

# *A NEW TOURIST TRAIN IN SAGUNTO*



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## **1. INTRODUCTION**

The brand of a city is the place that occupies in the city's mental perceptions of a customer or target audience.

Every city has a brand. Through a marketing plan the city is influenced in its construction process, looking for the one which allows to exploit its full potential for development.

City of Sagunto has two cores, Sagunto and Puerto de Sagunto, these two cores, offer a great variety of tourist attractions, both cultural heritage, archaeological and industrial markets.

For the development of my project I am going to focus in the municipality of Sagunto. The Town hall of Sagunto, with the target to promote the tourist services that give to the city visitors, considers interesting to make possible a tourist circuit that passes through the most emblematic areas of the city, like the museum, the Roman theater and the castle. Points where big part of the monumental patrimony of Sagunto is concentrated, at the same time that it allows an approach to the commerce of the city center.

The subject of the contract is to provide a transport service for tourists on the areas where traditional tourist buses cannot access, as well as establish new itineraries of interest for the knowledge of the historical values and heritage of the municipality and its economic momentum.

This new service must provide to the users, in addition to the required quality, comfort and specialized care, differentiated vehicles from other similar services in which in addition of the design, the aspects of technological innovation, sustainability and efficiency have priority.

Establishing a term of ten-year contract from the date of signing it. The contract may be extended up to five years.

The service must be launched as maximum in the three months following their formalization.

In the objectives of the project is not simply considered the profitability of a business plan, but it aims to promote the socio-economic development and tourism of Sagunto, in a sustainable way, establishing economic and socio-cultural benefits with equity and in anticipation of a minimal environmental impact

The project to develop the city of Sagunto, is the implementation of a tourist train which brings tourists to the main monuments such as theatre and Castle which is located in the upper area of the city.

The main street to access to the theatre and the Castle is currently closed for the entry of vehicles that are not residents of the area, sometimes this makes the ascent inaccessible to these two monuments, to tourists who have any disability or who have an advanced age.

This project aims to facilitate access to these monuments so that people who come will be satisfied with the service received in addition to giving a quality service to the destination.

## 2. SAGUNTO

Sagunto is an ancient city in Eastern Spain, in the modern fertile *comarca* of Camp de Morvedre in the province of Valencia. It is located in a hilly site, c. 30 km north of Valencia, close to the Costa del Azahar on the Mediterranean Sea. It was historically known as *Saguntum* (Latin), and later *Morvedre* (Spanish Murviedro)

Sagunto is located on the banks of the river Palancia. The river is little winding and has a strong gradient up to the outskirts of the city of Sagunto. After skirting the town, addresses in an alluvial cone, more properly than a true delta, whereas its slope is 5.7 per 1,000 in the last 4 km, exceeding the normal deltas.

The coast is low and Sandy, covered sand dunes. His climax vegetation can be today for missing and must have been dominated by the holm oak. Currently there are some forests of Aleppo pines in the mountains close to the sea. Among the best species, the most abundant are Rosemary and the mastic in the mountains; and the senile, boga and trencadalles in the coastal marshes. The climate is Mediterranean.

### 2.1. THE CASTLE

Located on a hill, the last of the Calderona range, with a length of nearly a kilometer. The perimeter of the current Islamic fortress does not coincide with the limits of the Iberian and Roman emplacement, since vestiges of Roman constructions exist on the southern and eastern sides, and towards the west, remains of the Iberian wall. It is currently surrounded by wall of different epochs and styles, and Iberian, Roman, medieval and modern remains corresponding to the different cultures that settled in it during its two thousand year long existence can be found in its interior.

The Plaza de Armas is of special interest. It is accessed by the present entry door to the grounds. In this square the most important remains of ancient structures are preserved: the municipal forum, a cistern carved into the rock, called the cistern of the 21 pillars, covered by the forum square; public buildings, such as the foundations of the Basilica on the western side, vestiges of shops on its eastern side, remain religious buildings, and the north and south buttresses that delimit the area of the Roman public square.

The great dimensions of the column bases that can be admired next to the former Historical Museum give us an idea of the monumentality of the buildings that formed the whole of the forum.

The Castle of Sagunto was declared a National Monument in 1931. It is presently divided into seven independent squares or areas. A pretty landscape of “huerta” and the nearby Mediterranean Sea can be contemplated from its summit. Exhibition of Latin, Iberian and Hebrew epigraphy at what is known as the “Epigraphic Antiquarium in the Plaza de San Fernando.



**Picture 1 : The Castle**

## **2.2. THE ROMAN THEATRE**

Located on the side of the mountain that the historic castle crowns. It constitutes one of the most important jewels of the Roman culture in Spain. Its present aspect is a consequence of the numerous restoration and rehabilitation projects to which its structure has been submitted. It was built in the first century, making use of the concavity of the mountain and the steps carved in the rock of the terrain are numerous.

It consists of two different parts: the steps composed by three semicircular flights and the stage that rises to the height of the upper portico of the steps. For centuries the monument was subjected to a process of degradation of buildings in the town.

It was mainly at the middle of the century when the process of monuments began, which ended which ended with the execution of the complete restoration and rehabilitation project prepared by the architects Giorgio Grassi and Manuel Portaceli, carried out by the Dirección General de Patrimonio de la Consellería de Cultura de la Generalitat Valenciana. This project intended to both completely rehabilitate the building and give the image of a unified stairway and stage area and make possible the use of the theatre building and give the image of a unified stairway and stage area and make possible the use of the theatre building through the putting into practice of various artistic and cultural forms of expressions, theatrical performances, festivals of music and dance, etc. It was declared a National Monument in 1896.





**Picture 2: The Roman Theatre**

### **3. TOURIST TRAIN IN ANOTHER MUNICIPALITY**

When developing the project, I have noticed in other municipalities of the Valencian community, specially in Xativa, that has a historical and cultural heritage like Sagunto. And has implanted a tourist train to visit these monuments

Xàtiva is a town in eastern Spain, in the province of Valencia, on the right (western) bank of the river Albaida and at the junction of the Valencia–Murcia and Valencia Albacete railways. During the Al-Andalus Islamic era, Arabs brought the technology to manufacture paper to Xàtiva. In the 12th century, Xàtiva was known for its schools, education, and learning circles. Islamic scholar Abu Ishaq al-Shatibi's last name refers to Xàtiva where he lived and died.

As Sagunto, Xativa also has a castle which is located on the Sierra Vernissa that has an Iberian origin and was subsequently inhabited by the Romans, as well as other important monuments such as the Royal Monastery, convent building of gothic and baroque styles. It was built in the 14th century and subsequent reforms and additions from the 16th to 18th centuries. Another monument is the Almudín, a building of gothic



style, built between 1530 and 1548, which highlights its façade and the inner courtyard with ionic columns. On the ground floor the procurement and sale of wheat, were carried out while the upper part was used for the storage of it, use that retained until 1919, when it was converted in Museum of fine arts and, later, City Museum (Museu de la Ciutat). It exhibits the famous portrait of Felipe V hung upside down for ordering the burning of the city.



**Picture 3: Xàtiva's castle**



**Picture 4: Almudín**

The castle was located so high so it made impossible the arrival of many of the tourists that were going to visit the city because many of them were elderly or had a disability.

With the introduction of this tourist train, what they wanted is to energize the brand image of Játiva as well as give the tourists who come to visit it a greater convenience and accessibility to each of its monuments.

As a result of this study about Játiva and the project that have made of the tourist train, the introduction of a train in the town of Sagunto can be of great benefit to the city because it would bring closer to the tourists to know the great heritage that has Sagunto, and more especially its castle and its Theater.

In addition to this, the launch of this project would be of great benefit to the city, because besides of bringing tourists to know the monuments, it would also be running at nights during the months of July and August, specifically the days that there is a theatrical representation in the Roman Theater

In the summer, during these months is organized what is known as "Sagunt to scene". These are theater festivals organized within the Roman theatre and is a high tourist attraction, although in many cases is limited, because many people cannot get to the theater.

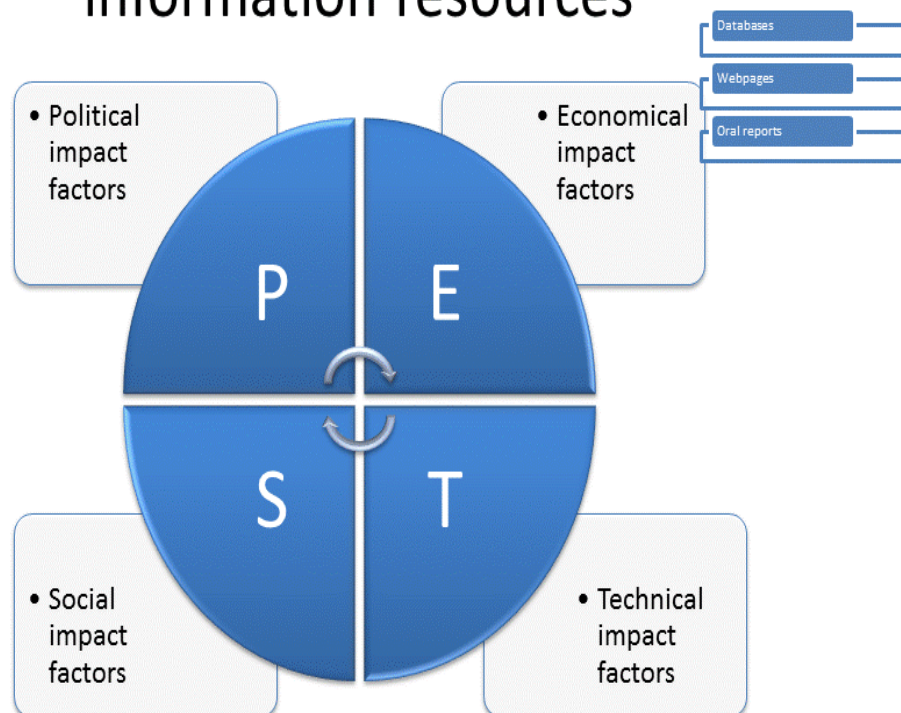
For this reason, the train would be a great project because that would attract more tourists in addition to providing a great economic benefit to the city as well as Sagunto would be seen as a good tourist destination

#### 4. PESTEL ANALYSIS

PESTEL analysis describes a framework of macro-environmental factors used in the environmental scanning component of strategic management. It is a part of the external analysis when conducting a strategic analysis or doing market research, and gives an overview of the different factors that the company has to take into consideration. It is a useful strategic tool for understanding market growth or decline, business position, potential and direction for operations. PESTEL analysis is composed by:

- Political Factors.
- Economic Factors.
- Social Factors.
- Tecnological Factors.

### PEST analysis of structuring information resources



Picture 5: Pestel analysis

#### **4.1. Political factors**

The tourist train will be implemented in the municipality of Sagunto, in the province of Valencia, within the Spanish territory and therefore is affected by the political stability of the country in which it is located.

The current crisis situation in Spain makes necessary a series of measures that have been taken to recover the balance of the country and whose principles are the following:

The reduction of public spending and the austerity and rigor in the management of the economy.

Transparency, as a principle that inspires the work of the Government and that should also inspire all public authorities, especially in the Autonomous Communities.

Sustainability, through rationalization and savings measures, the welfare system, the flexibility and competitiveness of the economy, to stimulate the growth and job creation and support for small and medium-sized enterprises and entrepreneurs as engines of the economic recovery.

#### **4.2. Economic Factors**

The analysis of economic factors is necessary to have knowledge of the economic system in which the company operates and how can influence it. To do this, it will be necessary to study the economic factors more determinants at the national level (Spain) and in more detail in the Valencian Community.

The situation that is suffering the Spanish territory in the last 5 years, is an economic decline. This sharp drop in the economic growth is given by various factors: strong decrease in the spending of the public administrations, a decrease in private consumption, a reduction of employment, a reduction of wage income, reduction of the investment, etc.

Another important element in the economic factors is the monetary policy. As we already know, Spain is part of the European Union both in policy areas

and in monetary areas. This is why monetary policy decisions treat on two fundamental questions both in the amount of money in circulation and the price of money.

The economy of Sagunto is based essentially on the industries, therefore during these back times, it has been affected by the world crisis. Many restaurants and entertainment venues had to close due to the low affluence of people.

In general we can talk about two types of monetary policies to carry out: The first is the expansive policy which is achieved by increasing the monetary supply (money held by banks) which will reduce the volume of interest, and at the same time will turn leads to a greater amount of money available in the consumers hands as well as the money available to the companies to invest.

The second will be the restrictive policy, that is the opposite of what has been explained above.

Some of the objectives of the European monetary policy are the following (according to the professor of political economy from the Universidad Complutense de Madrid, Fernández Díez, Andrés, 2003): Maximize the GDP, price stability, balance of Unemployment rates (reduction), greater stability of the balance of payments and improve in the distribution of income.

One of the determining factors for the economy of a country is consumption. The consumption of both corporations and families is crucial for the reactivation of the economic growth of a country, but the distrust and fear to the future by the potential consumers reduces the levels of consumption.

#### **4.3. Social factors**

The importance of this factor lies in the fact that it is the responsible for the study of the cultural characteristics and the behavior of the various social groups within the spanish territory (Best Business Service, 2001). This factor is going to have a relevant paper to Sagunto because we want people to know Sagunto and with the implantation of this tourist train satisfy the tourists expectations and needs.

There are many factors that are included within the socio-cultural field, but some of the most important may be the quality of life, the income distribution, demography, education, fashion, health and social security, etc.

The consumerism of the inhabitants of Sagunto has fallen due to the country situation. People and especially the families that have several members, haven't opted for another type of plans that are more affordable and which do not involve spending large amounts of money.

When we talk about quality of life, we could define this as a form of conceiving the social welfare in a certain society (WHO). A report of the Organization of Consumers and Users (OCU) talks about a decrease in the quality of life of the Spaniards until levels of about 5 years ago. The valuation of the quality of life in a country or a certain region is performed through the assessment of the factors that people consider the most important to improve their standard of living.

#### **4.4. Technological factors**

Technological factors in a company are all those that are considered for the growth, operation and progress of a company. Through the technology, a company can differentiate itself from the competition (on the way of doing things, how to design, produce, distribute and sell the goods and services, etc.)

The economic crisis has caused in Spain, have to reduce their spending significantly. In this public spending is the research and development spending, known as I+D+I, which is a vital element for the increase of the company competitiveness.

It is necessary to encourage companies to invest in research, because if we look to the past, we can observe that the impressive economic growth in the developed world in the last 60 years has been the result of the efforts combined with the basic research funded by the governments in universities and other public and private research centers and applied research in the companies.

Technological improvement is acquiring great importance in this sector. This is due to the fact that it focuses on the acquisition and improvement of the quality.

This interest in technological improvement is spurred by the increase in the competitiveness. In this case of municipalities, and the existence of a more demanding customer each day.

In the tourism sector, it is very important to adapt to the new technologies such as Internet.

Most people who are familiar with the new service in the city is going to be through the website of city hall. For this, we are going to get photos and explanations about what is the tourist train, as well as their travel, fees and hours.

In addition to this, it is also going to make use of social networks, the one that the municipality has, like Facebook or Twitter. Also a YouTube channel with videos and pictures of Sagunto.



**Picture 6: Technological factors**



## 5. SWOT ANALYSIS

To know which is the situation of a company, brand or product is needed in the first instance an internal-external analysis, which allow to draw a line of strategic planning and realistic goals. According to Kotler (Kotler, P. , Bowen, J. and Makens, J. (2004). Marketing for Tourism. Spain: Pearson Prestice Hall ), "the recovery of the strengths, weaknesses, opportunities and threats are known as SWOT analysis.

In this process, the internal analysis seeks to know what are the strengths and weaknesses of the company, while the external analysis focuses on the opportunities and threats created by the environment. The analysis is performed on the following matrix:

	<b>INTERNAL</b>	<b>EXTERNAL</b>
<b>POSITIVE</b>	<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>❖ Clear internal organization and strategic planning.</li> <li>❖ Product Quality and service</li> <li>❖ The train has a capacity that allows the profitability.</li> <li>❖ It is a flexible product.</li> <li>❖ The entry to all the monuments is free</li> <li>❖ The people choose for this municipality, because in addition to offering sun and beach tourism</li> <li>❖ The climate</li> </ul>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>❖ Demand with unmet needs</li> <li>❖ Support from public agencies</li> <li>❖ Geographical Location</li> <li>❖ The crisis</li> </ul>
<b>NEGATIVE</b>	<b>WEAKNESSES</b> <ul style="list-style-type: none"> <li>❖ Product not known in the market</li> <li>❖ Need to strengthen ties with the channels of distribution</li> <li>❖ Negative cash flow</li> </ul>	<b>THREATS</b> <ul style="list-style-type: none"> <li>❖ Large investment of money</li> <li>❖ Bureaucracy</li> <li>❖ It will begin occupying very small market share</li> </ul>

Strengths: Those positive points of the company and its surroundings are the internal strengths, that must be utilized to promote the product. These pro forces must be protected because they give added value to the product. The strengths of the tourist train are:

- Clear internal organization and strategic planning. Through a strategic business plan will be developed policies and actions in a coherent way that will help optimize resources and to achieve the objectives with efficiency.
- Product Quality and service: Without doubt, one of the main aspects that will be taken into account is the quality of service and customer satisfaction. There are plans to create a product that meets the expectations of consumers and that is recognized by tourists and travel agents.
- The train has a capacity that allows the profitability and at the same time, ensures customization and quality of service.
- It is a flexible product. Because, in addition to receiving tourists, it can operate special event outputs. In this case, it would be in the summer months, when theatrical performances are played and generate extra revenue.
- The entry to all the monuments is free.
- Having Sagunto beach, the people choose for this municipality, because in addition to offering sun and beach tourism, it also gives tourists a more cultural tourism.
- The climate: it is a temperate climate. The rains are scarce and the weather is good throughout the year.

Weaknesses: The weaknesses are those negative points that the company can and should be corrected. If the weaknesses are worked in detail can become future strengths that join competitiveness to the product. However there are some

weaknesses that are very difficult to counter and it is not worth to use resources on them. It is necessary to determine a logical order of priorities to work strategically.

- Product not known in the market: It will be necessary to carry out a training plan and promotion aimed at travel agents and employees of the tourism industry-hotel, in order to make the product known. The tasks of public relations must be addressed from the first time.
- Need to strengthen ties with the channels of distribution: At the beginning of the activities, will prove complicated coordination of distribution channels for the distrust that generates a new product in a market as sensitive as the tourism. It requires closer links with the agencies and hotels and generate strategic alliances.
- Negative cash flow: During the first year with security there will be problems of liquidity, with a negative cash flow, which is characteristic of the projects that begin their activity.

Opportunities: It is important to discover what are the opportunities offered by the environment, in such a way that can be exploited for the benefit of the project. Those companies that can take advantage of situations that add value to the product, will be able to beat the competition. These are the opportunities that the environment offers to the Tourist Train.

- Demand with unmet needs. According to Brachetta (2006) there is a market dissatisfied, that the Tourist Train can capture easily. The majority of the tourists who arrive to Sagunto see the climb to the Castle as a great impediment, so the launching of a tourist train is a very good opportunity for the tourism in the municipality.
- Support from public agencies. Governments national, provincial and municipal levels are kept informed about the project and demonstrates its political support toward the same.

- Geographical Location. The city of Sagunto is an important municipality of culture and tourism that counts with good hotel infrastructures, tourism and gastronomy that favors the influx of visitors.
- The crisis: on the one hand the crisis is a negative thing, but for the town of Sagunto is a strength. Because of it, people have opted again for the sun and beach tourism.

Threats: Kotler (2004, p. 56) Defines a threat environment as a "challenge planted by a trend or unfavourable event that will lead, if no defensive marketing action is taken, to the worsening of sales or profits". In the final analysis, are those negative aspects of the environment, which have an influence on the company and this you cannot control. They are the following:

- Large investment of money. The higher the investment, the more risk the investor. The tourist train is a project that requires a significant amount of funds to get started, with the risks that this implies
- Bureaucracy. The implementation of the Tourist Train depends on political decisions and large amount of paperwork that are subject to the state bureaucracy, which may delay or modify the project.
- It will begin occupying very small market share.

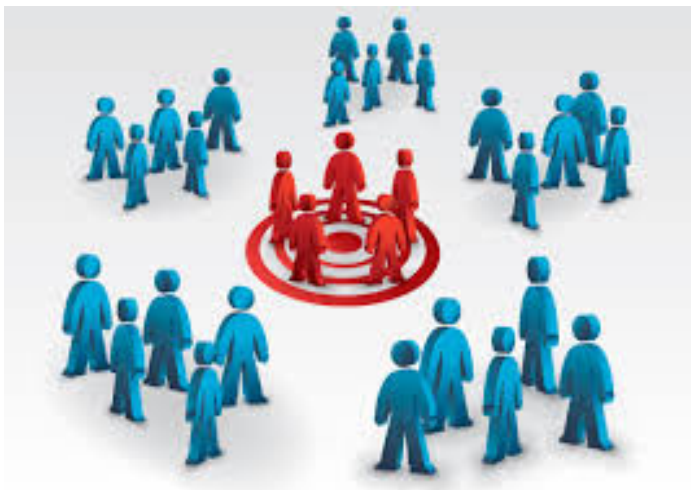
SWOT analysis helps to know in which position you will find the product after released to the market and what opportunities you should leverage, the threats that counteract and those weaknesses on that work. At the conclusion of the analysis it is possible to establish that the product has important opportunities that, well focused, can ensure the success of the tourist train. These advantage points that gives the environment are concentrated in the characteristics of a dissatisfied market with the support that the project can count on.

## **6. TARGET AUDIENCE**

In marketing and advertising, a target audience is a specific group of people within the target market at which a product of the marketing message of a product is aimed.

The project has as general target audience to all tourists whether national, international or even people in the same municipality.

As target audience more specific to disabled and elderly people who come to visit the theater and castle of Sagunto and due to the increase that there is to go to these two monuments cannot visit them



**Picture 7: Target audience**

## 7. MARKETING MIX

Next, the marketing mix composed of the product, price, sales, promotion and distribution. The 4' Ps, useful tools to make the company a success in the market.



**Picture 8: Marketing mix**

### 7.1. Product

The service that the municipality of Sagunto wants to offer is the implantation of a tourist train. The municipality of Sagunto will contact a company that specializes in the purchase and rental of tourist trains as is MINITRENET. This is a group of companies located in Mallorca and dedicate to the commercial management of mini tourist trains.

The train will be duly certified, will have the necessary insurance, security systems and any other permission and authorization required for its commissioning. They will be required compliance with the regulations which they are subject, before its commissioning, without prejudice of various controls that the City Council establishes

The train consists of a wagon and a cab where the driver is. The tourist train is totally homologated for city driving and has the mandatory car insurance and accidents of travellers. The touristic train has been designed and developed for the realization of sightseeing tours by urban areas and mountain, in addition counts with a capacity of 25 people. The train is fully equipped with:

- Upholstered seating, for greater comfort. The train its covered by an awning to avoid the rain.

- Panoramic sides to not to miss a detail of the monuments and being able to take photos and make videos.
- Air conditioning.
- Interior Light.
- Synchronized PA system with the place that is being seen.

Because of the train is developed for all types of people, it will also have an access ramp for people with reduced mobility.

The vehicle speed will be the optimal for the characteristics of each track section through the train will pass.

This project seeks to facilitate the access to older people or with some kind of disability who want to know the historical heritage that has Sagunto, in particular the Theater and the Castle, which are difficult to access areas.

Route The train will depart from the door of the City Hall which is located in the Autonomia Street, next to the plaza Cronista Chabret.

From there, the journey will start toward the plaza mayor, then get up on the street until reach the Castle Museum where the train will make the 1st stop. In the museum it will be 20 minutes, then continue on the same street until reach the theater. In the theater, the train will stop 15 minutes and finally reach the Castle, where the tourists will have 45 minutes to walk around. The castle has a distance of 1 km, and in its interior it has an antique dealer that has epigraphic roman inscriptions on stone.

For groups that come with more than 25 people, there will be 2 shifts. The path will be the same, when the train lefts the first group in the castle, it will go for the other group, and will have the same stops than the previous one. Once the 2nd group arrive in Castle, people who are there will go down to the door of the town hall and the train will go back to pick up the tourists that are in the Castle.



In addition to this, with this project I want to encourage that everyone can enjoy during the summer of the wonderful shows that are made in the theater during the months of July and August, "Sagunt a escena". This festival is important because people come here from different places to do well known theatrical performances , but for many people is inaccessible because of the climb up to get to the theater, it is a major impediment.

## **7.2. Price**

When performing an economic-financial study, other municipalities that are within the Valencian Community and also have tourist train, the most appropriate price for the ticket is 2€. Rates for over 65 years and children from 5 to 7 years old, will have a discount on the regular rate of 1.20 €. Children from 0 to 5 years of age, accompanied by an adult, will travel for free.

The approved fees will be reviewed on an annual basis based on the consumer price index of the year preceding the date of the review. Also the rates will be reviewed to variations in the applicable VAT.

## **7.3. Promotion**

To get the message to the customers of the tourist train, advertising strategies will be used. Kotler (2004, p. 358) defines advertising as "any form of paid and impersonal presentation and promotion of ideas, products or services by a known sponsor". To fulfill the purpose of increasing sales, attracting new demand and achieving the loyalty of existing customers, will develop advertising campaigns in strategic means that have an important arrival to the target audience of the train. These advertising actions are detailed below.

The train its going to be promoted through various channels such as:

The city council's web site has two main entrances, one that is directed to the issues of the town hall, and another one which is addressed to the municipality. In the entry

directed to the municipality, there will be a special section about the tourist train; travel, prices, schedules.

#### TOWN HALL SAGUNTO/MUNICIPALITIES/TOURIST TRAIN IN SAGUNTO

Internet: the event it's going to be promoted through social networks such as Facebook and Twitter.

In addition to the Facebook and Twitter accounts that has the town hall, some specifically created for the promotion of this new product.

Both the Facebook as the twitter accounts will have the same name "Tourist Train in Sagunto".

There will be promotions and draws on Facebook and Twitter. The promotions will vary, for example, discounts for groups over 10 people, or retiree.

Drawings will be made once a month. The draw will consist of uploading some type of photo of a monument made of Sagunto from the train, or photos of any monument or important place of Sagunto. It will be uploaded and people will have to say what it is. The winner will get a free meal for himself and his companion.



Picture 9: Facebook



Picture 10: Twitter

It will also be promoted through a radio spot. The spot will be heard in 2 radio stations, Cadena Ser and Onda Cero because they are two of the channels that more people listens.

In Cadena Ser station, it will be issued in the morning at 8:00 and 14:00 because is when people enter and leave of work. And in Onda Cero Radio, it will be issued in the mornings at 7:00 and in the evenings at 17:00 and at 21:00. The Onda Cero radio station is one of the most hearded stations, therefore, in this one it will be issued 3 times a day.

The radio spot will last 25" and it will be the same for the two radio stations.



Picture 11: Cadena Ser



Picture 12: Onda Cero

In addition to this, there will be two days a week that there will be a special promotion: On Tuesdays and Thursdays, there will be a 2x1 for couples over the age of 25.

#### **7.4. Distribution**

The geographical location of the Tourism Office of Sagunto, makes it a good establishment for the sale of the tourist train tickets.

The office is located in the Plaza Cronista Chabret ,just 20 meters from where the tour starts, in addition to this, it is an ideal place for sale because most people who come to visit Sagunto goes directly there to ask for information about what can be visited.

If a group would like to come, they would have the possibility to book tickets in advance. The reservation of tickets for groups can only be done from the tourism office in two ways: by going to the tourist office or by calling the number 962655859.

If they don't want to go to the office of tourism, the tickets will be also sold in the train. The manager of the tickets sale, will be the responsible person to accompany the train driver.

In addition to the tickets, the train will have brochures for tourists who have decided to go directly to the train and do not have information about the monuments that they are going to visit

The brochures that are delivered to the tourists must be in multiple languages as minimal in English, French, German and Italian, which are languages that are the most requested by people.



**Picture 13: Tourist train**

## **8. POSITIVE AND NEGATIVE IMPACTS OF A TOURIST TRAIN IN SAGUNTO**

The creation of the tourist train in Sagunto is going to bring to the municipality a series of both positive and negative impacts. These impacts are:

### **8.1. Positive impacts:**

- The tourist train is going to increase tourist arrivals to Sagunto. People that could not get to see the theatre and castle, now they will be able to access.

- The arrival of tourists will benefit the municipality, and in particular the hospitality sector.
- The city will be more attractive to tourists.
- Benefit of the hotel industry. The train will attract tourist, which will cause the increase of the hotel occupancy and have greater benefit
- Create new jobs. With the launch of the train, new jobs are going to be created. Both those who work in the train itself, as the driver and the person accompanying him and take care of the tourists to be comfortable, as well as in the restaurants of the city center that will see increased the demand, so the recruitment of more staff will be needed

## **8.2. Negative impacts:**

- The investment of money for the tourist train. The purchase of the train would be a major investment of money to Sagunto.
- Pollution that the train causes. The continuing rise and fall of the train could cause the municipality having much pollution.
- New product not known in the market. People do not know yet the product, so the demand would be low.

THE IMPACTS

	<b>Social</b>	<b>Environmental</b>	<b>Economic</b>
<b>P O S I T I V E</b>	<ul style="list-style-type: none"> <li>❖ The tourist train is going to increase tourist arrivals to Sagunto.</li> <li>❖ The possible increase in all kinds of people to see the castle.</li> </ul>		<ul style="list-style-type: none"> <li>❖ Benefit of the hotel industry.</li> <li>❖ Create new jobs</li> </ul>
	<b>N E G A T I V E</b>	<ul style="list-style-type: none"> <li>❖ Pollution that the train causes.</li> </ul>	<ul style="list-style-type: none"> <li>❖ The investment of money for the tourist train</li> </ul>

**9. POSSIBLE SOLUTIONS FOR CONTROLLING NEGATIVE IMPACTS**

The launching of the tourist train, in addition to positive impacts also has negative impacts. Then I am going to expose a series of solutions to deal with that negative impacts.



### **9.1. Negative Environmental Impact**

Pollution caused by the train. The continuing rise and fall of the train could cause the municipality having much pollution. The solution to the problem would be that the train will use a type of fuel it will not harm the environment.

### **9.2. Negative Social Impact**

New product not known in the market. People do not know yet the product, so the demand would be low. A possible solution would be to be publicized through the Internet, brochures and even in their own Tourist Info.

### **9.3. Negative Economic Impact**

Investment of money for the train. The purchase of the train would be a major investment of money to Sagunto. The solution to the problem would be rent the train to begin to make profits. Once it gives benefits we might consider the purchase of the train.

## **10. CONCLUSIONS**

The introduction of a tourist train that tours through the historic center of Sagunto, in addition to bringing tourists to the most emblematic monuments such as roman theater and castle, is a great project that can benefit substantially to the municipality

With this, Sagunto wants to bring to the tourists who come from different parts of the world, to know the city without having any kind of problems when visiting its monuments.

The tourist train in addition to being a business, it becomes an engine of economic and social development for the municipality.

The train is a project with a strategic planning and an objective analysis of the reality, it can be carried forward, ensuring its success.

To comply with the objectives and the successful marketing of the product it is necessary to set it properly in the market. The tourist train is configured as a good service, with a large target audience as children, adults and elderly people with disabilities, but more specifically for these two last.

In conclusion I think that if the project is studied and follow the indications that have been given, it can be a great benefit to Sagunto, in addition to the great service that it has for the people.

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