

## 1. INTRODUCTION

New York since the end of the 19th century has been one of the centers of the world economy. It is considered a global city, due to its worldwide influences on the media, politics, education, architecture, entertainment, the arts and fashion. The great relevance of the city on many levels makes it, together with Moscow, Beijing, London, Tokyo and Paris, one of the cities with the highest statistics on the planet.

The city is made up of five boroughs: Bronx, Brooklyn, Manhattan, Queens and Staten Island (also known as "metropolitan districts" for the purposes of the city, and whose translation and administrative figure is equivalent to "municipality"), each of which coincide with a county: Bronx, Kings, New York, Queens, and Richmond. With more than 24 million New Yorkers in an urban area of 830 square kilometers (320 mi<sup>2</sup>), New York is the second most densely populated city in the United States, behind only Union City, New Jersey, located on the other side of the Hudson River.

New York has the un-official nickname for the City of Neighborhoods. There are more than 140 recognized within the city, but it is estimated at more than 240 in its total limits. Recognized too as one of the most multicultural and cosmopolitan in the world, which attracts a great number of tourists without equal within the country.

This multicultural and tourist character has its image in gastronomy, taking into account all the above, it is not surprising that it is the ideal candidate for a new restaurant serving typical Spanish food.

The objective of this project is to determine, through the study of New York neighborhoods, some possible locations for the start-up of a Spanish Restaurant. The data will be appropriately analyzed to find recommendations for project stakeholders.