



Article published on December 8th 2011 | [Travel](#)

Villajoyosa is Spain's popular and well known resort among the tourists. This is an old town which is located between the Benidorm and Alicante, the famous cities of Costa Blanca in Spain. Villajoyosa is famous among the visitors because of its different colour and unique presentation of houses built by fishermen. The town is also famous for its specialty of producing chocolates of Spanish delicacies.

Valeriano Lopez is the famous name of the person who started his business of chocolates during the 1880's and the museum in Villajoyosa is also known with the name of this person. The family of Lopez is still in the business of chocolate production but with the use of some modern technology using the same old hidden recipes. While your visit to Villajoyosa, you must visit the factory named "Valor Chocolates" and during your visit to the factory you should try any of their hot drinks of chocolate as these are known to be delicious.

Villajoyosa has many fishermen houses with the variation of colour schemes and the reason behind the multi-colour fishermen houses was to reach the home safely by recognizing the house out from the sea. These houses are painted in different colours with multi shades like blue, red, indigo and yellow. The harbor of the town remains very busy through out the day and afternoon time is very busy for the fishermen while sailing the fish in the market.

The Renaissance saw some improvements like the decoration of the major chapel by Francis Pagano in 1472 and throughout history almost all different styles have left some imprint on this cathedral.

Villajoyosa's economy in the past year was supported by the fishing but during the current years the town has established a growing tourism economy because of many tourist attractions in Villajoyosa and Benidorm.

Benidorm is also popular among the visitors because of plenty of theme parks like Terra Mitica, Mundomar and Aqualandia etc. The town has many animal and marine parks as well which are crowded by the visitors every year.

Benidorm and Villajoyosa are neighborhood towns but both are very different from one another. Villajoyosa has still maintained its original culture but Benidorm has changed into a modern kind of resort. So if you happened to visit both of these towns then you will surely remember the visit for years to come because of the chocolate factory and its hot chocolate drink, nightlife with plenty of music and theater activities in Benidorm and the traditional culture of fishermen and their multi colour houses and the fishing market in Villajoyosa.

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