Abstract
This paper offers an analysis of the structure of the tourist sector in Almeria. It starts, in first place, it reference the history periods, emphasizing its late emergence. Likewise, it studys the components of the tourist offer (nature, basic and complementary). Afterwards, it analyses the quantity and quality aspects of the tourist demand. Lastly, it points the perspectives and challenges that it will condition its future, and the strategies to carry out.

Keywords
tourist sector, Almeria, history, tourist offer, tourist demand, perspectives, challenges, strategies.