curious task of seeing, which allows the amateur or tourist to appreciate the “trapío” and conditions of the bulls before the “lidia”. A curious fact is that when the process is over the last horned mayoral release the voice of "a comer" that signals the end of the operation.

The currency is one of the gadgets used by farmers to distinguish themselves from others. It consists of tapes of one or several subject colours to a small harpoon that is nailed to the Cerviguillo⁵ of the bull moments before leaving the pigsty of the toriles to be dealt with. It is the mayoral⁶ of the livestock the manager of this operation. The badge is put from the skylights of the stalls with a long stick. It also serves as recognition of livestock, as each has a different currency colour. Once the badge is placed on the bull, it means that it is about to go into the ring.

The bullfight is composed of the following parts: The “Paseíllo”, third of rods, third of “banderillas” and third of crutch or death.

The “Paseíllo” usually starts at 5 o'clock in the afternoon or at the time that is announced the bullfight. The president teaching a white scarf on the tapestry is responsible for starting the show, with the sound of the bugles and the kettledrums.

The “Alguacilillos”⁷ are the first to tread the “albero” with their horses, and as referred to in article 71.5. Bullfighting regulations "at the exact time set to start the show, the president will order the start of this, by displaying the white handkerchief so that the bugles and kettledrums announce the beginning. Then, the “alguacilillos” will perform,

⁴ **Enchiquerar:** It consists in the act of enclosing the bulls in the pigsty, to remove the bulls, so that each one is locked in an independent “toril”, until the moment in which they make their lidia.

⁵ **Cerviguillo or cervix:** Top of the bull's neck.

⁶ **Mayoral:** Person in charge of the care of the herds of the Brava. You have your orders to the Cowboys and grooms of the field. Represents the farmer in his absence.

⁷ **Alguacilillo:** In bullfighting, executive officer under the orders of the President of the celebration.

prior to the president, the clearing of the ring, then at the front of the swords, gangs, dunes, “mulilleros” and horse---grooms, the “paseillo” will be carried out; They will deliver the key of “Toriles” to the “Torilero”⁸, withdrawing it from the ring when it is completely clear. “The “alguacilillo” are also responsible for giving trophies to the bullfighter.

The order and position of the “Paseillo” is regulated. Those previously named are followed by the bullfighters in a row of three in a row of three; the oldest is located on the left, the most modern in the centre and on the right that is between them. After these, the banderilleros of the respective gangs are placed in order of antiquity and from left to right like the bullfighters. They can be found find the choppers on their horses and finally, the “Monosabios”⁹ and “Areneros”¹⁰ and the shot or shot of mules¹¹ that closes the “Paseillo”.

Bullfighters and “Banderilleros” look their walking capes, these are usually made of silk and there are embroidered with gold thread and sequins, plus adorned with gallons and religious images for the most believing bullfighters. They usually deliver the capes at the end of the “Paseillo” to guests or authorities located in the “Capotes” area¹² to decorate the barrier in the bullfight. All bullfighters must be covered with a capote except when they are bullfighting for the first time in a square; The “Novilleros” take the alternative to be bullfighters and, only in Madrid (Plaza de toros de las Ventas), when they confirm¹³ the alternative.

Once the Paseillo is finished, the president must remove the white handkerchief again to order the exit of the first bull.

The first third or third of rods, when after the receipt passes that the matador makes to the bull, to check the nature of the onslaught and take it to the “medios”¹⁴. Once located the bull there, the president orders the exit of the mincers, which one of them will execute the luck and another cover the exit, it is placed on the opposite side. The reason for the third of “Varas” it is to improve the behaviour of the bull the rest of the bullfight,

⁸ **Torilero:** He is the person in charge of opening the gate of “Toriles”.

⁹ **Monosabio:** Considered as auxiliaries of the mincers.

¹⁰ **Areneros:** they are in charge of the maintenance of the ring, responsible during the “lidia” of the good state of this.

¹¹ **Mules Shot:** Shot of mules that drags the deceased bulls in the bullfights.

¹² **Capotes Area:** An area of the square where the bullfighters are located when they are not dealing.

¹³ **Alternative confirmation:** When the right---handed tore for the first time in the Plaza of Madrid, Mexico and Arles (France).

¹⁴ **Media:** It is the centre of the circle and has a diameter between 15 and 20 meters.

correcting the defects of the head and forcing to humiliate. It is a fundamental part, to measure the bravery of the horn.

The “Picador” cannot pass from the inner stripe, as the bull must not pass the exterior according to the bullfighting regulations. The “Puya” must be nailed to the top, lengthening to cite and collecting it from the meeting.

Once the fate of rods is completed, it is the turn of the removes, which consists of removing the bull from the horse with the Capote, and then in the media, instrumenting which capote passes better for the characteristics of the bull.

In the second third or third of “Banderillas”, the bullfighters act two by two in order of antiquity and if they wish, the “matador” may “banderillar” the bull, in this case, will be he and not the president the one that determines the number of times that enters the animal (a minimum of two) , as the banderillas should be placed by both pitons, left and right.

In the third, third of crutch or third of death, the bull is prepared for death with the crutch, and with the rapier. It is the most transcendental third of the bullfight and in which the matador must give a sample of his ability to understand the animal.

The bullfighter takes of his servant of spades, the rapier and the crutch, then he goes to the presidency to request the permission (if it is his first bull) and to offer or not the death of the animal. It is obligatory to provide the first bull to the president. The bullfighter will start the task, the set of series of linked passes that the bullfighter gives, keeping himself still while the bull passes in circular movements around his body. Once the slaughter is finished, the bullfighter prepares himself to kill the bull, the good thrust penetrates to the hilt, in the body of the bull by the union between the neck and the dorsal line, called cross, blond or needles. The position of the sword is determined in relation to the body of the bull and its distance to the perfect place, can be: front, rear, fall, in the basses or “Bajonazo”. If the sword has not been able to kill the animal, he proceeds to the “descabello”¹⁵ and finally to the “puntilla”¹⁶ executed by the “Puntillero”, which can be any member of the gang.

¹⁵ **Descabello:** Very thin rapier used by the bullfighters to finish the bull when he was wounded to death, is standing.

¹⁶ **Puntilla:** Short dagger with which the bull is topped to prevent his agony.

The notices under the rules of Bullfighting Shows states that "ten minutes have elapsed since the beginning of the last third was ordered, if the bull is not dead, the first notice will be given by the sound of the bugle, ordered by of the president; three minutes later, the second warning will be made, and two minutes later, the third and final, at which time the sword and other grapplers will retire to the barrier for the bull to be returned to the pens or "Apuntillada". If it is not possible to get the return of the beef to the pens, or to be "Apuntillada", the president may order the matador to follow the one who had acted, to kill the res, either with the rapier or directly through the hair, depending on the conditions in which it is found. "

The prizes or trophies are awarded as follows: Greetings and the return to the ring will be performed by the Sword (bullfighter). The award of an ear will be made by the president at the which will interpret the public's request; The second ear will be the sole competence of the president that will take into account the request of the public, the conditions of the animal, the good direction of the "lidia" in all its thirds, the task carried out both with the Capote and with the crutch and fundamentally, the thrust.

The front door opening of the square (big door) is only allowed when the sword has obtained the trophy of two ears, at least, during the bullfighting of its bulls, according to the regulation. There is an exception in the Royal Maestranza de Cavalry of Seville, because in this square you need to get three trophies to go shoulders by the famous door of the prince.

2. THE SOCIAL AND ECONOMIC IMPACT OF BULLFIGHTING.

The next chapter is intended to show how the bullfighting is an important activity for the Spanish State, not for its artistic component, but for its economic component.

Bullfighting has several economic activities; therefore, it is difficult to fit into a single one. The minority part corresponds to the primary sector; to which bulls, cattle ranches and field work belong, while the important part would focus on the tertiary sector (entrepreneurs, bullfighters, plaza staff and others).

Bullfighting according to law 18/2013 is collected as artistic discipline, cultural product and industrial product, which regulates the festival of bulls as cultural heritage. In this law, bullfighting appears legally as an economic activity belonging to the service sector.

The bullfighting festival is one of the main mass shows only surpassed by football in terms of number of spectators in our country. The bullfighting season ends in the month of October; it is then when the economic and statistical data that have left the bullfighting events in our country begin to be collected.

Bullfighting as an economic activity that is, is main to make a SWOT to identify the possibilities in the future.

Table 1. SWOT of the Bullfighting

WEAKNESSES	<ul style="list-style-type: none">- Lack of union and cohesion in the bullfighting industry.- Bad image, Misinformation and scarce mediatic repercussion.- Descent of the emotion in the Show.- Conservative and static sector with shortcomings when it comes to divulging the festival.- Scarce reinvestment in promotion, broadcasting and use of new technologies.- High degree of interventionism of the Administration and scarce politic implication When it comes to collaborating in the development of the party.
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<p style="text-align: center;">THREATS</p>	<ul style="list-style-type: none"> - Antitaurine pressure with the consequent loss of social support. - Use and continued questioning of the party for the purpose of political and partisan interests. - Great competition in the cultural and leisure offer. - Lack of space dedicated to the party in the media of Communication. - Scarce Investment In the sector by the by companies that are not directly involved.
<p style="text-align: center;">STRENGTHS</p>	<ul style="list-style-type: none"> - Wealth Artistic, Cultural and Historical of our Country. - Ecology, Conservation And survival of the bull Bravo and the nature in which it lives. - it is a unique spectacle as it generates emotions which are sustained in the unpredictability of the artistic creation of the human being and the bravery of the bull. - Bullfighting is a social event that is closely linked to festive and leisure activities in most of the municipalities and cities of Spain. - Important and active social mass that is largely involved and participates in the benefit of the party. - Great social recognition of the main figures of bullfighting and unconditional support of important intellectuals and personalities of different Areas of culture, society and Sport.
<p style="text-align: center;">OPPORTUNITIES</p>	<ul style="list-style-type: none"> - Innovation and development in marketing and publicity to improve the image of the sector. - Capacity to promote tourism related to the culture of the bull, its nature and fairs. - Use of the new technologies and empowerment of these as tools of promotion, broadcasting and marketing for the professionals of the sector, and of bullfighting activism among the amateurs. - To approximate the bullfighting to the society and to

	<p>reconvert the values of the festival in referents of Modernity.</p> <ul style="list-style-type: none"> - Create Methods To retain the Public and the Hobby, creating a sense of belonging. - Promote the Relationship Of the bull industry with other sectors of the Economy.
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Source: Of the cross, D. (2014): "The SWOT of the bullfighting sector".

2.1. ECONOMIC IMPACT OF BULLS OR TAURINE GDP

In the article *"How to analyse the economic impact of the Fiesta" Mayor and Romuela (2015)* try to measure the monetary consequences at the national, regional and local levels of a bullfight or a bullfighting spectacle, in order to do that they must distinguish three types of economic effects: direct, indirect and induced. The sum of these three values represents the impact of bulls on the taurine economy or GDP.

Although it is a little back in time, in the year 2012, *Juan Medina*, PhD in economics and professor of economic theory at the University of Extremadura, made an economic analysis on the well---defined bullfighting, on which, we will try to explain the economic analysis of the sector up to the year 2012, as the Economic statistics are only published until that year.

2.1.1. DIRECT EFFECT

The **Direct effect** evaluates the expense made by cultural activity. Organizers of the fair or celebration, entrepreneurs, highlighting the price paid by fans for entry, the cost of bulls, health services, salary of bullfighters and their corresponding gang, insurance and what it takes to make a bullfight, a heifer or a bull.

We are going to use the *Annual report of statistics on bullfighting issues*¹⁷ *And The economic values of bullfighting (MEDINA, 2012)*.

¹⁷ **The annual report of statistics on bullfighting issues** It is a document produced by the Ministry of Education, Culture and Sport of the year 2017 in relation to the most significant data of each season.

Popular festivities.

The popular celebrations that are so important in this community, having no information homologated, it could not be included in the annual statistical report on bullfighting issues. But at least it indicates the number of celebrations made by the Autonomous Community in the year 2012.

So, calculating the direct effect, it's simple. It is made an average cost of the celebrations according to the type and that average is multiplied by the number of celebrations made in 2013.

Table 1. Direct effect of popular festivities

Popular celebrations in 2013	Types of celebrations	Cost According to Celebration	Average Cost	Total expenditure
14,004	Heifers	€4,000	€9,000	126 million€
	Bulls	€12,000		

Source: Self--elaboration from the data of the *Annual report of statistics on bullfighting issues and the economic values of bullfighting.*

Bullfights and heifers.

The approximate average cost of an entry for a celebration is thirty-two euros with twenty cents, so it is relatively easy to calculate the direct effect.

The latest data collected in the annual statistical report on bullfighting issues regarding assistance.

Table 2. Direct effect of bullfights and heifers

Assistance in the Season 2013	Average price of the Input	Total expenditure
5.500,000	€32.2	177 million€

Source: own elaboration from the data of the article of applause.

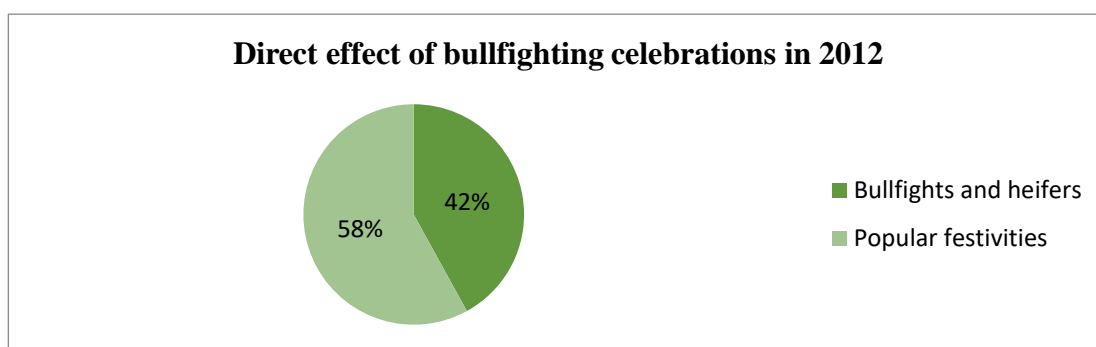
The sum of both Tables allows knowing the direct effect that bullfighting celebrations had in 2012 season.

Table 3. Total direct effect of bullfighting celebrations

Direct effect of bullfighting celebrations in 2012 In Spain.	
Bullfights and heifers 177.034,567€	Popular festivities 126.036.000€
Direct effect: 303 million€	

Source: own elaboration through the data of the annual statistical report on bullfighting issues, Page Web of applause and of the report the economic values of bullfighting (Medina, 2012)

Graphic 1.. Direct effect of bullfighting celebrations in 2012.



Source: own elaboration by means of the data of the annual report of statistics of bullfighting matters, of the Web page of applause and of the report the economic values of the bullfighting (Medina, 2012).

2.1.2. THE INDIRECT EFFECT ON BULLFIGHTING.

The indirect effect in bullfighting is difficult to account, because it implies estimating the expenditure that the public makes (Foreign spectators) When they attend a bullfighting celebration. The expenditure begins with the purchase of the entrance, (already reflected in the direct expenditure), but in addition, viewers perform expenses in transport, accommodation and catering among others.

The first thing which will allow to calculate the indirect effect, is going to be to make a distinction between the spectator's visitors (they go to the celebration and return to their house) and the local spectators.

Through the data" Encuesta de la Coyuntura Turística Hotelera y la Cuenta Satélite del Turismo en España", we can know that the average daily spent by a of a **Tourist** is of **€89.6** while the **Visitor** of a day is of **€52.8**.

To calculate the indirect effect, we need to know the percentage of tourists and visitors who attend a bullfighting event. It is estimated that a 10% are tourists and a 25% of visitors.

Table 5. *Percentage of tourists and visitors to a bullfighting festival*

Percentage of tourists from a bullfighting event	10
Percentage of visitors to a bullfighting event	25

Source: own elaboration through the data of the economic value of bullfighting, MEDINA JUAN, 2012.

Ticket sales on the 2012 were of 5.5 million, so we can calculate roughly the indirect expense.

Table 6. *Indirect effect of bullfighting celebrations on the Economy (2012).*

	Tourists	One-day visitors
Number	549.645	1.374.113
Approximate average expenditure	89,6€	52,8€
Total	49.248.210€	73.927.279€
Indirect effect	123.175.489€	

Source: own elaboration through the data of the economic value of bullfighting, MEDINA JUAN, 2012.

The total indirect effect in Spain amounts to a total of €123,207,279.

2.1.3. INDUCED EFFECTS

The economic impact of bullfighting celebrations cannot be limited to the number of tickets sold, and to the consumption of spectators (direct and indirect expenses. Therefore, the induced effects measure the impact of the celebration in the global economy, acting as a multiplier effect.

To measure this multiplier effect, the Input---Output (TIO) tables are used, which are part of the national accounting made by the National Institute of Statistics (INE). We will also use the inverse matrix of Leontief¹⁸, whose technical coefficients are added to obtain the multipliers of the desired sector.

Direct induced: You must choose the Branch 65 "Recreational, cultural and sporting activities" where they Located Bullfighting. The production multiplication is 1.87.

Indirect induced: The branches must be chosen (44---accommodation, 45---restoration, and 46---transport by rail and 47---terrestrial transport of the CNE) with its respective multipliers: 1, 83; 2.06; 2.21 and 2.37.

Table 7. The total induced effect provoked by bullfighting celebrations (2012)

	Expenses
Direct induced	€154,020,073
Indirect induced:	€135,818,703
-Accommodation	-€16,332,157
-Restoration	-€64,642,123
-Transport	-€54,844,423
induced effects	289,838,776

Source: own elaboration through the data of the economic value of bullfighting, MEDINA, 2012.

¹⁸ **The inverse matrix of Leontief** It is a part of the system of accounts, of which the transactions by product are privileged. The system of national accounts and the Matrix were developed on independent roads; The matrix had its origin in the notion of national income in the production in equilibrium, and the system of accounts was born with the idea of determining the relations between goods of the industrial sector and its environment.

2.1.4. TOTAL ECONOMIC IMPACT

To calculate the total economic impact, it is only necessary to add the three effects: direct, indirect and induced.

<p>Direct effects</p> <p><i>Income in The box office</i></p> <p>€177,034,567</p>	<p>Indirect effects</p> <p><i>Accommodation, catering and transportation</i></p> <p>123.€175,489</p>
<p>Direct induced effects</p> <p><i>Input-Output Multiplier Spain.</i> <i>"Rama 65. Activities Recreational, Cultural and Sports"</i></p> <p>€154,020,073</p>	<p>Indirect induced effects</p> <p><i>Input-Output multipliers Spain.</i> <i>"Branches of activity 44, 45, 46 and 47"</i></p> <p>€135,818,703</p>
<p><u>TOTAL Economic impact</u></p> <p><u>€590,048,833</u></p>	

Source: own elaboration through the data of the economic value of bullfighting, MEDINA, 2012.

This is the total economic impact of the Spanish bullfighting season of the year 2012, which are the last official data available.

2.1.5. ECONOMIC IMPACT OF THE FAIR OF CASTELLÓN AND "BOUS AL CARRER".

As we have said before, there are no official data from the year 2012, there are, articles of the economic impact of some fairs in Years later, for example, the fair of the Magdalena 2017 and of the traditional "Bous Carrer", which we will comment on later.

In the province of Castellón there are two clear economic benefits from the bullfighting culture: the benefits obtained by the bullfighting fair held in the Fiestas de la Magdalena, and the "Bous al Carrer" or popular festivities.

Feria de la Magdalena 2017

In the Article ("The Bulls generate in Castellón an impact of 5.6 million euros", Periódico Mediterráneo, 2017) it is explained how bullfighting generates a source of wealth in Castellón, since in 2017 63,000 spectators, 45,000 to bullfights and 18,000 to the popular celebrations, came to Castellón to enjoy those bullfighting shows, according to the economic journalist Diego de la Cruz. The 45,000 people who attended the bullfights generated 5.6 million euros, as each spectator generates an average of 124 euros, according to ANOET (National Association of Organizers of Shows Bullfighting).

According to statements made by Lola Guillamón, President of the Chamber of Commerce and Owner the Hotel Doña Lola recognizes that "The bulls leave a very important economic income in the city. Many of the people who visit Castellón those days do it to witness the fair and most of them do not mind spending money on eating well and staying in the best hotels. The director of NH Mindoro Hotel, Elena Moratal also comments: "We are the bullfighting hotel par excellence, with a very loyal audience. Almost 70% of our occupation is amateurs who come to enjoy the fair. In addition, many people come here to see the bullfighters go out, listen to the gatherings or simply live the bullfighting environment " Finally, the director of Hotel Intur, José M. ^a Navarro states: "is an important claim. And the better the signs are, the more the influx rises. "

The restoration sector also benefits from the arrival of the bullfighting public, José Navarro, owner of Inn Navarro, with 4 restaurants square says. "When there are bulls we fill the premises and it is noticeable because the telephone reserves multiply. We benefit from the bullfighting fair, ' he says.

"Bous al Carrer"

The "Bous to Carrer" or popular celebrations have a great attraction in the Valencian Community with a total number of 9,715 celebrations in the year 2017, But above all, in the province of Castellón, which celebrates 5,371, more than the half of them.

In the article ("The Bulls in the Vall d'Uixó, a great economic engine", Jorge Casals, the provinces, 2016) affirms as the municipality of the Vall d'Uixó in Castellón is the municipality of Spain that more bulls acquire for the celebration of popular celebrations. The municipality is known as "the capital of the Bull" for the fans of this type of festivities.

In 2015, in this municipality 102 Antlers were purchased, thus generating an important source of income, ensuring that the economic impact of bullfighting celebrations amounts to €2,265,948.96, an amount from the sum of the total economic effects of the celebrations of the neighbourhoods (€1,083,522.90) and the economic effects of the festivities of Penyes In Festes"(€1,182,426.06), which are the most important festivities of the municipality. These festivities are organized by the 53 village Peñas. of every euro that is brought to the party, the impact generated is multiplied by three, so says Jesus Ibañez in his study "the economic impact of bullfighting celebrations in the Vall d'Uixó" Presented at the XVI Congress of bullfighting.

2.2. EVOLUTION OF THE NUMBER OF CELEBRATIONS

In this section, we examine the evolution of the number of festivities per season in the last decade. Also, we will classify them according to the type of celebration and we'll try to analyse with official data the variations and the consequences of them. For the realization of this section the report of ANOET¹⁹ has been essential and the annual report of statistics on bullfighting issues prepared by the Ministry of Education, Culture and sports.

2.2.1. EVOLUTION OF THE CELEBRATIONS ACCORDING TO THEIR CATEGORY.

To be able to analyse the charts we'll study the evolution of some Bullfighting events classified by category: bullfighting, "Rejoneo" with Bulls, "Rejoneo" with steers, heifers with and without mincers, mixed celebrations, heifers, comic bullfighting, and popular festivities.

2.2.1.1. Bullfighting

The **Bullfighting** with the help of the table and the chart, where we can see a progressive descent.

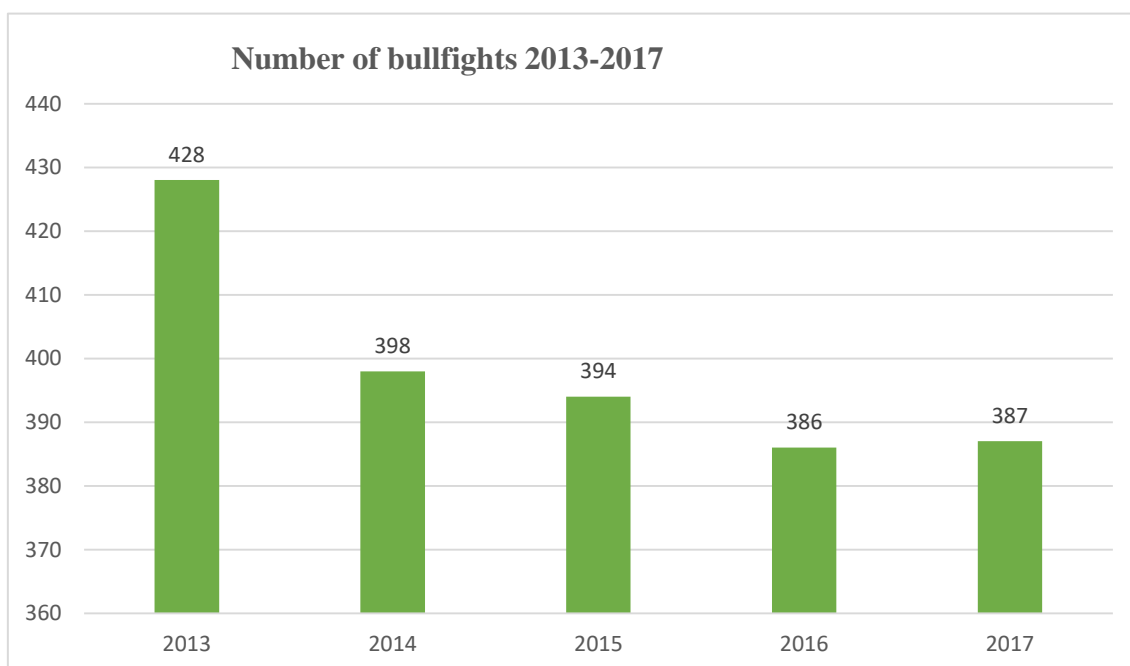
Table 4. Evolution of the number of bullfights 2007-2017.

	Absolute values				
	2017	2016	2015	2014	2013
Bullfighting	387	386	394	398	428

Source: self--elaboration based on the data of the statistics report on bullfighting issues.

¹⁹ **ANOET** It is the National Association of Organizers of bullfighting shows, which includes the main bullfighting businessmen of Spain.

Graphic 2. Evolution of the number of bullfights 2013---2017.



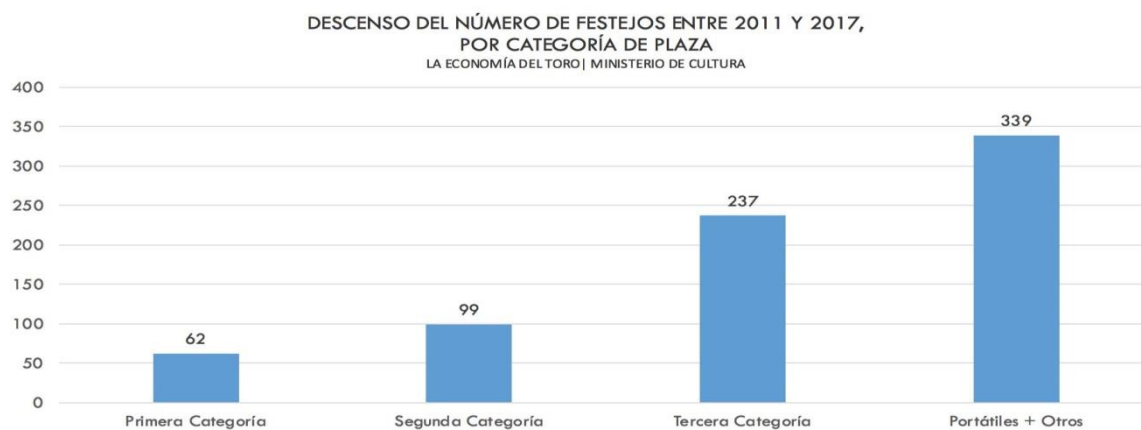
Source: self--elaboration based on the data of the statistics report on bullfighting issues.

As we can see in the year 2013, is when the sector begins to stabilize because of the serious Spanish economic crisis, there is only a variation of 9.58% between the year 2013 and 2017.

Diego de la Cruz (2018), owner of the blog "Economy Del Toro", announces that 78% of the fall of bullfighting between 2011 and 2017, is due to the suppression of Shows in "Cosos" (squares) third category, portable and fourth category.

In the following graph, we can see how only 8% is due to the squares of first, 14% of the second squares while the third descend in 32% the number of shows and the portable or fourth category fall by 46%.

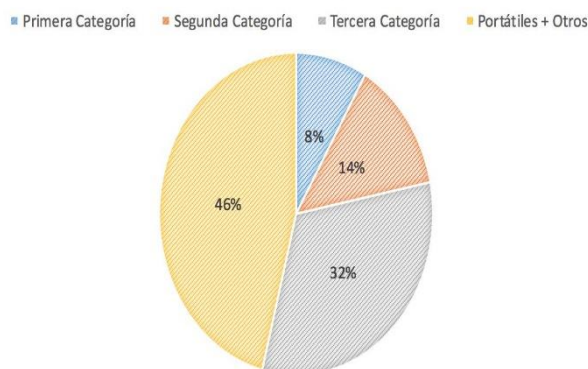
Graphic 3. Decrease in the number of celebrations by category of plaza. 2011---2017.



Source: Blog "Economy Del Toro "(De la Cruz Diego, 2018)

Graphic 4. Fall of bullfighting celebrations greater 2011---2017.

CAÍDA DE FESTEJOS TAURINOS MAYORES ENTRE 2011-2017, POR TIPO DE PLAZA
LA ECONOMÍA DEL TORO | MIN. CULTURA



Source: Blog "Economy Del Toro "(De la Cruz Diego, 2018)

2.2.1.2. REJONES RUNS

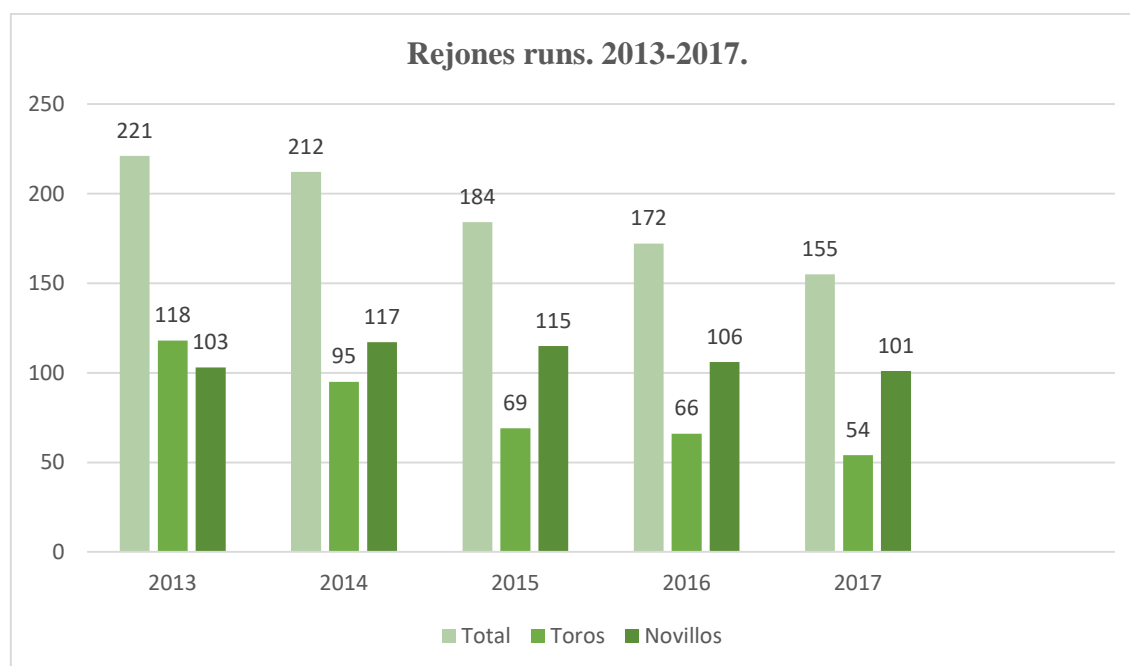
In the following chart and table, we see how there a progressive decline in this type of spectacles has been. Next, we will detail:

Table 10. Evolution of the number of rejones runs.

	Absolute values				
	2017	2016	2015	2014	2013
Rejones runs Total	155	172	184	212	221
Corrida de Rejones (Bulls)	54	66	69	95	118
Corrida de Rejones (steers)	101	106	115	117	103

Source: self--elaboration based on the data of the statistics report on bullfighting issues.

Graphic 5. Evolution of the number of rejones runs. 2013---2017.



Source: self--elaboration based on the data of the statistics report on bullfighting issues.

The descent of the number of rejones runs, both with bulls and with steers, is due to the economic situation of the country, there are less “rejoneadores”, and the public has other preferences (bullfighting on foot).

There is a decrease of 29.86% in the number of celebrations from 2013 to 2017, while only has a descent of 9.9 & with respect to the 2016.

2.2.1.3. HEIFERS WITH AND WITHOUT MINCERS

First, we will explain the difference between the heifers with mincers and without mincers, so that we can analyse the data.

Heifer with Mincers. These are bullfighting celebrations made by professionals enrolled in section II of the General register of bullfighting professionals, in which they deal with steers aged between three and four years as it is also required for bullfighting.

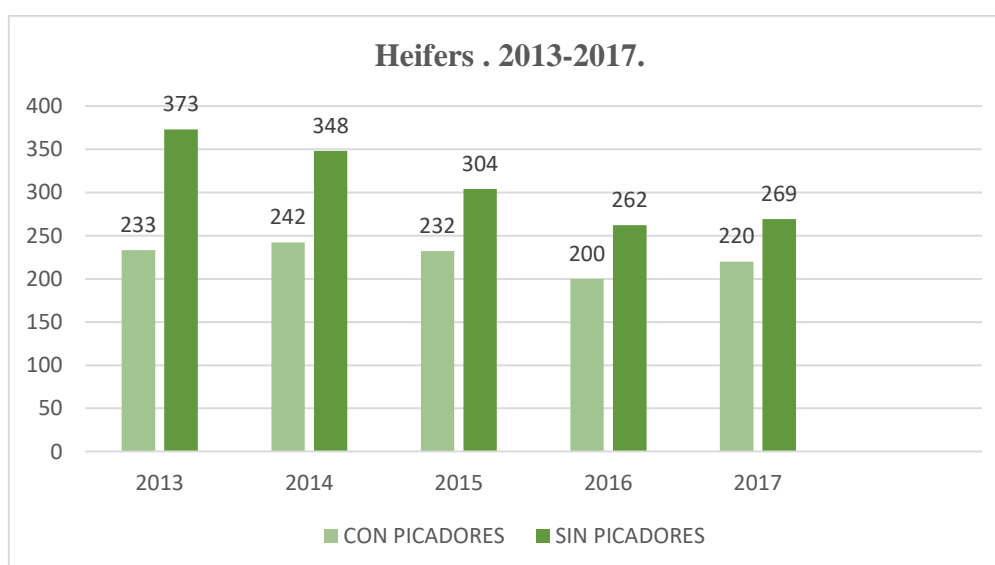
Heifer without Mincers. These are bullfighting celebrations carried out by professionals enrolled in section III of the General register of bullfighting professionals, in which old cattle are dealt with between the two and three years without the luck of rods.

Table 11. Evolution of the number of heifers. 2013---2017.

	Absolute values				
	2017	2016	2015	2014	2013
Heifers with Mincers	220	200	232	242	233
Heifers without mincers	269	262	304	348	373

Source: self---elaboration from the data of the report of statistics on bullfighting issues.

Graphic 2. Evolution of the number of heifers. 2013-2017.



Source: self---elaboration based on the data of the statistics report on bullfighting issues.

Both in the chart and in the tab, we can appreciate that each type of celebration has a different trend.

The heifers with mincers maintain a stability between 200 and 242 celebrations per year, there was a decline in the year 2016, but in the year 2017 rises again. These have a 10% increase over the year 2016.

The heifers without mincers maintain a progressive descent until 2016 with a total of 262 celebrations. In the year 2017, only 5 more celebrations rise. They have an increase of 2.7% compared to 2016.

2.2.1.4, MIXED CELEBRATIONS.

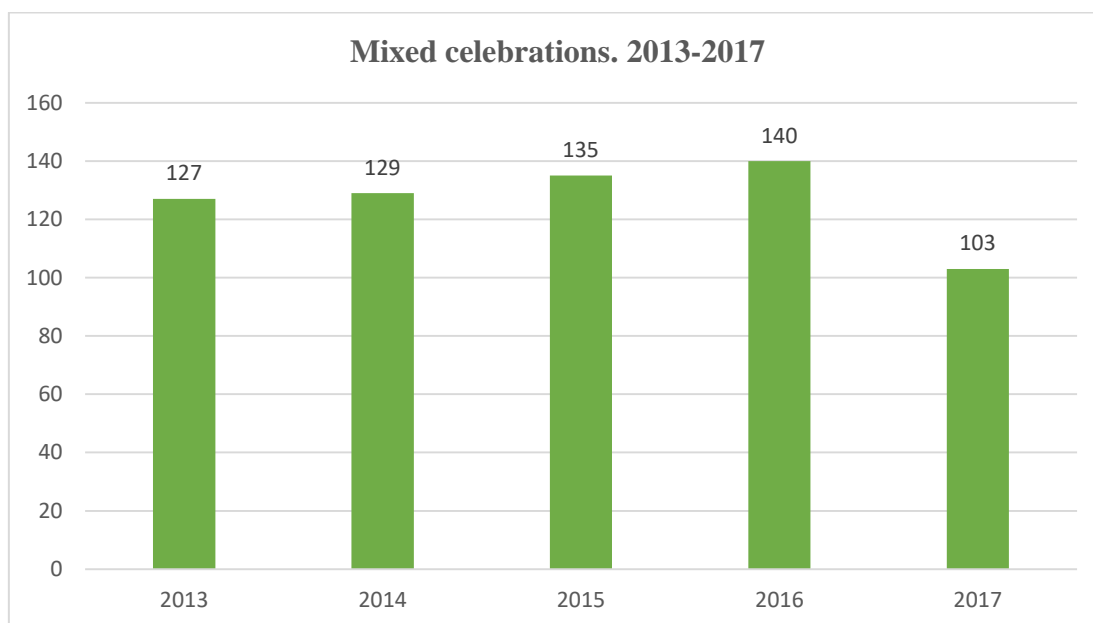
The **Mixed celebrations** there are shows of two types of festivities, which can be: bullfight, heifers, “Rejoneo” or calves.

Table 5. Evolution of mixed celebrations. 2013-2017.

	Absolute values				
	2017	2016	2015	2014	2013
Mixed celebrations	103	140	135	129	127

Source: self-elaboration from the data of the report of statistics on bullfighting issues

Graphic 3. Evolution of mixed celebrations. 2013-2018.



Source: self-elaboration from the data of the report of statistics on bullfighting issues

We observed in the graph that the trend from 2013 to 2016 has grown, in 2017, there is a decrease of 37 mixed celebrations, and it is a decrease of 26.4% with respect to 2016.

2.2.1.5. CALVES

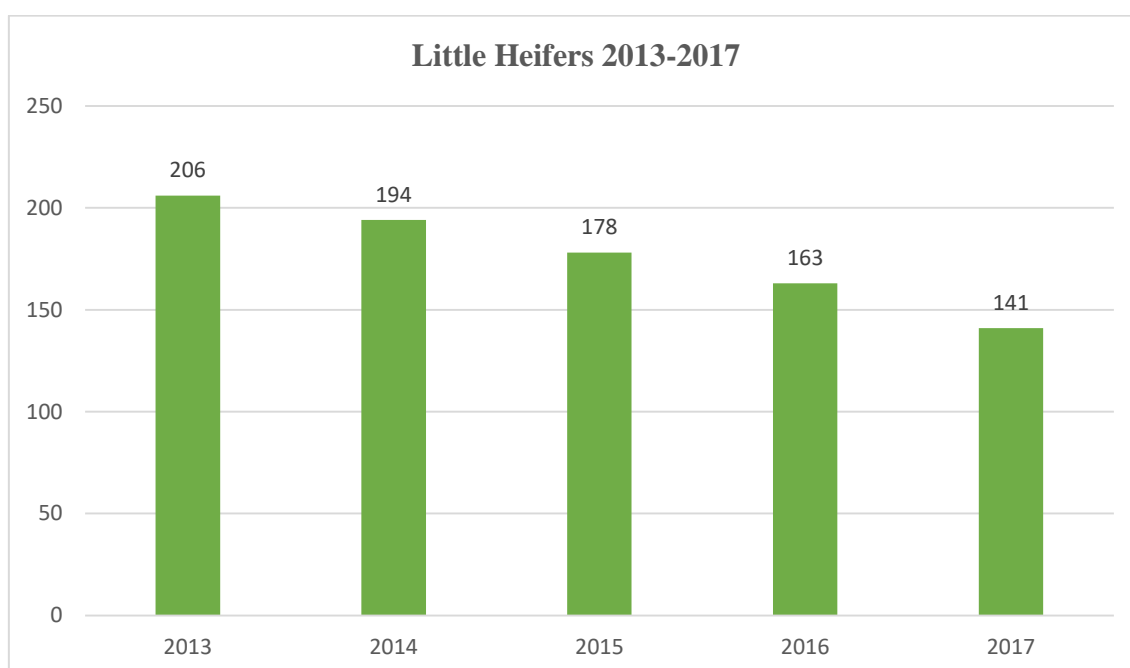
The **Calves** are celebrations in which bullfighting professionals or simple amateurs deal males of less than two years under the responsibility in any case of a professional enrolled in sections I or II in the General register of bullfighting professionals or in the Banderillero status of the first category of the Section V, who acts as director of “lidia”.

Table 6. Evolution of heifers. 2013-2018.

	Absolute values				
	2017	2016	2015	2014	2013
Calves	141	163	178	194	206

Source: self-elaboration from the data of the report of statistics on bullfighting issues

Graphic 4. Evolution of heifers. 2013-2017.



Source: self-elaboration from the data of the report of statistics on bullfighting issues

It can be seen in the graph that the number of heifers has been declining from 2013 to 2017. From this last year to 2016 have decreased a total of 22 heifers which represents 15%.

2.2.1.6. COMIC BULLFIGHTING

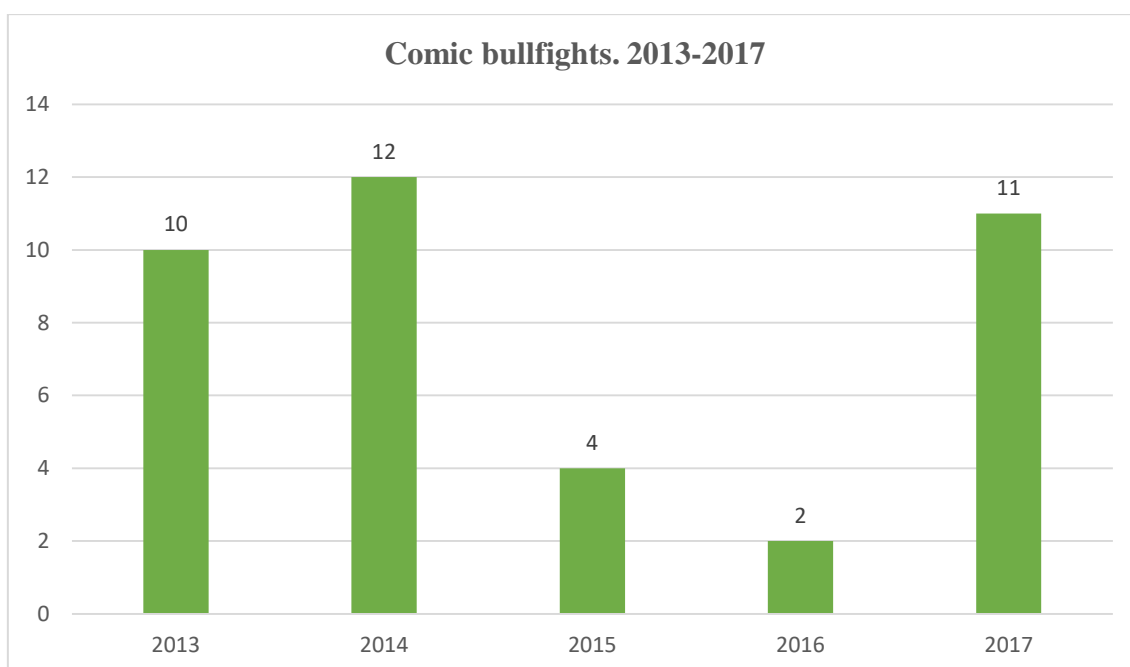
The **Comic bullfighting** includes the serious part of bullfighting, in which bulls are dealt with as a buffo or comic.

Table 7. Evolution of the number of comic bullfights. 2013-2017.

	Absolute values				
	2017	2016	2015	2014	2013
Comic bullfighting	11	2	4	12	10

Source: self-elaboration from the data of the report of statistics on bullfighting issues

Graphic 5. Evolution of the number of comic bullfights. 2013-2017.



Source: self-elaboration from the data of the report of statistics on bullfighting issues

The comic bullfighting Firstly has a slight ascent in the 2014, but it suffers a great descent in 2015 and 2016. Whereas in the year 2017 it has a quintuplicate

2.2.1.7. POPULAR FESTIVITIES

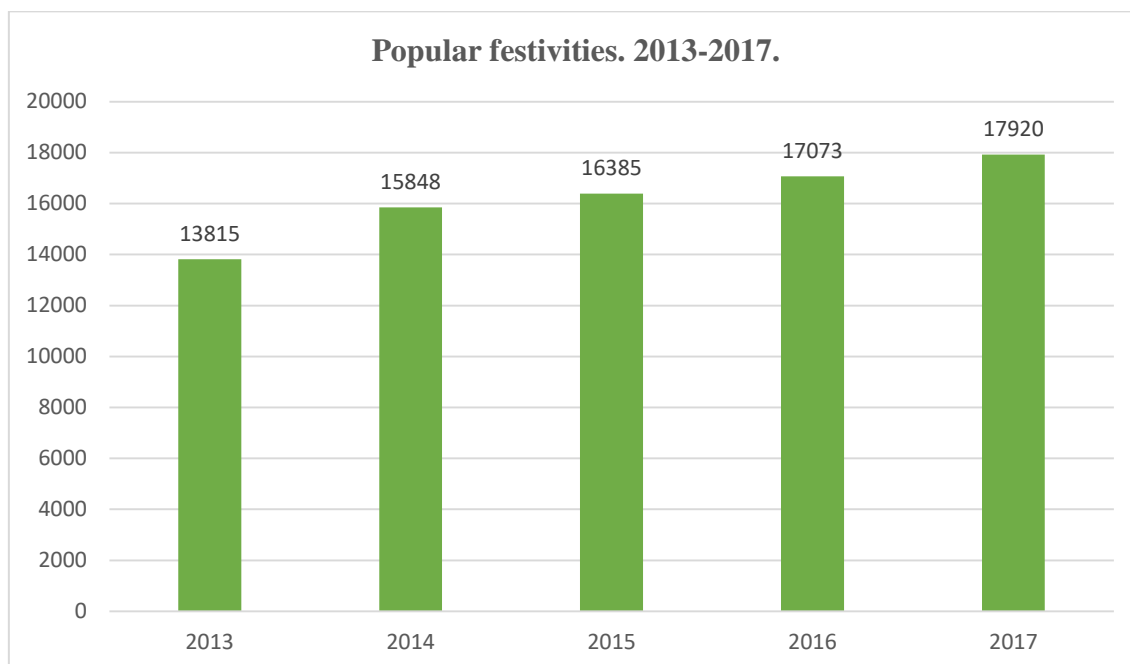
The popular festivities as mentioned above are very important in our community, especially in the province of Castellón, since it is the province with the largest number of popular festivities.

Graphic 6. Evolution of popular festivities. 2013-2017.

	Absolute values				
	2017	2016	2015	2014	2013
Popular festivities	17920	17073	16385	15848	13815

Source: self-elaboration from the data of the report of statistics on bullfighting issues

Graphic 7. Evolution of popular festivities. 2013-2017.



Source: self-elaboration from the data of the report of statistics on bullfighting issues.

The popular festivities as seen in the graph have an upward trend, as it has gone from 13815 in 2013 to 17920 in 2017. This implies an increase of 29.72% in the number of celebrations.

2.2.2. EVOLUTION OF THE NUMBER OF CELEBRATIONS.

Now that we have analysed the number of celebrations according to their type, we will analyse the evolution of the number of ruled celebrations, and then we will be able to draw conclusions from the moment that they pass bullfighting.

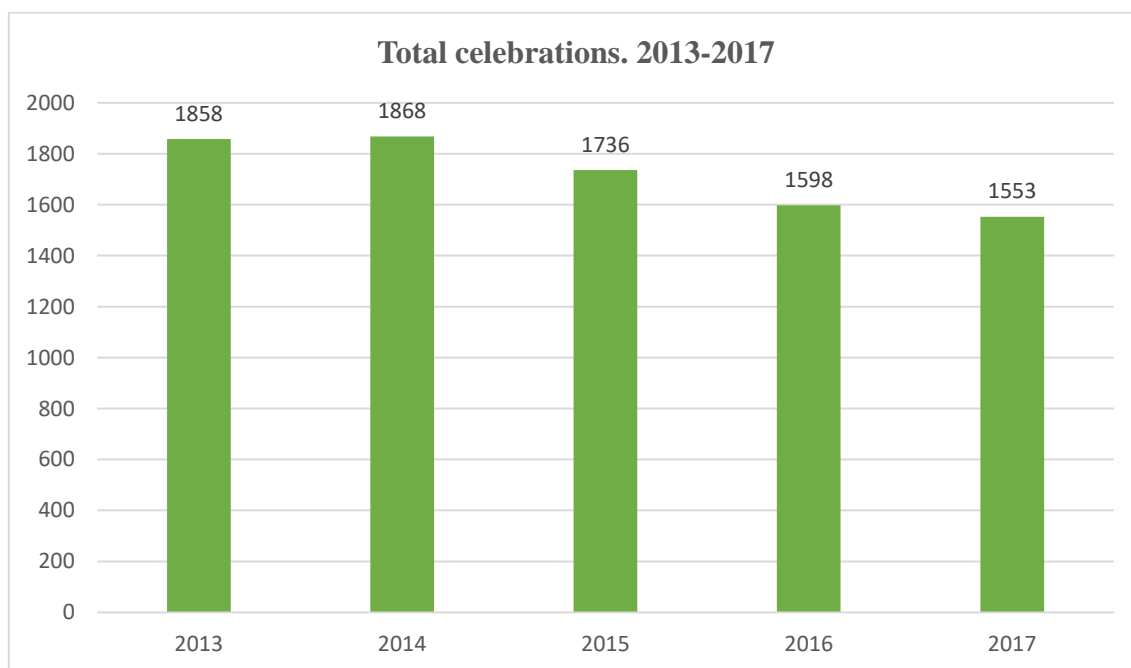
In the following table we will try to compare the celebrations made from the year 2013 until the 2017, in which we observe a progressive descent.

Table 8. Evolution of the number of total celebrations 2013-2017.

	Absolute values				
	2017	2016	2015	2014	2013
Total	1553	1598	1736	1868	1858

Source: self-elaboration based on the data of the statistics report on bullfighting issues.

Graphic 8. Evolution of the number of total celebrations 2013-2017.



Source: self-elaboration based on the data of the statistics report on bullfighting issues.

In 2017 a total of 1553 bullfights were celebrated, a figure that represents an inter a descent manual of 2.8% compared to 2016.

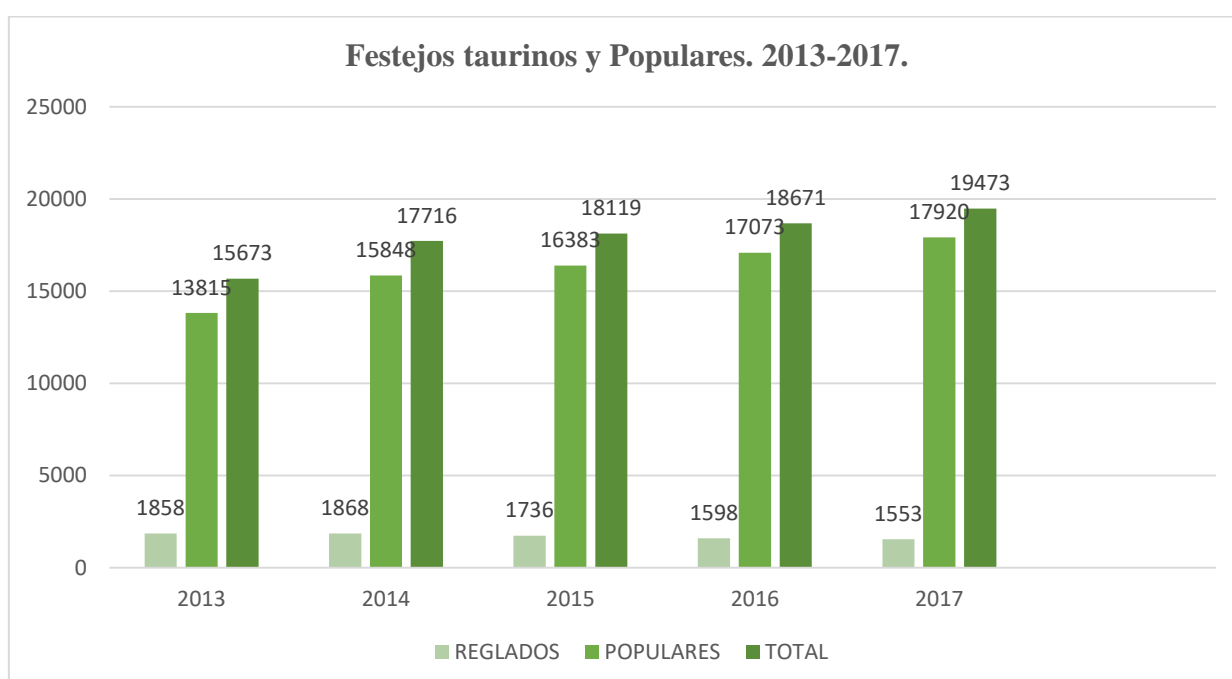
Next, we will analyse the ensemble of bullfighting celebrations and the popular festivities, in order to give a joint conclusion of bullfighting.

Table 9. Evolution of bullfighting and popular festivities. 2013-2017.

	Absolute values				
	2017	2016	2015	2014	2013
Regulated	1553	1598	1736	1868	1858
Popular	17920	17073	16383	15848	13815
Total	19473	18671	18119	17716	15673

Source: self-elaboration based on the data of the statistics report on bullfighting issues.

Table 10. Evolution of bullfighting and popular festivities. 2013-2017.



Source: self-elaboration based on the data of the statistics report on bullfighting issues.

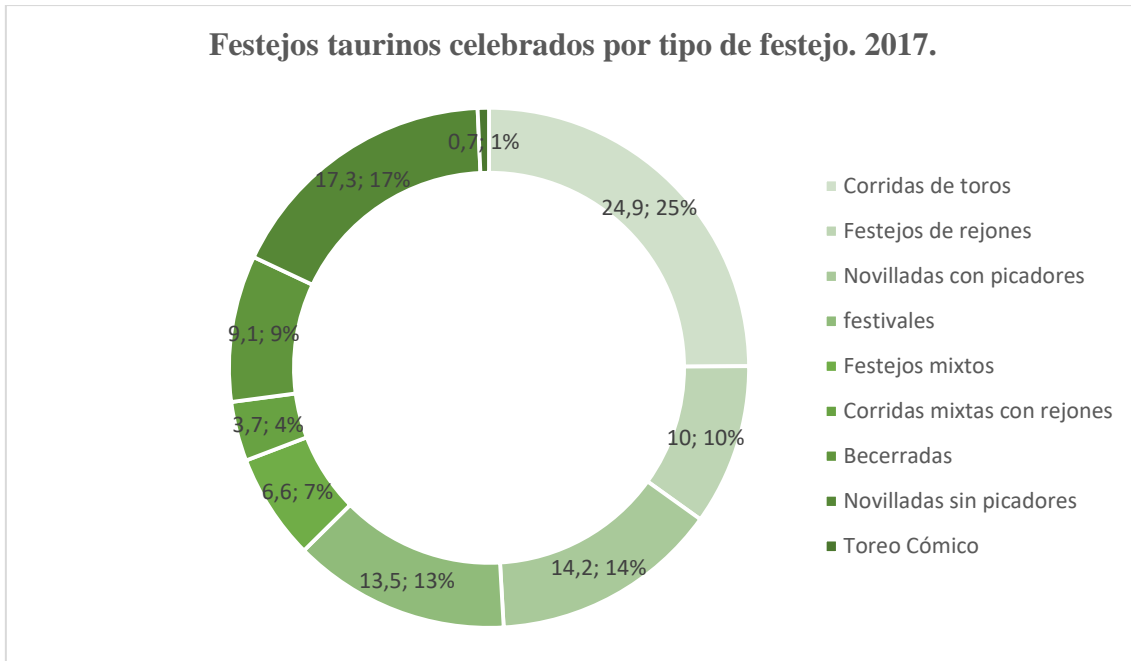
To conclude, we can see how in the number of ruled festivities there a progressive decline because of the global economic crisis has been. However, this descent has not been very affected in the big bullfighting fairs, but rather in the celebrations Held in the third and fourth category squares. In these squares' bullfighting shows used to be expensive and modest, so the popular festivities have been clearly benefited.

The total number of bullfighting events (ruled and popular) has a growing trend, from 15,673 to 19,473 bullfighting celebrations.

2.3. SEASON 2017

In the season 2017 as we said earlier, 1553 celebrations were held regarding or ruled bullfighting. Then from this data we will make a graph to distribute them by sector.

Table 11. Bullfighting celebrations by type of celebration. 2017.

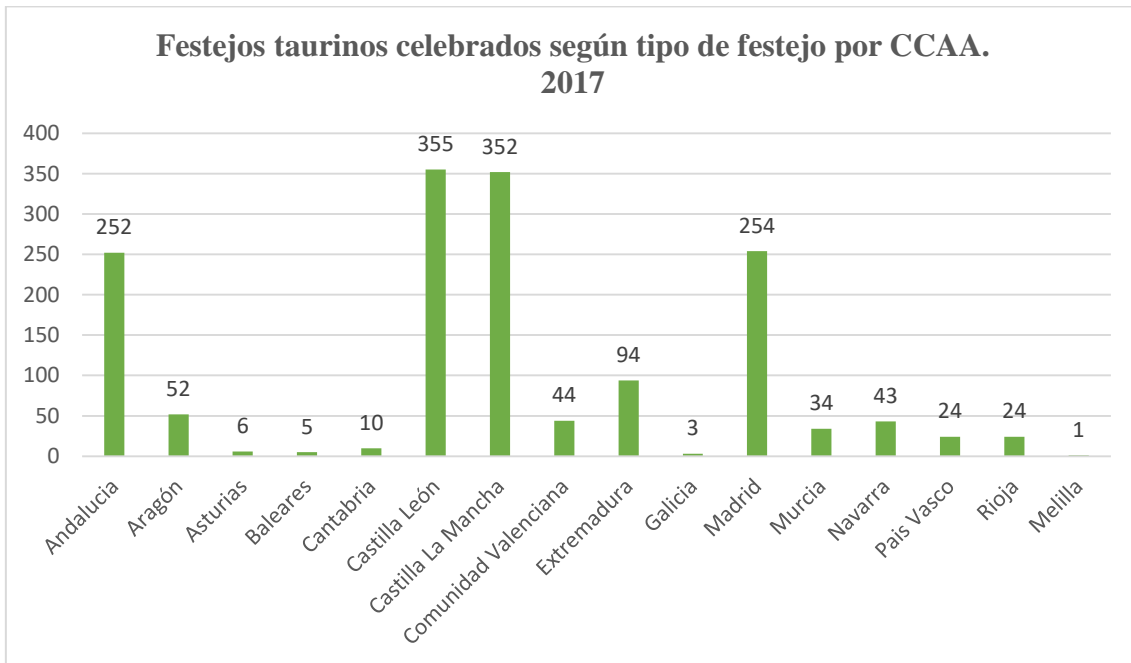


Source: self-elaboration based on the data of the statistics report on bullfighting issues.

According to data from the statistics of bullfighting issues, of the total bullfighting celebrations, 387 were bullfights (24.9%), 155 celebrations of Rejones (10%), 220 heifers with mincers (14.2%), 209 festivals (13.5%), 103 mixed celebrations (6.6%), and the rest of the festivities (30.8%) correspond to mixed runs with rejones, calves, heifers without mincers and comic bullfighting.

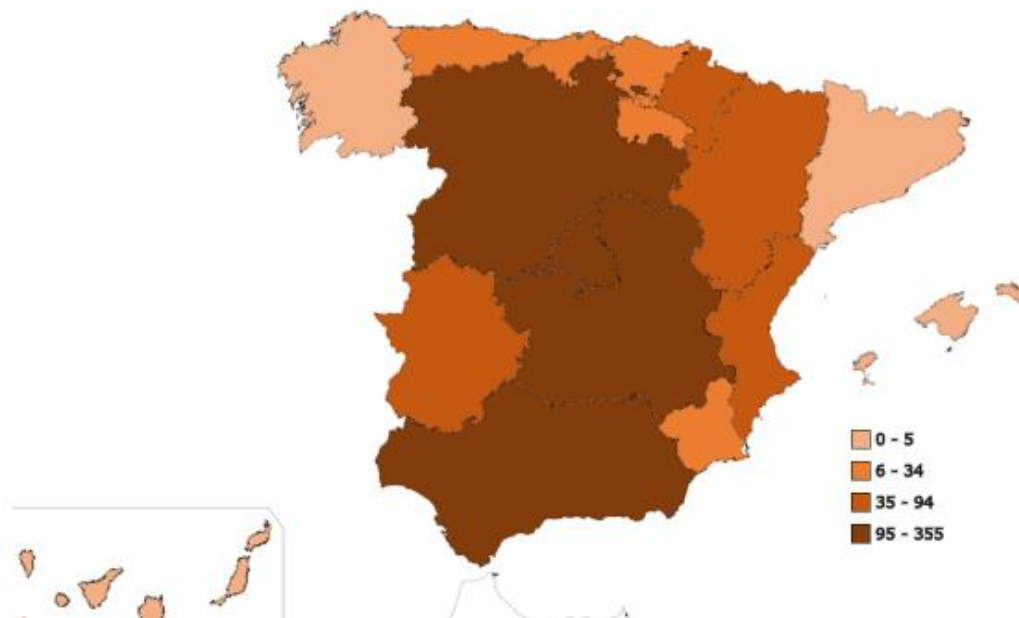
If we divide the celebrations by Autonomous Communities, they would stand out Andalusia, Castilla y León, Castilla La Mancha and Madrid Community, which concentrate 78.1% of the bullfighting festivities, as we can see in the graph and map.

Graphic 9. Bullfighting celebrations celebrated according to type of celebration by autonomous Community. 2017.



Source: self-elaboration based on the data of the statistics report on bullfighting issues.

Map 1. Bullfighting celebrations celebrated according to type of celebration by autonomous Community. 2017.



Source: report on bullfighting issues statistics.

2.4. ATTEND TO THE BULLS.

The last official data of the degree of attendance to the Bulls are of 2015, elaborated by the Ministry of Education, Culture and sports, in the report of statistics of bullfighting matters.

However, the economic journalists Diego Sánchez de la Cruz, responsible for the Economy Del Toro, makes a balance of attendance based on the data provided by the National Association of Bullfighters ' organisers (ANOET), where they say that more than five million spectators attended the Bulls during 2017.

According to estimates, 1,838,000 tickets were sold in first---class squares, 1.1 million in second and 2.1 million seats in third and portable squares.

Sánchez de la Cruz emphasizes through the yearbook published in the Ministry of Culture, that there are more than three and a half million "unique" spectators, who come to more than one celebration.

If we classify the attendees by age range, we can find: 25 to 34 years (590,832 people), from 35 to 44 (758,346 people) and 45 to 54 (704,700 people) according to Sánchez de la Cruz.

If a classification of the main arenas' ticket sales would be made it would be something like this:

- Madrid: 973,000 spectators.
- Pamplona: 185,000 spectators.
- Sevilla: 180,000 spectators.
- Zaragoza: 155,000 spectators.
- Valencia: 135,000 spectators.
- Málaga: 80,000 spectators.
- Bilbao: 70,000 spectators.
- San Sebastián: 35,000 spectators.
- Córdoba: 25,000 spectators.

Therefore, more than five million people went to see major bullfighting celebrations, while another 20 million witnessed popular festivities, which totals 25 million of spectators, making bullfighting a true cultural phenomenon.

3. BULLFIGHTING TOURISM.

Since a few years ago, rather since the economic crisis, many bravo bull farms have had to reinvent themselves and open the doors to the public. Hence, this has meant the emergence of a new part of bullfighting tourism: Taurismo

What is the Taurismo or bullfighting tourism? There are two types, one consists of the visit to a cattle ranch where it is shown the day to day of a bull of "lidia" in its natural habitat, to observe the ecosystem where it develops its breeding, and the other type is to know the bullrings or the bullfighting museums among others.

The Taurismo is a way to do sustainable tourism, because, at the same time that it creates a unique experience for the tourist, it also helps to keep collaborates to keep the "Dehesas" where the brave bull lives.

3.1. BULLFIGHTING TOURISM COMPANIES

Thanks to this tourism, nowadays several companies dedicated to the bull tourism are emerging, Offering Services such as: visits to livestock, livestock day, ranching, or holidays and "Tentaderos", among others. There are numerous companies this type, but of the most important are the ones that are commented below.

Aprende de toros.

It is a company specialized in organizing and developing "experiences with brave bulls". A company dedicated 100% to bullfighting tourism and experiences with bullfighting bulls. Located in Cadiz.

With the slogan "Stop looking to start seeing" The Company offers the possibility of approaching the bull and the bullfighter in first-rate farms from all the national territory.

They offer mainly visits to cattle ranches away from the typical tourist or conventional visits, offering, closeness, reality and quality information of the hand of the own Ranchers, wholesalers or cowboys, in this way, tourists manage to see how the bull bravo lives his day in the field. It should not be forgotten that the bull is also a fundamental ecological element, since living in the "Dehesa" extensively also has a great importance in the gastronomy.

They offer services such as a cattle day, horseback riding in the "dehesa", lodgings in the ranch, among others.

TuriToros

It is an Extremadura tour operator specializing in bullfighting tourism. Extremadura has more than 100 brave bull ranches and this has converted this in the pioneer of this type of tourism. The company TuriToros makes programs and tourist packages to bring the culture of the bull to the whole world.

They mainly act in Extremadura, promoting their land, but also offer packages and programs in Castilla y León and Andalusia. These packages can be of different duration: a day, weekend or a week, as well as the number of participants of the visits can vary too.

3.2. FARMS

Herds are a bet for tourism; the aim is to offer the customer a complete offer that gathers leisure, culture and gastronomy in the same package, as well as a source of extra income.

Livestock Victorino Martín

One of the ranchers that best exploits bullfighting tourism, is the livestock of Victorino Martín Located in Coria (Cáceres), its bulls are from the most important cattle ranches in the country.

In the visit organized by the Livestock they teach you the museum of the rancher, giving a review of his life, later, they serve a menu in the lounge, the main course is called: "Guisado de carne de toro", then you visit the litter in a specialized trailer accompanied by a guide, cowboys and the mayoral on horseback and the visit ends with a bullfighting table, where the different wines of the winery are tasted.

Livestock Orellana Partridge

The ranch Orellana Partridge located in La Carolina (Jaén) is also a clear example of how a livestock can become a tourist attraction. It has hotel services (two hotels), catering (two restaurants) and tourist services, among which you can hire various types of tourist packages (3 types of packages, with a visit to the ranch).

3.3. BULLFIGHTING MUSEUMS

In Spain there are approximately 1,500 museums, this is counted by the Ministry of Culture, since around 200 belong to the taurine thematic. These museums far surpass the average number of visitors. We'll discuss the most important museums at the national level: Sevilla, Madrid and Valencia.

3.3.1. MUSEUM “LA REAL MAESTRANZA DE SEVILLA”

The Museum of the Real Maestranza in Seville is the third most visited site in the city; in the year 2017 were 325,173 tourists who visited this bullring through the tour that they offer with a specialized guide.

It is that opens every day of day of the year, except when there are runs in the afternoon and in the summer, time also has night visits.

Tourists usually come mainly from France, England and Germany, but in recent years there has been an increase in Japanese and Latin American tourists, as a benefit of the good promotion of the tourist packages that include the visit to the square.

3.3.2. THE BULLRING “LAS VENTAS”

The bullring of the sales received 89,406 tourist visits during the year 2017, becoming the eighth most visited monument in the Spanish capital, according to the data provided by the sales tour.

The tourists who visit the most are the French, Spanish and Italian tourists, but just as happens in the Maestranza there is an increase in the last years of tourists of Oriental and Latin American origin.

Periods of more activity are located between the months of March and June, because of the excursions of foreign school groups, mainly French. The second period of more activity is in the celebration of the “Feria de San Isidro”, in which during the month of May and June there are a total of 31 celebrations.

This bullring allows tourists a unique experience, such as "Enjoy live from a bullfight from different strategic points of the square as the lying, toriles or an exit through the big door" (Europa Press, 2018)

3.3.3. BULLFIGHTING MUSEUM OF THE PLAZA DE TOROS IN VALENCIA.

Another of the most visited museums in the “Coso de la Calle Xativa” (Valencia) where it receives more than 30,000 visitors A year.

3.4. BULLFIGHTING TOURISM IN CASTELLÓN

Through different articles we can observe how the festival of the Bulls, manages to attract tourism to Castellón.

Thanks to the prohibition of bulls in Catalonia, many of the tourists travel to Castellón to be able to see bulls, in 2014 the magazine Mundotoro affirmed that each year 12,000 tourists travel from Catalonia to Castellón to see Bulls:

“The prohibition of bulls in Catalonia does not cease to yield negative consequences for the economic and tourist activity of the community. The last fact: During the last year, around 12,000 Russian tourists have moved from the Golden coast of Tarragona to the locality Castellón of Vinaroz, with the idea of enjoying bullfighting shows.

As always, there have been companies determined to offer their clients those activities that interest them. For that reason, and taking advantage of the good communications that exist between the Tarragona coast and the province of Castellón, offer tourist packages in which the bullfighting spectacles, like “capeas” or assistance to bullfights during the season, have a Fundamental weight. ”

In the year 2010 because of the prohibition of Bulls in Catalonia commented previously, the popular group made a request to the local government, to start an economic study of what the bullfighting fair of the Magdalena implies in order to catch the attention of the tourists from Catalonia and foreign tourists.

In the Article "The Castellón Fair, Stimulus Economic and international Tourist Magnet "published in the blog" The Economy of the Bull "by Diego Sánchez of the cross, in 2015, it's stated that tourists from Australia, USA, Ireland, France or England, attended the bullfighting celebrations of The Fair of the Magdalena 2015, therefore, some reservations were made by people from outside of Spain. The innkeepers of Castellón confirm that the bullfighting public leaves in their balance sheets similar to those of the Christmas campaign.

One of the activities to promote tourism in the province and especially in the towns of the interior is organized by the Bullfighting School of Castellón through the county Council, which consists of the campaign of a Practical classes in the municipalities of Vall D'Alba, Villafranca del Cid, Oropesa del Mar, Benassal and Lucena del Cid. This project, according to the representative of the bullfighting school, Pablo Roig "will lead us to be in

these five boroughs to promote our bullfighting traditions and to show the talent of the students who are working all year in the school".

4. CONCLUSIONS

This overview of the bullfighting sector, regarding it from the beginning of the work, server the reader to realize, is to realize the many problems that the sector must face, for example, is a sector that has to deal with continuous ant bullfighting attacks separate sector Towards continuous attacks Anti Bullfighting, there are also many difficulties when trying to access official data and the sector also suffers financing problems

The conclusions that this project have left to the bullfighting sector are the following ones:

- The bullfighting sector is a great tourist attraction that generates great income for the Spanish economy.
- It is a significant tourist attraction and national symbol, as foreign tourists are interested in knowing the culture of the bull, as shown by the figures of museum attendance.
- Despite the continuous anti---bullfighting attacks and the media is a spectacle that still attracts public, as well as increasing the number of attendees increases.
- Popular bullfighting celebrations are an important economic engine for the municipalities that held them, especially in our province, which is the pioneer in this kind of festivities.
- There is a business opportunity to attract all foreign and national tourists coming from Catalonia, to our province of Castellón so that they can attend the bullfighting celebrations because of the prohibition of the Bulls in Catalonia.
- Difficulty in finding official data in terms of social and economic matters of the bullfighting sector.
- Business opportunity for emerging tourism companies in the bullfighting sector and in the rural tourism in order to attract the tourist, both domestic and foreign, to living in a cattle ranch, and to the bull in its natural habitat.
- Opportunity to generate extra income for Lidia's cattle ranches, or also to reinvent themselves and that the main source of their income is bullfighting and/or rural tourism.

In short, the Bulls in Spain are an important tourist motor for both the Spanish economy and for tourism, but it has some structural problems, Aggrieved by the abolitionist current. The sector in order not to disappear needs to reinvent itself and to adapt to the new times.

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