

	<h1>Action Plan</h1> <h2>Carlos Keen</h2>
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Action Plan for Carlos Keen, Provincia de Buenos Aires, Argentina

a. History of its equity valuation

Carlos Keen town is 15 km from Luján city; it has been part of Luján local government. The town community only has a municipal delegation that makes maintenance tasks, cleaning streets and train station.

a.1. Some important dates in the recognition of “Tourist Town”

- Year 1988: Commission de Preservation de Carlos Keen is created, composed by neigh boards warred about the poor situation of main historic buildings.
- September 28th of 1989: is declared as Municipal Interest the conservation, preservation and valuation of the environment features and values of Carlos Keen town, approved in Decreto N° 1472.
- May 31th of 1990: is declared as state tourist interest by Buenos Aires province, in resolution N° 17.
- July 28th of 2003: in ordenanza N°4580, is establish Preservation Zone
- May 15th of 2007: in decreto N°513 of National Government is declared Object of National Interest –in recognition as historic town-, denominated “*Zone de Preservation de la Localidad de Carlos Keen*”.
- November 2008: the program “Pueblos Turísticos” is created in the town. The program is developed by the Tourism Secretary, throw the Direction Provincial de Tourism Social y Communitarian (Gobierno de la Provincia de Buenos Aires).
- November 30th 2010: the Communal Tourism Association of the historic town is created, in order to develop different actions and projects that increase the identity and recover and maintain the tangible assets of the town. Also, foment the development of productive, social and cultural projects.
- The Preservation C omission of Carlos Keen, does not exist any more. The only community association that is working today eis the Tourism Community Association but it does not have action force and economic resources for buy some of the products developed in this work.
- In this way is showed the public sector interest in all levels (municipality, province, national) in the town of Carlos Keen, by its assets, its culture, and its touristic activity. This makes public sector responsible of execute many of the proposed actions.
- Will be STRAVAL mission, give to the authorities the tools to make possible the proposed actions.

b. Executive Summary

In Carlos Keen, during and then the town declination, citizens migration is seen as a structural problem, especially young people migration. This situation, that could be situated during 1930 decade, remains till last years of 20th century. From inhabitants claims, that start to protest to change the living situation, to take conscious of historic place importance, is achieved the creation of the Preservation Commission in 1988, which objective was the architectonic and environmental assets preservation of Carlos Keen. Nowadays, despite the town can not keep all young generations because of lacks of jobs and educative opportunities, recovery actions are generated, throw gastronomic and artist enterprises.

The town tranquility and the visual contamination absence, give to the zone special features for people that look for a different view of urban centers. In this way, the great quantity of green areas and low constructions allow appreciate Pampeana plain landscape.

These conditions allowed a disorganized grown of the touristic activity. In that moment, the government interest in all level (nation, province and municipality) gave more priority to the promotion of Carlos Keen as a touristic destination than assets management.

The touristic vision from Carlos Keen citizens fluctuate between two views. On one hand, it is associated to a grow up from years of lethargy. On the other hand, some see the tourist activity as a predator of towns spirit. The number of visitors grew from 4000 in the year 2000, to 140.000 in the year 2010, overloading the local capacity.

So then, it is consider as critical the execution of actions that give real solutions to the observed problems.

With this Action Plan we are leading to the local government and community first, because they are the main interested in the sustainable development of touristic activity in the region.

We thought a set of actions that will allow solve many of the community problems, for example, work on the deterioration of the most emblematic building in the town, the train station. Also, it is observed a big problem in the public areas use and the visitors affluence generating a big traffic chaos, specially with respect to car parking. Among the proposed actions are:

- A heritage workshop training course; the design of guided tours; the design and implementation of informative brochures; conducting an inventory of agro-alimentary products and crafts; creating an interpretive center; the demarcation of vehicle parking; signaling in the tourist and heritage area; creating a mobile application "Tourist Information System"; diagnosis and monitoring equity Center.

To perform these actions last 10 years estimated from its inception in January 2016 and will be conducted mainly in the preservation of the town of Carlos Keen and recreational areas, tourist and productive interest nearby.

The main purpose of all actions presented is:

- Give the town a range of tools to move towards the proper management of heritage and sustainable tourism.

For its realization the municipal government and the local community will be interested through participatory meetings of all actors involved in the various activities carried out in the region.

It is estimated that the estimated budgetary cost of the shares previously submitted is \$ 244.570.- only left out of this budget the share in the "Diagnostic and Monitoring Heritage Interpretation Center" as the budgetary costs depend on the state tender specifications.

b.1. Actions presented details

b.1.1. Assets formation Workshop

a. Argumentation:

The city of Lujan is rich in heritage resources, both in town and in each of the towns that make up the game. Without a doubt the most important heritage is the National Basilica of Our Lady of Lujan, the spiritual center of Argentina. Together with the Museum Complex "Enrique Udaondo" forms the basilica historic town receiving thousands of visitors throughout the year. Therefore it must be considered various alternatives for tourism offer visitors. In this way it is to make a look into the rest of the municipality to find many heritage resources, activating them from the point of view of tourism - culture can become an excellent alternative for all visitors.

Therefore we believe that every community has a rich heritage potential. It often happens that rich heritage is unknown. It is then necessary to perform a path of knowledge to discover what the different heritages in a locality.

Once discovered own Wealth of each community is necessary to put them in value. This assessment should be primarily given by the local community, so that then with a technical look - professional, you can discover its tourist potential.

That tourism potential is achieved is specified when activating the heritage, whether as a tourist resource or a cultural resource.

The communication of the various economic benefits of a town is essential to spread in different areas.

This is the approach proposed in this course with the objective that every community can discover its rich heritage, put in value, for further tourist and / or cultural use way.

b. General Objective:

Train local human resources in the areas: heritage and hospitality industry.

Specific Objectives:

- Discover the various heritage resources found in the town of Carlos Keen.
- Achieve activation of heritage resources with a tourist purpose - sustainable cultural.

c. Product and Market.

The proposed attentive the basis thereof, the product will target the following sectors:

- Local Guides Luján;
- Students and graduates of technical careers and higher tourist guides, the Higher Institute of Technical Education N°189 city of Lujan;
- Local community;
- High school students of Carlos Keen.
- Anyone interested.

This training should be framed within the Municipal Workshop scheme that depends on the Ministry of Culture and Tourism of the Municipality of Luján, which facilitates an increase of potential customers / stakeholders, since it would be free and for sectors ranging from a) and d); while for the sector e) possess a cost.

Keep in mind that it is very difficult to involve local community and / or students if the course has a cost.

Once the same, a brief participants will be held to analyze the extent of satisfaction as well as the continued presence in the future, perhaps with half-day sessions every three months, etc.

d. competitiveness

This type of product is not present in the study area.

e. Marketing Plan: Assets Formation Workshop S. W. O. T.

- Strengths:

- Unique product offered on the market.
- Training of tourism on the area of study.
- Awareness of the local population and the high school students on the heritage significance - tourist site.
- Municipal public sector support for the realization.
- The course is free for local residents, students and professionals of municipal educational institutions.
- Generating exchange spaces where local people and traders in the sector to express hinting the different existing problems.

- Weaknesses:

- Little suitable for carrying out the same staff.
- Local political instability.
- It does not have adequate infrastructure for the development of the course.

- Resistance from some members of the local population towards tourism.
 - Opportunities:
 - Sustainable economic development through tourism.
 - Tourism awareness generation for local people.
 - Harnessing local voices to solve or improve conflict situations.
 - Threats:
 - Many non-interventionist academic studies.
 - The change in municipal government officials.
 - Conducting a similar course at another nearby town with highly satisfactory results for local people.

The course is free for locals and students of educational institutions and professionals who are in the city. Any person who fails to comply with these conditions and is interested in taking the course are subject to a tariff.

The call will be held at the same through intermediate entities, educational institutions, local media, local press, websites and social networks.

The customer loyalty will be achieved progressively through the different course, conferences, training carried out in free form thus generating the habit and interest in training.

f. Sales Plan.

The training course will take place in person at the destination.

g. Human Resources

For the development of the course the following human resources are needed:

- General Coordinator: Arrange to carry out the overall coordination of the training course, contacting the various trainers and develop the curriculum of the same. It also will handle administrative matters.
- Trainers: Arrange to conduct the training in their specific area.

h. Legal aspects.

The general coordinator will be recruited as temporary staff by the Municipality of Luján.

Trainers should be tax payers and bill the end of each course, along with the invoice showing proof of payment of the single tax.

i. Expected results.

Impact on people: It is considered to be very positive because it will benefit the local population in the identification, evaluation and activation of heritage; generating a tourism awareness and enabling sustainable economic development.

Impact on product sales: The successful development of the product will determine that it can be carried out in different places; thus allowing our product positioning in the region.

Indicator to have in mind:

- Number of people in the local community.
- Turnout of educational establishments and tourism professionals.

- Number of attendees who paid the course.
- Desertion from the audience.
- Interest of local media.

The course will be evaluated through a final integrator questionnaire where they can reflect the needs of future formations.

j. Investment and Funding plan

Funding sources will be public.

k. Final Conclusions.

Among the main problems could be solved with this training they are:

- Tourism awareness.
- Sustainable economic development.
- Dialogue between the public, private sector, and local community.

In the case of Carlos Keen, we could not talk about profitability as the local population does not have the financial resources necessary to form in these areas.

l. Budget.

- General Coordinator: Estimated time 5 hours per week. The time wage is \$ 270.-
- Trainers: Estimated time for trainer distributed in 3 days: 9am. The time wage is \$ 270.

b.1.2. Guided Tours design

a. Activity identification.

Argumentation:

The visit destination has two main objectives; First, meet the locals, this is reflected in all components that make up the identity of the place: their history, customs, idiosyncrasy, among others. Second, know the assets, reflecting that identity. That is, temples, schools, museums, plazas, among others.

The ability to design various Guided tour within the territory allow visitors to discover in every corner of the community of identity that makes this unique and special place.

b. Product and Market.

The product is aimed at visitors to the town of Carlos Keen to stay one day, and that they may know the heritage sites that identify the place.

Customers mostly come from the City of Buenos Aires and Greater Buenos Aires, motivated by the natural environment and cuisine, but fails to uncover other rich heritage of the town.

Also, to expand the supply of information services for the tourist self-guided tours will be designed, this will allow those interested in tours around certain areas of the historic center can meet and enjoy the heritage sites in a more personalized way and independent. It will be developed in section 8 "Application: Tourist Information System".

c. Competitiveness.

Regarding competition guided tours tour operators is limited to the city of Buenos Aires with guides who only make a poor historical description of the place.

d. Marketing Plan: Guided Tours design S.W.O.T.

- Strengths:

- Lack of quality competition.
- Allow knowledge of the various elements of heritage interest.
- Design of thematic tourism circuits: Historic, gastronomic, productive, cultural, natural.
- Discover through feedback to guide the identity of the community.

- Weaknesses:

- Little suited to conduct guided tours staff.
- No history of regular guided tours.
- Lack of parking hindering the vision of the assets.
- No sidewalks or pedestrian paths for the guided tour.
- Capacity saturated weekends.
- Seasonality of demand.
- Attractions and restaurants are only open on weekends and holidays.

- Opportunities:

- Appreciation of local heritage.
- Greater joy and enjoy the destination.
- Generating jobs for local people.

- Threats:

- The realization of a tourist bus from the city of Luján visiting the town of Carlos Keen.
- Resistance from some members of the local population towards tourism.

As an option to the various tours offered the possibility of including lunch in some of the local restaurants.

Among the payment facilities are: debit, credit and cash. Discounts for students, seniors and travel agencies ..

e. Sales Plan.

The sale of products starts with a launch campaign. It will take place through farm tour; advertising media, social networks, tourist magazines, forums tourism; as well as through the various associations related to tourism, such as AAAYT (Argentina Association of Travel Agencies and Tourism); and tourist information centers of the Municipality of Luján and the Secretariat of Tourism of the Province of Buenos Aires. Finally the design of a website offering tourism products.

f. Human Resources

Among the human resources needed to make this product they are necessary:

- Guides: three guides meeting a schedule of 36 hours per week.
- an administrative
- A receptionist - cashier.

g. Legal aspects.

Employees stations covering administrative assistant "Self-guided" and receptionist-clerk are governed by the collective agreement the trade union employees; while tour guides must be in the category of tax payers, billing month (presenting the payment of the single tax).

h. Expected Results.

Impact on customers: It is considered to be very positive because it will benefit the public by both products elements of heritage interest of the town.

Impact on product sales: The successful development of the product will determine that it can be carried out in different places; thus allowing our product positioning in the region.

Among the indicators to consider:

- Number of visitors to acquire service.
- Interest in our products by the press.
- Application for visitors to acquire these products in other locations.
- Interest of local entrepreneurs in sponsor products.

i. Investment and Funding Plan.

Funding sources:

- Banking and / or government programs for lending to SmEs.
- Sponsor.

j. Final conclusions

Among the main problems could be solved with this product include:

- Tourism awareness.
- Sustainable economic development.
- Dialogue between the public, private sector, and local community.
- Training qualified personnel to conduct guided tours.
- Seasonally adjusted demand and supply.

k. Budget

- Guides: three guides meeting a schedule of 36 hours per week. Wage guide: \$ 5,000.
- An administrative: \$ 4,500
- A receptionist - cash: \$ 4,500

b.1.3. Design and production of informative brochures

a. Activity identification

The realization of brochures for tourists is of primary importance to them because it gives them the opportunity to be within the destination, identify heritage sites, identify the various commercial and service activities on offer, as well as meet the history of the community you are visiting. Therefore, the brochure should be simple, clear, complete and of very good quality.

b. Product and Market

The product is aimed at tourists arriving in the town of Carlos Keen. They, for the most part, come from the City of Buenos Aires and Greater Buenos Aires, motivated by the natural environment and cuisine.

The product - informative- brochure will help visitors to discover all areas of heritage interest are there in the town; as well as the history and development of the community. To do this, it will include a map of the historical area where the elements of heritage interest, photos of the same, calendar of events, announcements of sponsors will be given.

It will also include information about media, services, useful telephone numbers and emergency services.

A digital version of it which can be downloaded from the www.pueblosturisticos.tur.ar/ page and the page will be held www.turismo.gba.gov.ar/

c. Competitiveness

Currently the information leaflets that are about Carlos Keen are issued by the Department of Tourism of the Municipality of Luján, and the Secretariat of Tourism of the Province of Buenos Aires -program "tourist villages".

d. Marketing Plan: Information leaflets for tourists S.W.O.T.

- Strengths

- Deliver accurate information about the destination.
- To publicize the heritage sites.
- Identification of commercial and tourist activities.
- Build and strengthen identity.
- Using recycled paper.

- Weaknesses

- Environmental pollution by the dumping of leaflets in the street.
- High cost of recycled paper for making leaflets.
- Lack of continuity in updating information in the brochures.
- Lack of financial resources at the local public and to acquire this type of product are supplied by the provincial public sector (who have their own designers brochures)

- Opportunities

- To publicize the fate of people who do not know.
- Appreciation of local heritage.

- Greater joy and enjoy the destination.
 - Threats
- Use of new technologies and applications for mobile obsoletes the brochures.
- Only government presence in the tourist development of the community, without the participation of other associations and / or private organizations.

The recipient of this product will be the public sector because the community does not have an NGO that deals with the cultural tourism development and to provide sufficient financial resources to purchase this product.

e. Sales Plan.

Interest to the local public and / or provincial for the development of this product. If the product is purchased by the sector, its distribution could be developed by the Department of Tourism of the Municipality of Luján, of the Ministry of Tourism of the Province. Of Buenos Aires and its centers of tourist information agencies inbound tourism, hotels and restaurants of the autonomous city of Buenos Aires, as well as areas close to Carlos Keen, as Villa Ruiz Cortinez, Jauregui, Lujan, San Andres de Giles, Torres, Exaltation of the Cross, General Rodriguez , Pilar.

f. Human Resources

Among the human resources needed to make this product they are necessary:

- Graphic designer.
- Local historical tourism advisor.

g. Legal aspects

The graphic designer and the local historic-tourism consultant should be tax payers and bill after finishing work, together with the invoice showing proof of payment of the single tax.

The laws of copyright and intellectual property will be considered.

h. Expected Results

The recipients will be satisfied with the delivery of an artwork to provide them accurate information about the destination, the locate within that unknown reality, and allow them to enjoy the destination safely.

Indicators to consider are:

- Number of prints brochures.
- Number of brochures found in the street.
- Number of visitors to the site for the information provided in the brochure.
- Visitors predisposition to receive the brochure.
- Sponsors interest in participation brochure.

i. Investment and Funding

Because the public sector lacks the financial resources to carry out this product, the investment plan could be addressed by sponsors, who highly benefit.

j. Final conclusions

Among the main problems could be solved with the completion of this booklet they are:

- Tourism awareness.
- Sustainable economic development.
- Dialogue between the public, private sector, and local community.
- Provide reliable information about the destination.
- Achieve a single language on providing information.

k. Budget

- Editorial design diptych or triptych brochure \$ 1,300.
- 2500 Printing A4 leaflets deployable \$ 6,590.

b.1.4. Make an inventory of agroalimentary and craft products

a. Activity identification.

The completion of an inventory of local products is the kickoff for its development in terms of tourist and gastronomic-cultural perspective. For this reason is the need for identification of agribusiness and craft activities for further inventory.

b. Product and Market

The product is aimed at the local community as it will allow them to know the various agro-alimentary and craft products and in turn have led to visitors who will find among the attractions of the resort, these products -

c. Competitiveness

Today, the community does not have any inventory of agroalimentary products and handicrafts of the town.

Nor is within the study area is a native product identity of the community. There is only one craft brewery and a settlement with oyster mushrooms production (variety of fungi). The rest of the cuisine offered in the town is similar to what can be found in any destination in the province of Buenos Aires.

d. Marketing PlanS.W.O.T.

Strengths

- Identification of agribusiness and craft activities in the region.
- Identify the producers involved in the area.
- Build and strengthen identity.
- Sustainable development of the region.
- Local employment generation.

- Absence of product in the region.

Weaknesses

- Distrust of producers such initiatives.
- Lack of openness to tourism - culture.

Opportunities

- Upgrading of agroalimentary and crafts of the region.
- Revaluation of the local cuisine.
- Greater joy and enjoy the destination.

Threats

- Potential lack of interest of the local community in the continuity of the product.
- The resistance of the dining establishments selected to present the typical dish in the menu.

The recipient of this product will be the private sector as producers will benefit from it. Also it benefits the local community to make known their culinary skills in the culinary competition which is detailed in the plan of sale. Finally, visitors will benefit from the enjoyment of the various local dishes offered in restaurants.

e. Sales Plan

For product realization will be interested to local producers, local community, eating establishments and the public sector. Everyone should be involved in its development.

Product distribution will be done through the municipal public sector.

Upon completion of the product (inventory), tasting contest will be held to choose the dish of the community, giving people their identification and / or appreciation, while recognizing visitors to the region.

The selection of the dish strengthen the sustainable development of the community, as it will encourage endogenous economic activities.

The tasting contest will be directed to the local community, who will present dishes with products listed in the inventory made.

The contest selected dishes will be offered in restaurants in the community for visitors to discover the various flavors, tastes and aromas they offer traditional cuisine.

f. Human Resources.

Among the human resources needed to make this product they are necessary:

- General coordinator.
- Surveyors (fieldwork).
- Gastronomic consultant.
- Advisory regional products.
- Local historical tourism advisor.

g. Legal Aspects

Human resources development work should be tax payers inventory and bill after finishing work; except pollsters they be students in their final year of studies of Higher Technical Institute of Tourism Technical Training N°189 city of Lujan; this work will be part of the professional practices of study.

h. Expected results

Recipients (local community associations, local producers, local restaurateurs) benefit from the preparation of the inventory of food products and crafts community identity will be; as it will allow them to work together to prepare the typical dishes of the region, promoting the sustainable development of the town.

i. Investment and Funding Plan

In the case of having an association of professionals, craftsmen, public and private entities for the development of the community, the association can access the following sources of funding:

- Banking and / or government programs for lending to SMEs.
- Sponsor.

j. Final conclusions

Among the main problems could be solved with the completion of this inventory they are:

- Tourism awareness.
- Identification with local products in the region.
- Sustainable economic development.
- Dialogue between the public, private sector, and local community.

i. Budget

- General coordinator. \$ 10,000
- 4 Surveyors (fieldwork). Salary per person: \$ 4,000
- Gastronomic consultant. \$ 2,500
- Advisory regional products. \$ 2,500
- Local historical tourism advisor. \$ 2,500

b.1.5. Creation of a Interpretative Center

a. Activity identification

Creating a performance space, provide the visitor tools to know and understand the history and present of the town of Carlos Keen. The center will cover the various facets of the people, history, nature, productive activity, religion, culture; This will facilitate the identification, safeguarding and enhancement of the elements of cultural and natural heritage sites found in the town.

b. Product and Market

The idea of development of this product is aimed at the local community and governmental authority in his three (municipal, provincial and national) levels to achieve your creation.

Once launched the interpretive center, it will target the visitors to the town of Carlos Keen stay by a day, and you will learn about the heritage sites that identify the place.

Customers mostly come from the City of Buenos Aires and Greater Buenos Aires, motivated by the natural environment and cuisine, but fails to uncover other rich heritage of the town.

c. Competitiveness

Today Carlos Keen has a Cultural and Tourist Center "The Barn", which works in the warehouse of the railway, under the Directorate of Tourism of the Municipality of Luján. The purpose of this center is not providing tools to achieve the correct interpretation of local heritage, but making related to culture, namely activities: temporary exhibitions by local artists, photo exhibitions, film series for children, musical performances local artists, as well as courses and workshops on different themes.

d. Marketing Plan S.W.O.T.

Strengths

- Build and strengthen community identity.
- The correct interpretation of heritage.
- Rescue and recovery of various elements of heritage interest.

Weaknesses

- The building infrastructure in which the center could be mounted (eg Building Old Station) is in a state of neglect; so its restoration is necessary.
- The location of the Craft Fair on the platform of the station.
- Little interest in the local community for the installation of interpretive center.

Opportunities

- Generating jobs.
- Greater joy and enjoy the destination.
- Incorporated into the school curriculum to visit the space of interpretation.

Threats

- Potential lack of interest of the local community in the product.
- The proximity to the Cultural Center of "The Barn".

e. Sales Plan

For product realization will be interested in the public sector and the local community. Meetings with local entrepreneurs in order to get sponsors to help the realization and maintenance of this product is made.

Once the product, will be released by the Ministry of Tourism of the Province of Buenos Aires through the "Holiday Villages", the Department of Tourism Lujan, media, industry associations, institutions of academic training, social networks, and through a virtual platform.

f. Human Resources

Among the human resources needed to make this product they are necessary:

- Two tour guides
- Receptionists.
- Museologist.
- Computer technicians.
- Local historical tourism advisor.

g. Legal Aspects

Human resources work in the interpretation center should be tax payers and bill after finishing work; except for tour guides - receptionist to be students in their final year of studies in Higher Technical Guide Tourism Superior Technical Training Institute N°189 city of Lujan; this work will be part of the professional practices of study.

h. Expected results

The recipients (public sector and local community) will benefit from the realization of an interpretation center that allows to present the rich heritage of the place will be. In addition to achieving the restoration of the building of the old railway station.

i. Investment and Funding Plan.

The financing will be public for a building that is in the corresponding fields of the railway, which was named "Heritage Village" framework.

Once implemented, it will be self-financed by the cost of the admission ticket and the contributions of sponsors.

j. Final conclusions

Among the main problems could be solved with the completion of this inventory they are:

- Restoration of the old station building, one of the most important assets of the town.
- Heritage tourism awareness.
- Back and recovery of family assets.
- Dialogue between the public, private sector, and local community.

k. Budget

- Two tourism guides - \$ 5,000
- Receptionists. \$ 4,000.
- Museologist. \$ 6,500
- Computer technicians. \$ 2,500
- Local historical tourism advisor. \$ 2,500

b.1.6. Trace parking areas

a. Activity identification

The outline of the area will limit vehicle parking of vehicles near the areas of heritage interest avoiding visual pollution on them.

It will also facilitate tourists more orderly access to all assets.

Therefore, it is necessary to define and manage the parking area to avoid the chaos generated mainly day Sunday; It is the most affected local residents.

b. Product and Market

The idea of development of this product is aimed at the local community and visitors.

The local community will benefit from this product as it will allow them a vehicle, and that it will not interfere with normal life. At the same time it will be an important income. Visitors will benefit from finding a better system, one properly marked parking place, and a greater enjoyment of the place.

The product will be developed through a metered parking system (SEM) conducted by the National University of La Plata. This system is characterized as a clean and environmentally friendly solution as to implement, requires no type I or delimitation of spaces demarcated in the streets where it is applied. The system can operate without hindering the movement of persons, without contaminating the visual and does not require electricity as usually happens with other devices such as parking meters. The SEM is reliable because on the one hand, there is a strict control on-line of vehicles parked by inspectors who in turn are supervised from the center and monitoring. On the other hand, the municipality that implements this solution offers real-time information on what is happening with the parking time. Similarly, motorists receive system information and activity on your phone.

The solution is flexible and adapts to the needs of each municipality in terms of fares, schedules, different types of billing, settlement, parking fractionation and / or disabled exemption or frontage, also allowing not only the sale of parking, but also the collection of voluntary payment offenses and also transfer information to digital or printed entities Justice Fovuls corresponding manner. Its implementation is simple and immediate without the municipality has to make a big investment, and once running has a very low maintenance, not requiring any civil works.

c. Competitiveness

Currently there is not competent in the area.

d. Marketing Plan S.W.O.T.

Strengths

- Vehicular system and marked in certain areas.
- Generating income for the community.
- Greater enjoyment of heritage sites will no longer be hampered by the vehicular disorder.
- Interest of the local community for the performance of this product.

Weaknesses

- Lack of education of some visitors who park anywhere.
- You do not have an estate large for the installation of a parking lot.
- The available land belonging to Adif (Railway Infrastructure Administration Society of the State, the Ministry of the Interior and Transport) with which only can be used for cultural purposes.

Opportunities

- Generating jobs.
- Greater joy and enjoy the destination.

Threats

- The number of visitors exceeds the capacity of the parking.

- Non-transfer of land by ADIF SE for carrying out the parking.

e. Sales Plan

For product realization will be interested in the public sector and the local community. The product will be carried out through a metered parking system developed by the National University of La Plata. This is a simple, reliable, ecological and economic system. The parking payment are two:

- a) Spot (sales points attached); and
- b) Purchase of credit (-SMS text messaging, Internet, call a toll-free telephone, mobile applications for Android, Blackberry and iPhone or a combination of all the above.

f. Human resources

Among the human resources required for this product they are:

- Surveyor to delimit the parking area.
- Traffic inspectors.
- National University of La Plata (generating system)
- Receptionist.
- Places of loading and reloading of credit to the SEM (business place, cultural center, etc.).

g. Legal Aspects

Generation of a ordinance regarding the metered parking system and the delimitation of the areas of parking.

Realization of a cooperation agreement between the National University of La Plata and the Municipality of Luján.

The traffic inspectors are municipal employees.

Surveyor must be tax payers and bill after finishing work.

The receptionists will be governed under the collective bargaining agreement the union of commercial employees.

h. Expected Results

We found two different types of recipients:

1. Local community, it will benefit from the vehicle system and the income of the proceeds from the parking system.
2. Visitors will find the destination without visual pollution and increased vehicular system.

i. Investment and Funding Plan

Once implemented, it will be self-financed by the SEM cost \$ 5 an hour.

No investment cost by the Cooperation Agreement signed with the National University of La Plata; when the system is in operation at the academic institution is paid a percentage of the monthly gross revenue.

j. Final Conclusions

Among the main problems could be solved with the completion of this product they are:

- Vehicular system.
- Eliminating visual pollution of heritage spaces.
- Minor usual rhythm disturbance of life for residents because of tourism.

k. Budget

- Surveyor Fees: \$ 12.500.-
- Fences, posts and gates. Freight and installation: \$ 19.550
- Signaling design and positioning: 11,200
- Receptionist \$ 7,000 monthly.
- Traffic inspectors (2) \$ 8,000 per month each.

b.1.7. Signaling

a. Activity identification

For proper signaling heritage sites of the place it is first necessary to conduct an inventory together with local people to identify, and then to perform the same signaling. While the town of Carlos Keen has two kinds of signs, you should make a universalizer of same; taking into account the characteristics of the place where the same are not aggressive but are commensurate with the landscape.

b. Product and Market

The proposed service is focused on the local community and the public sector (Department of Tourism of the Municipality of Luján and / or Ministry of Tourism of the Province of Buenos Aires) as the signaling will ensure that visitors identify clearly and rapid heritage interest spaces.

c. Competitiveness

Carlos Keen currently has two signs, one conducted by the Ministry of Tourism of the Province of Buenos Aires through the Tourist Village program; and one recently placed by a private organization "Center for the Study Lujan 2020" which had the support of a section of the local community.

In the first case the signaling is more suitable to the landscape of the town but has a great deterioration.

Regarding the other signaling the opinion of the local community it was not taken into account, which generated some kind of disagreement; and neither had the necessary authorization by the public sector for placement.

d. Marketing Plan S.W.O.T.

Strengths

- Recognition and appreciation of heritage sites.
- Landscape harmonization.
- Interest of the local community for universal signal.
- Greater enjoyment of heritage sites to be properly marked.

Weaknesses

- Lack of maintenance of signals.
- Lack of state budget.
- Lack of education on visitors who write posters.

Opportunities

- Conducting various tourist circuits within the community.
- Greater joy and enjoy the destination.
- Participation of students in the area to design the signal

Threats

- Lack of education on visitors who write or damaged posters.
- Lack of criteria for performing the signaling ..

e. Sales Plan

For product realization will be interested in the public sector and the local community. The product will be done through sponsors and the public sector lacks the resources to carry it out

f. Human Resources

Among the human resources required for this product they are:

- A graphic designer.
- Undertaking performing signaling.
- Installers posters.

g. Legal Aspects

Generation of a municipal ordinance authorizing the proposed service. The human resources involved must be tax payers and bill after finishing work.

h. Expected Results

We found two different types of recipients:

- Local community, it will benefit from the correct signaling heritage sites.
- Visitors will find a friendly destination and according to the environment that will allow greater joy site signaling.

i. Investment and Funding Plan

Funding will be through sponsors.

j. Final conclusions

Among the main problems could be solved with the completion of this product they are:

- Unification of criteria in place signaling
- Eliminating visual pollution of heritage spaces.

k. Budget

- Graphic designer. \$ 4,600
- 15 Signs wood carvings. \$ 1,800 each. Total \$ 27.000.-

b.1.8. “Touristic Information System” Application

a. Activity identification

In the era of new technologies, the creation of an application for Smart phone and Tablet in which tourists can easily access geographic, historical, religious, natural, news information, among others.

It will also facilitate tourists more orderly access to all assets.

The advantage in creating this type of application is that visitors can get all the information at home and follow the developments occurring in the destination.

Also, to expand the range of information services for the tourist self-guided tours will be designed, this will allow those interested in tours around certain areas of the old town can meet and enjoy the heritage sites in a more personalized and independently . It will be more a function within the application.

b. Product and Market

The idea of development of this product is aimed at all those who have smart phone and / or tablet.

The benefit will be great because it gives the possibility to be constantly informed of what happens on the target.

c. Competitiveness

Currently there is not competent in the area.

d. Marketing Plan S.W.O.T. application

Strengths

- Easy access to the application from any mobile device
- Update on the destination.
- Lack of competition in the area.
- Access information from anywhere in the world.
- Have all the information of the destination in the palm of your hand.

Weaknesses

- High initial cost of the product.
- Lack of good wifi in the locality.
- Not all people have mobile devices.

Opportunities

- To publicize the fate globally.
- New business opportunities and investments in the region.
- Greater joy and enjoy the destination.

Threats

- Not having good wifi.
- Failure to update the information available to the application.

S.W.O.T. Auto –Guided Tours

Strengths

- Lack of competition.
- Allow knowledge of the various elements of heritage interest.
- Design of thematic tourism circuits: Historic, gastronomic, productive, cultural, natural.
- Allow independent travel, and the possibility of regulating the time spent for each tourist circuit according to the availability of each client.
- Signaling spaces heritage interest of the local community.

Weaknesses

- No history of self-guided tours.
- Lack of parking hindering the vision of the assets.
- No sidewalks or pedestrian paths for the guided tour.
- Capacity saturated weekends.
- Seasonality of demand.
- Attractions and restaurants are only open on weekends and holidays.
-

Opportunities

- Appreciation of local heritage.
- Greater joy and enjoy the destination.

Threats

- The realization of a tourist bus from the city of Luján visiting the town of Carlos Keen.
- Resistance from some members of the local population towards tourism.

e. Sales Plan

The product is aimed at private to develop their activity in the region, because through it, may be released to generate new revenue.

f. Human Resources

Among the human resources required for this product they are:

- Computer Engineer for application development.
- Commercial manager in charge of interest and get sponsors.
- Tourist - historical consultant.

g. Legal aspects.

Human resources must be task payers and been pays after finishing work.

The laws of copyright and intellectual property will be considered.

h. Expected results

The recipients will benefit from this product, as they possess all the necessary information on the fate just a click away.

Indicators to consider are:

- Users to download the application.

- Number of private stakeholders to participate in the product.

i. Investment and Funding Plan

The product will be financed by contributions from private to share it.

j. Final conclusions

Among the main problems could be solved with the completion of this product they are:

- Provide reliable information about the destination.
- Achieve a single language on providing information
- No accumulation of waste as it is a virtual product.

k. Budget

- Company in charge of application development. \$ 50.000
- Commercial manager. \$ 15.000
- Tourist - historical consultant. \$ 10,000

b.1.9. Diagnosis and patrimonial monitoring of the Interpretation Center

a. Activity identification

Diagnosis and monitoring of the architectural state of the historic building from the railway station of the town of Carlos Keen, where will the Interpretation Center, must be performed by a multidisciplinary team, which will consist of professionals according to the problems present such asset or liability, and will work jointly at an early stage.

This work will be divided into several stages:

- research and diagnosis.
- preventive control measures.
- monitoring.
- Report and Recommendations

This task is vital for the recovery and conservation of the heritage of the community, who are the pillars of the identity of people.

The main objective is to restore the building of the railway station for the installation on the Interpretation Center.

b. Product and Market

The diagnostic and monitoring work that will be undertaken by relevant professionals, must be accompanied turn of the local community, government agencies, private businesses and academic institutions in the region.

The local community will benefit from this product as it will allow them access to a diagnosis of the state of the building and the subsequent restoration of the same, such a desire cherished by them.

Visitors will benefit from this asset or find better building conditions, which will encourage the discovery of the typical architecture of the region from the late nineteenth century.

c. Competitiveness

There is no competition in the area.

d. Marketing Plan S.W.O.T.

Strengths

- Greater enjoyment of heritage sites.
- Interest of the local community for the realization of this product, which is the kickoff for the restoration of other buildings.
- Carlos Keen declaration of "National Historic Landmark" by decree No. 513/2007, as historical village.
- Carlos Keen statement of provincial interest by Resolution No. 17 (Undersecretary of Tourism of the Province of Buenos Aires. 1990).
- Decree No. 1472 by the Municipality of Luján says of "municipal interest the conservation, preservation, appreciation of the characteristics and environmental values of the town of Carlos Keen".
- Asset recovery.
- Identity building.

Weaknesses

- Great deterioration and lack of maintenance of the historic building of the railway station.
- State disinterest (at three levels) for the restoration of heritage buildings.
- Lack of state financial resources to carry out the work of restoration and enhancement.

Opportunities

- Re significance of restored heritage buildings.
- Greater joy and enjoy the destination.

Threats

- The number of visitors exceeds the capacity of buildings.
- Economic crisis.
- As a public work, restorative company might not be the most competent to perform such work.

e. Sales Plan

Public works: state tender.

f. Human Resources

The human resources required for this product are all professionals as part of the interdisciplinary team that will carry out the bidding of public works. For the same Ministry of Federal Planning, Public Investment and Services for the National Government, entrusted the task to an architecture which together with the National Directorate of Architecture, this interdisciplinary team together for the realization of specification sheet . Once the specification sheet, it convenes a public contest for the winning company is awarded the rights to carry out the restoration.

g. Legal Aspects

Public works: state tender.

h. Expected results

- The restoration of the building will be a focal point for tourism, which will be reflected in an increase in the income of the community.
- The local community will benefit from the restoration of the building, since they may be used for various purposes by them and visitors.

i. Investment and Funding Plan

Public works: state tender.

j. Final conclusions

Among the main problems could be solved with the completion of this product they are:

- Deterioration and / or loss of this building of heritage interest.

k. Budget

It depends on the budgetary costs of state tender specifications.

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