

UNIVERSIDAD POLITECNICA DE VALENCIA

ESCUELA POLITECNICA SUPERIOR DE GANDIA

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POLITECNICA
DE VALENCIA



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SUPERIOR DE GANDIA

“Strategic plan for the promotion of Gandia in Mecklenburg-Vorpommern.”

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GANDIA, 2011

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1 Introduction

Gandia currently doesn't have a great repercussion in the international market, basically the target market is based on domestic tourism and tourism mostly in Madrid. Gandia belongs to the trademark "Comunidad Valenciana", but we try to ensure that this target is sold by itself, like as big cities like Benidorm or Salou. At the beginning we should think, what can Gandia offer to the MV tourist? the Gandia tourist image that the German tourist has is: Sun, beach and culture. These factors can help for the promotion in Gandia in this Federal State. To improve the Spanish tourist potential, according, the promotion in Gandia should be increased and oriented to different specific groups. Tourist packages should be created and they should contain a good price of transport and accommodation, and an amusing route. Therefore, some factors in the destinations, which can reach the needs and expectations of the Spanish tourist, should be improved. Our objectives should be defined to make the marketing strategy, moreover, the following points should be answered in this study:

- *The characteristics of the German and MV demand.
- *The characteristics of the supply in Gandia.
- *The international marketing activities that are carried out in Gandia.
- *The facilities offered by the air companies and the low cost lines to travel to the Region of Valencia.
- *The different types of tourism in Gandia
- *The target groups which should be directed by the marketing strategy.
- *The recommendations for the marketing strategy.

The information has been found from several sources, for example, *Deutsche Zentrale für Tourismus* (DZT), "Instituto de estudios turísticos" Tourist studies institute of Spain (IET) and also have been made several interviews, for example, with "Tourist Info Comunitat Valenciana" in Germany or *Ministerium für Wirtschaft, Arbeit und Tourismus in MV* (Ministry of Economy, Labour and Tourism in MV) and Tourist info Gandia. Therefore, the collaboration with tourism suppliers and private intermediaries has been required.

This study is based, first of all, in the definition of the terms: Market strategy, push and pull... The following step is the study of the source market and the study of the demand in general, centred on Germany and MV. Furthermore, an evaluation about the Gandia's marketing has been studied too. Then the structure of the German tourism industry has been analyzed in order to see which are the major tour operators with which to negotiate and the best airports for travel and as a result of this analysis, the last chapter has set out the strategic guidelines for the promotion of Gandia in the region of Mecklenburg-Vorpommern.

2 Definitions and explanation of features in the tourism marketing

2.1 Strategies for the market

In today's very competitive marketplace a strategy that insures a consistent approach to offering your product or service in a way that will outsell the competition is critical. However, in concert with defining the marketing strategy you must also have a well defined methodology for the day to day process of implementing it. It is of little value to have a strategy if you lack either the resources or the expertise to implement it.

In the process of creating a marketing strategy you must consider many factors. Of those many factors, some are more important than others. Because each strategy must address some unique considerations, it is not reasonable to identify 'every' important factor at a generic level.

The first step is to start with creating the strategy and decides which the main objective to be achieved is, which in our case is the promotion of the city of Gandia in Mecklenburg-Vorpommern.

In general this falls into one of four categories:

(In our case, corresponds to the first 2 categories)

*If the market is very attractive and your enterprise is one of the strongest in the industry you will want to invest your best resources in support of your offering (The market is very attractive to attract the german market, but our destiny is not the strongest, because these destinations are Majorca, Benidorm Canary Islands).

*If the market is very attractive but your enterprise is one of the weaker ones in the industry you must concentrate on strengthening the enterprise, using your offering as a stepping stone toward this objective. (As in the previous point, the market is very attractive, but Gandia should strengthen its image abroad, which is the underlying cause of this project).

*If the market is not especially attractive, but your enterprise is one of the strongest in the industry then an effective marketing and sales effort for your offering will be good for generating near term profits.

*If the market is not especially attractive and your enterprise is one of the weaker ones in the industry you should promote this offering only if it supports a more profitable part of your business (for instance, if this segment completes a product line range) or if it absorbs some of the overhead costs of a more profitable segment.

Having selected the direction most beneficial for the overall interests of the enterprise, the next step is to choose a strategy so that the offer that will be most

effective in the market. And in the case of Gandia we opted for a cost leadership strategy.

A cost leadership strategy is based on the concept that you can produce and market a good quality product or service at a lower cost than your competitors. These low costs should translate to profit margins that are higher than the industry average. Some of the conditions that should exist to support a cost leadership strategy include an on-going availability of operating capital, good process engineering skills, close management of labor, products designed for ease of manufacturing and low cost distribution.¹

The tourist resort of Gandia, can perform this type of strategy because it has very good high quality services, nowadays, there are a large number of foreign tourist, therefore, there are more competitive prices than competitors price of the same region, such as Benidorm, Calpe, Denia, etc. Where foreign tourism is greater, but also prices.

2.2 Push and Pull Strategy

Tourism researches have long recognized the importance of studying reasons for travel, motivations, and attitudes toward tourism destinations to better understand and predict travel decisions and consumption behavior of tourist. They developed and applied a number of theories to explain tourist behavior. The sign-gestalt paradigm, better known as the push-pull factor compendium theory by Tolman (1959) and later by Dann (1977), is perhaps the most recognized theory within the realm of tourist research. While models containing variables such as perceptions, images, attitudes, emotions, cultural conditioning, and learning contributed to an increased understanding of tourist behavior, motivation seems to be responsible for explaining much of consumption behavior in tourism, thus making it a critical variable to study on its own right (Gnoth, 1997; Sirakaya et al., 2003).

An improved understanding of travel motivations would help in segmenting the markets, thereby allowing tourism marketers to allocate scarce tourism resources more efficiently. It has been suggested that the field of tourism would greatly benefit from a segmentation technique based on motivations because it could provide cues and/or insights that destination marketers could use in developing and promoting their tourism destinations.

Dann (1977), following Tolman's work (1959), introduced the concept of push-pull of tourist motivation in tourism research. In answering the question "What makes tourist travel?" he indicated that there is distinction between push and pull factors.

¹ <http://www.businessplans.org/market.html> (25.05.2011)

Pull factors are those which attract the tourist to given a resort (e.g. sunshine, sea, etc.) and whose value is seen to reside in the object of travel, while push factors refer to the tourist as subject and deal with those factors predisposing him/her to travel (e.g. escape, nostalgia). This theory suggests that people travel because they are pushed by internal and pulled by external forces. ²

2.3 Determinations of tourism

- *Changes in the level of demand
- *Per capita income growth
- *Increased productivity per hour worked
- *The political situation
- *International travel agencies
- *Media
- *Social and political stability and world peace
- *Improved accommodation facilities and transport and reduce travel costs
- *Removing barriers to international tourist traffic ³

² http://www.download-it.org/free_files/a02ecc8d72a6a65898ffe215765c7dde-Pages%20from%20Chapter%2015%20Push%E2%80%93pull%20dynamics%20in%20travel%20decisions.pdf (28.05.2011)

³ Cf. *Recent Economic Changes*. National Bureau of Economic Research. Vol. I, pp. xiv – xv.

<http://www.eumed.net/cursecon/libreria/2004/ajn/cap5.htm> (03.06.2011)

3 Gandia basic data

3.1 Introduction of Gandia

Gandia is a city and municipality in the Valencian Community, Eastern Spain on the Mediterranean. Gandia is located on the Costa del Azahar, 65 km south of Valencia and 96 km north of Alicante.

It was an important cultural and commercial centre during the 15th and 16th centuries: in the 15th it had a university. It was home to several important poets including Ausiàs March, and produced the novelist Joanot Martorell, but it is perhaps best known for the Borgias, through their family title, Duke of Gandia.

Today, Gandia is one of the largest coastal towns, with a population over 80,000, and a thriving centre of commerce and tourism in the region. There are two main zones, Gandia City, which has all the historical monuments, commercial activity, and shopping, and Gandia beach, where apartments and summer residences used during the summer season are to be found. The bars and nightclubs are concentrated in the beach area. As is normal for Spain, nightlife does not begin until well after midnight. The beach and town are actually some 2 km apart which succeeds in separating summer tourism from day-to-day living.

Climate: Gandia has a Mediterranean climate, nice and smooth. Good temperature and sunshine are guaranteed for the summer on the beaches of Gandia. Gandia winters are usually mild but can have snow for a few days in the mountains of Marxuquera, especially in the Mondúber. Heavy rain may occur for several days especially in the month of September.

Demographic evolution of Gandia

<u>1857</u>	<u>1887</u>	<u>1900</u>	<u>1910</u>	<u>1920</u>	<u>1930</u>	<u>1940</u>	<u>1950</u>	<u>1960</u>	<u>1970</u>	<u>1981</u>	<u>1991</u>	<u>2000</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
8.881	8.723	11.304	14.558	15.790	17.217	23.484	23.898	24.176	41.984	48.494	52.000	59.123	77.421	79.958	79.430

Figure 1

Source: http://www.arroscaldos.com/poble_c.asp?poble=GANDIA

4 Study of the demand

The German source market is the largest volume Europe. In 2009 the Germans made 76.6 million trips abroad, 3.9% less than in 2008. In 2010, consolidates the general growth in demand travel in Germany, which retrieves the levels before the crisis. The increase in exports, together with the labor market reform and the relaunch of private consumption have helped to improve the situation german economy.

In 2011 increase air capacity, maintaining trend towards late bookings and tourism cruises, "wellness" and shopping grow. Internet gains important in organizing the trip and the reservation accommodation. The complete package tour continues reserving traditional agency.

The German tourist is experiencing changes in their profile sociodemographic: reduction of the families with children, the increase of seniors who travel a greater proportion abroad, and the aging of the baby boomers. Germany remains the main destination for germans. Spain has long been the main foreign destination, with remarkable difference on their competitors, although it has been losing market share to destinations such as Turkey and Egypt. The top five destinations of the Germans in abroad were Spain (26%), Italy (16.7%), Austria (16.7%), Turkey (13.7%), France (8.3%) and Greece (7.3%). Travel abroad of germans are compounds on a larger scale and with a tendency to grow in number, major trips (15 or more days). To the second and third trips germans choose nearby destinations. The main motivation in choosing holiday destination is relaxing and the beach.

In recent years there has been a decrease average expenditure on travel. Trips abroad have than spending on domestic travel. Spain is the european country that perform higher spending. Over the years the differences have disappeared profiles between the germans vacation from eastern and western Germany. Main and additional trips are differentiated seasonally. While more than half of the major takes place in June, July and August, additional held during Christmas week Easter, Whitsun and autumn school holidays.⁴

German tourists who choose Spain as very important aspects of the sun and heat. Spanish flagship product in the German market is characterized by the familiar hotel air package and medium to high expenditure of sun and beach destinations in the archipelagos. Spain is one of the main destinations for tourists german water and has an image based on high quality. Spain is the main destination for leisure travel senior, the second most important is the "all inclusive" and is also popular tourism cruises.

⁴ Instituto de Turismo de España. Turespaña. Coyuntura turística. Temporada invierno 2010-2011. Noviembre 2010 p.78

(*) Instituto de Turismo de España. Turespaña. Estudios de mercados turísticos emisoras: Alemania. Octubre 2009.

4.1 German tourists in Spain – Volume

Spain received in 2010 more than 52.7 million foreign tourists, of which 8,813,689 were from Germany, this represents 16.7% of demand foreign. These numbers put Germany second source market to Spain in 2010, behind the United Kingdom.

RANKING OF SOURCE COUNTRIES OF TOURISTS TOWARD

SPAIN IN 2010

	MARKET	TOTAL VISITORS	MARKET SHARE %
1	ENGLAND	12.429.951	23,6%
2	GERMANY	8.813.689	16,7%
3	FRANCE	8.135.861	15,4%
4	NORDIC COUNTRIES	3.573.601	6,8%
5	ITALY	3.478.801	6,6%
6	HOLLAND	2.283.875	4,3%
7	PORTUGAL	1.894.822	3,6%
8	BELGIUM	1.625.608	3,1%
9	IRELAND	1.176.998	2,2%
10	SWITZERLAND	1.157.555	2,2%
11	UNITED STATES	1.134.201	2,2%
Total	998	45704962	100%

Table 1

Source: Instituto de Estudios Turísticos. Frontur.2010

4.2. Economic situation of Mecklenburg-Vorpommern

In Mecklenburg-Vorpommern, approximately 732,200 people were gainfully employed in 2008 with 657,100 of them were white and blue collar workers. About 4,200 new jobs were created in 2007. Employees worked an average of 1,455 hours a year. The number of self-employed did not change in 2008. Three out of every four of all people in work are employed in the service sect

Within the province there are still significant regional differences in the number of unemployed. These differences are especially between the west and north on the one hand and the southeast of the country on the other. Thus, for example the district of Rügen (9.7%), the district of Bad Doberan (8.3%) and the district Ludwigslust (8.1%) only slightly above the national average, while the district Demmin (17.9%) is significantly higher than average unemployment rate.⁵

4.3 purpose of travel

The main reason stated by German tourists in 2010, we can see in the chart below, which is rest, the beach and the countryside (81.4%). The following reasons are most important: cultural reasons (14%), sports grounds (1.3%) and others (3.3%).

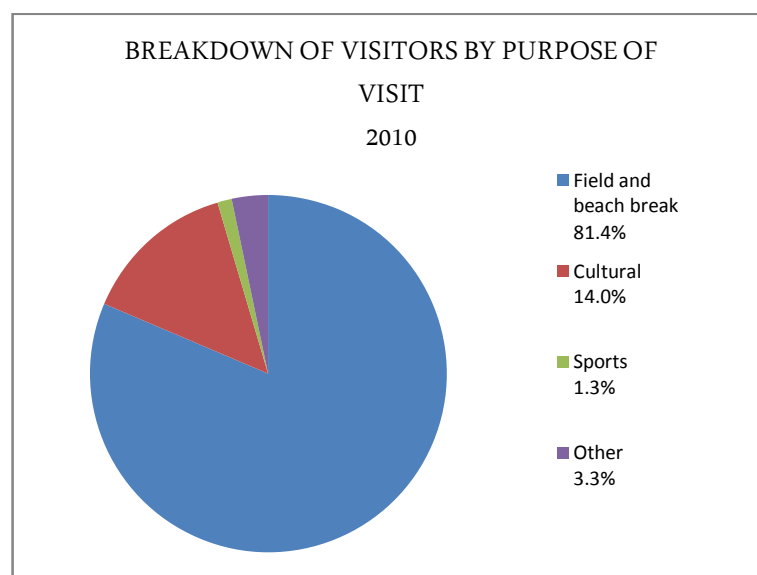


Figure 2

Source: Fuente: IET - www.iet.tourspain.es

The Reiseanalyse, a research institute that studies large-scale behavior of the German population over 14 years, when deciding the fate of their vacation, it collected data from a survey conducted by the Forschungsgemeinschaft Urlaub und Reisen. In the published data and corresponding to 2009, the Germans identified as important factors when choosing the destination:

- 63.3% mild climate
- 56.0% beautiful landscape
- 56.0%-value ratio
- 50% Launch offer

⁵ <http://www.mecklenburg-vorpommern.e>

Below these figures are: good beaches (39%), good service (29.5%), congested destination / (29%) or attractive nightlife, which is located at the bottom with 9.8%.⁶

4.4 The behaviour of german travelers

Approximately 4 in 10 German tourists (42.7% of German tourists) are between 25 and 44 years old, and the second tranche in importance is in the range of 45 to 64 years (26%). There is a predominance of men over women in sections of 25 and older, and women about men, children and young people up to age 24.⁷

The following is a breakdown of the 4 major age groups of Germans traveling to Spain, the% they represent and their preferred destinations.

YOUTH (14-39): Young singles and couples without children represent the largest segment of the german population who has traveled to Spain in the last three years. The 33.7% single and 34.3% of couples without kids traveled to Spain. The destinations in Spain are the Balearic Islands and, further away, the Canary Islands.

SENIORS +60: 14.5% of single seniors and 20.6% of couples german senior made holidays in Spain over the past three years. Spain is the main foreign destination, followed by Austria, Italy and Turkey. Spanish destinations are the Canary Islands and Balearic Islands.

ADULT (40-60): 29.1% of single adults and 28% of couples traveled to Spain in the last three years. This segment is the second in importance to Spain. The main foreign destinations, then Spain, are Turkey, Italy, Greece and France. In Spain, the Balearic Islands is the preferred destination closely followed by Canarias.

FAMILIES: The family segment is the third largest of Germans who traveled to Spain in last three years. Spain is the country with greater weight after Germany, followed by Turkey, Italy and Austria. Balearic islands is the preferred destination, followed at some distance by the canary islands.⁸

4.5 Accomodation

The average tenure of the Germans in Spain was 10.4 nights, 4.4% less than in 2009. These stays were longer than the rest main markets.

⁶ Estructura del mercado turístico en España.2009, p.34

⁷ Hosteltur 2009. Pag.54

⁸ Estructura del mercado turístico alemán. Pag.42

The type of accommodation used by German tourists have in the hotels their main destination, 70% of the total, a percentage that increases as the greater the age of our visitors. Tourists who have their own house, ranks third, and present an approximate percentage in the three groups age. This is explained by the real estate boom on the Spanish coast, and especially in Mallorca, with German buyers. Finally, we counted using the campsite, where the presence of over 60 is very small. And finally we have a very small representation: pensions, rooms in private homes, the homes of friends and others.⁹

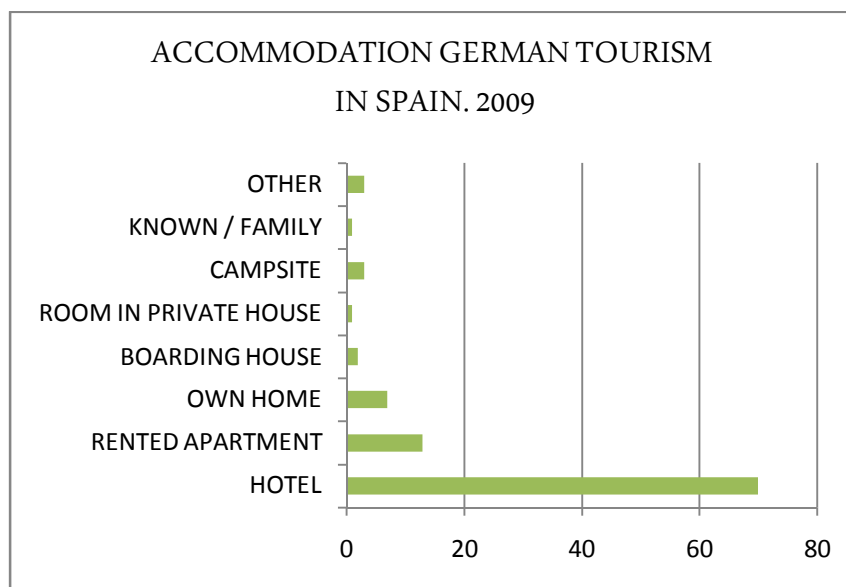


Figure 3

Source: EL TURISMO ALEMÁN EN ESPAÑA 2009. NOTAS PARA SU ANÁLISIS. p 51

4.6 Transportation

The kind of transport used to come to Spain is mainly the plane (91.5%). One in four Germans used, and each day is greater weight of the total. Next in importance is the car (4%), and third place is the bus (3%). The role of train and the boat has an almost symbolic presence. The breakdown by age group, obtained through our survey, highlights preponderance of the said plane, and the almost token bus and train. All respondents aged 60 years reported using only air transport. At the other extreme are under 30 years, which are the only ones using the train to visit Spain.

Among the arrivals air in 2009, corresponding to airlines were the largest low cost unlike the traditional companies.¹⁰

⁹ EL TURISMO ALEMÁN EN ESPAÑA 2009. Cayetano Espejo Marín* y Ana Mansilla Pérez**, p.65

¹⁰ Frontur y Egatur. Año 2010 Instituto de Estudios Turísticos, p.12

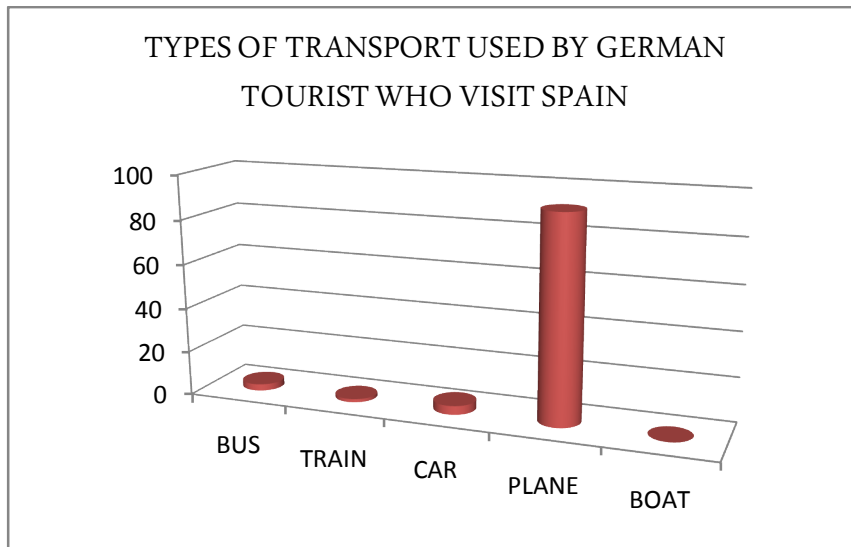


Figure 4

Source: Turismo receptor 3009 p.66

TYPES OF TRANSPORTATION USED BY THE GERMANS WHO VISIT SPAIN. AGE GROUPS. 2009

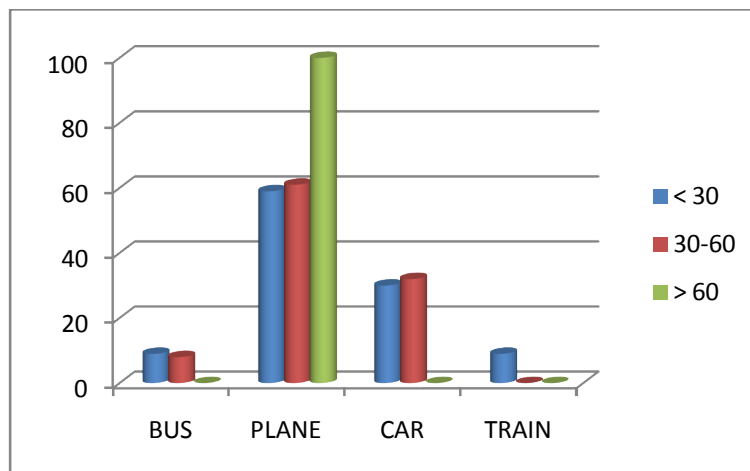


Figure 5

Source: Turismo receptor 3009 p.65

4.7 Origin and destiny of the german tourism

The Germans come to visit Spain preferably four states: Rhineland North Rhine-Westphalia, home to 28.9 per 100 of the total, Baden-Wurttemberg, 13.7 by 100, Lower Saxony and Bavaria 12.7 per 100 to 11 100. Two out of three Germans who come to Spain are from the above four states, located in the former west Germany, characterized by its high degree of social and economic development.

The dozen remaining states with the four mentioned are the Federal Republic of Germany, have little role in their participation in the sending tourists to Spain. Hesse from 6.7 per 100 and about 4 100 ofbring total Rhineland-Palatinate, Saxony, Schleswig-Holstein and Berlin.

As for the destinations in our country, 72.6 per 100 spend their holidays in autonomous island in the Balearics to 41.8 per 100 in the Canary Islands and 30.8 per 100. 18 per 100 going to the Mediterranean coast and only 9.4 per 100 are decided by the interior of the peninsula and the northern coast.

On the islands, Mallorca is where they have greater concentration, with 43 100 of island tourism,while in Ibiza represent only 27 per 100 and Menorca to 15 per 100. This concentration of Germans in Mallorca is evident also when considering the percentage distribution among islands: Mallorca receives 84.8 per 100, Ibiza and Formentera (Ibiza and Formentera) 11.5 per 100 and 3.7 per 100 Menorca. In the Canary Islands, the power of tourism is enhanced by its low seasonality over year6. Of the three nationalities represented in all the tourists to this destination are being, like 15 years ago, Spanish, British and German.¹¹

DISTRIBUTION OF POPULATION BY GERMAN STATES AND
GERMAN ORIGIN WHO TRAVEL TO SPAIN. 2009

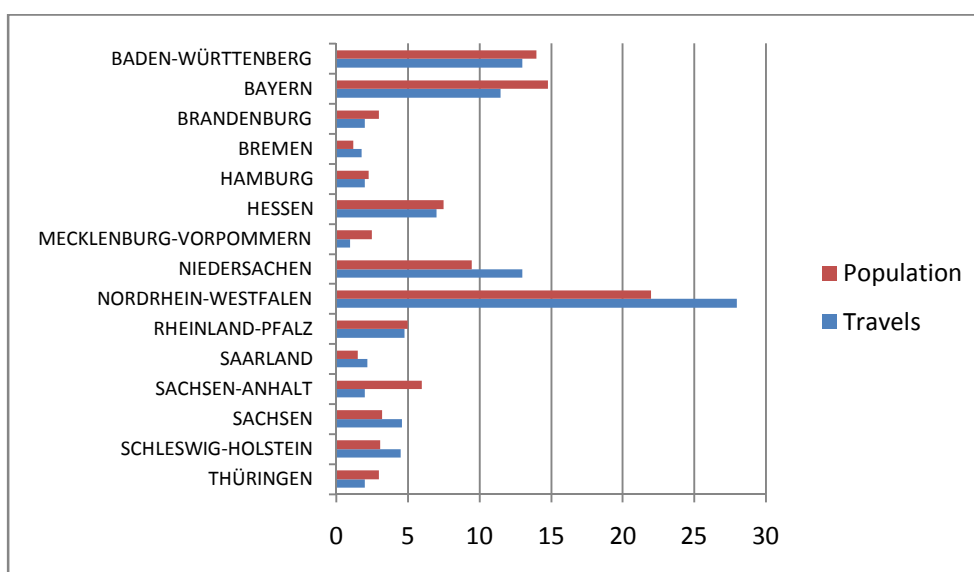


Figure 6

Source: TURESPAÑA.2009

¹¹ EL TURISMO ALEMÁN EN ESPAÑA 2009. Cayetano Espejo Marín* y Ana Mansilla Pérez**
Universidad de Murcia

4.8 Organization form of trip

In the case of Spain, most German visitors traveling with the main services such as housing and transportation paid from the country of origin, namely from Germany, through Tour Operators.

With regard to the organizational form of travel, 56.5% of German tourists received no previously hired a tour package, compared to 43.4% of those who do resort to these forms of trip. In evolutionary terms, the first group grew 1.7% while the second fell 5%. This has brought back the trend of loss of package weight of previous years, following the rise recorded in 2009.

According to a survey by VWF in January 2009 with the following question: When book the Germans their trip? The results were: 49.2% said they did not book ahead for travel, not yet know if they would travel, when or where. 50.8% said that if you book your vacation early. But how far in advance? The following chart shows the result.

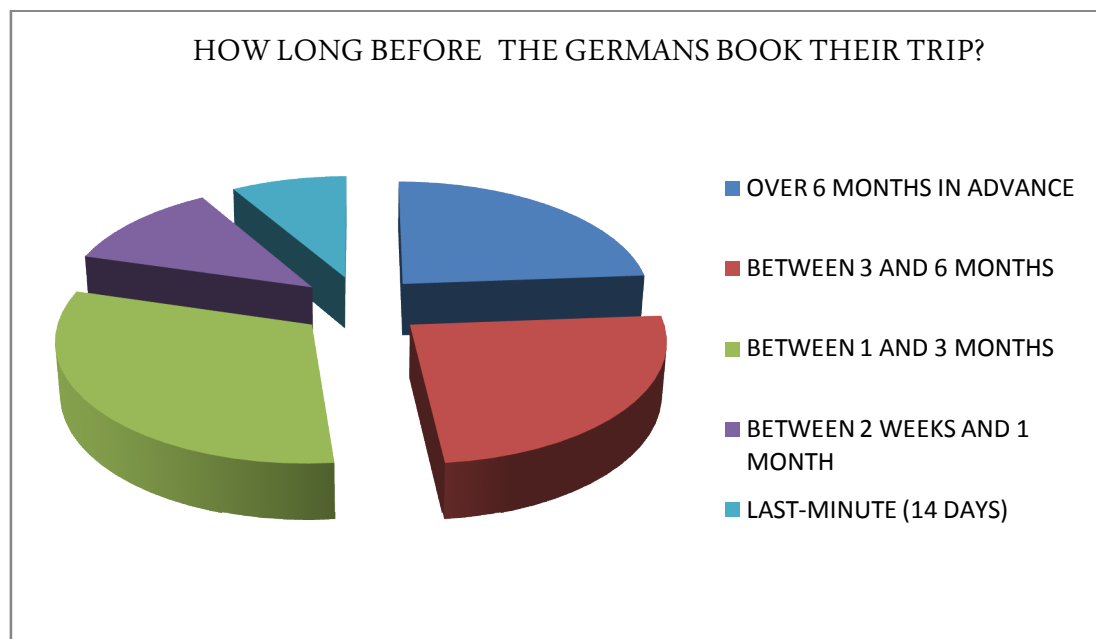


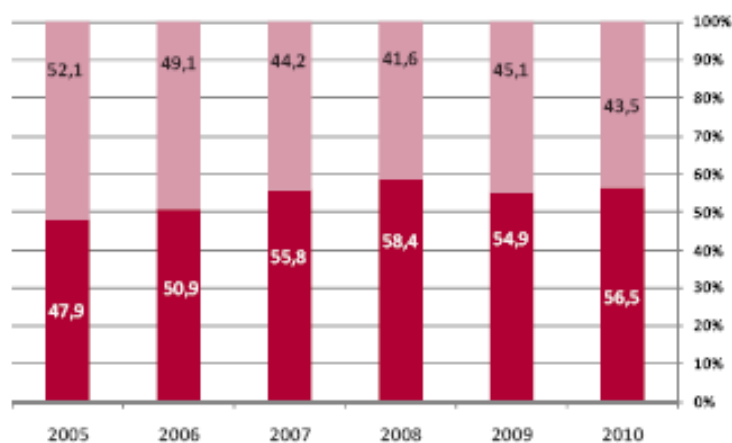
Figure 7

Source: Frontur Egatur. 2009

 TOURIST FROM GERMANY BY WAY OF TRAVEL ARRANGEMENTS

% OF TOTAL

YEARS 2005-2010



■ With tourist package ■ Without tourist package

Figure 8

Source: IET. Movimientos Turísticos en Fronteras (Frontur). p 77

4.9 Travelling expenses by german tourist in Spain

In 2009, total tourism expenditure and average daily spending german market in Spain declined from a year earlier (11.1% and 1.1% respectively). As for the average tourist spending, the year increase has been a rise of 4.8%.¹²

EXPENDITURE	2008	2009
Total expenditure (thousand euros)	9.331	8.295
Average expenditure of tourists (euros)	928,42	972,73
Average daily spending (euros)	90,45	89,45

Table 2

Source: INFORME DEL MERCADO EMISOR ALEMÁN febrero 2011© Conselleria de Turisme febrero 2011 . p. 9

¹² Instituto de Estudios Turísticos..Egatur © Conselleria de Turisme febrero 2010 p. 21

The total expenditure by German tourists divided between the main communities approximately the same proportion as arrivals. Balearic and Canary Islands accounted for 67.4% thereof, recorded in both cases a slight decline in the previous year. Other main communities were reduced total spending received, with the exception of Valencia, where this spending increased by 1.1%.

With respect to average costs, tourists Germans made an average expenditure per person 963.6 euros, above the national average, although its evolution from 2009 was negative, with a decrease of 1.2%. The average daily expenditure, 92.4 euros was below the national average, but evolved positively in 2010 as the decline by the average (4.4%).

German tourists made more than half its average cost per person, EUR 490.1, in germany compared to 473.5 euros spent on arrival.¹³

German tourists spent most of his budget to the package (31.7%) compared to 22.2% recorded by the national average. By conversely, spending on transport was more significant in the total arrivals, with a weight of 24.2% of total spending compared to 18.4% of spending by german tourists.

DISTRIBUTION OF TOTAL EXPENDITURE BY GERMAN TOURISTS

% OF TOTAL YEAR 2010

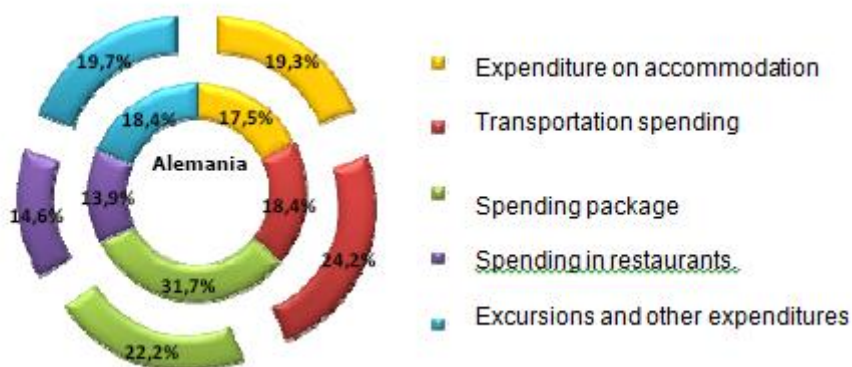


Figure 9

Source: IET. Encuesta de Gasto Turístico (Egatur). p. 73

¹³ Estructura del mercado turístico alemán. p. 76

4.10 The duration of the trip

Travel time is another key aspect to understand the behaviour german tourism in Spain. One in three Germans who visit us do for two weeks, stay that lasts three weeks and one month in fifth of the total in each case. The average stay of German tourists in 2009 was of 12.2 days, one day longer than the national average (11.2 days) and one of the highest among the tourists arriving in Spain from markets europeans. In the case of extra hotel accommodation (in rental housing in property or family and friends) the average of German tourists rose to 18 days, while decreased to 9.6 days in hotel accommodation.

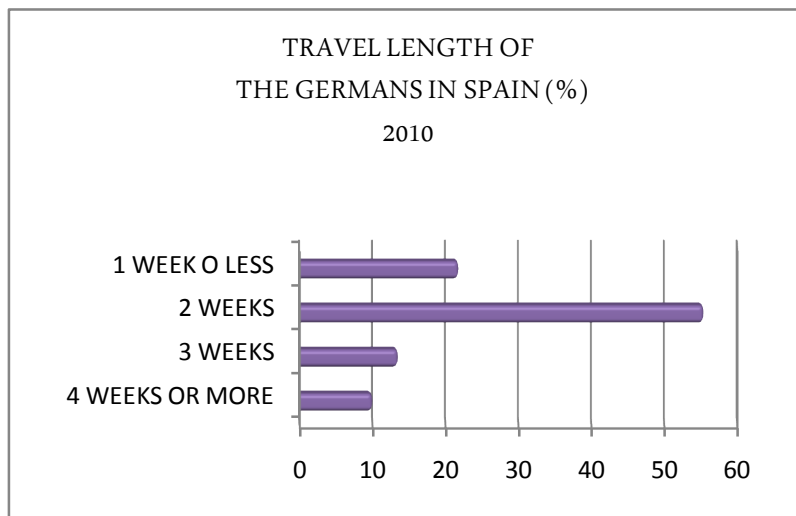


Figure 10

Source : Estructura del mercado turístico alemán. p. 104

LENGTH OF STAY OF THE GERMANS TO VISIT SPAIN. AGE GROUPS 2010

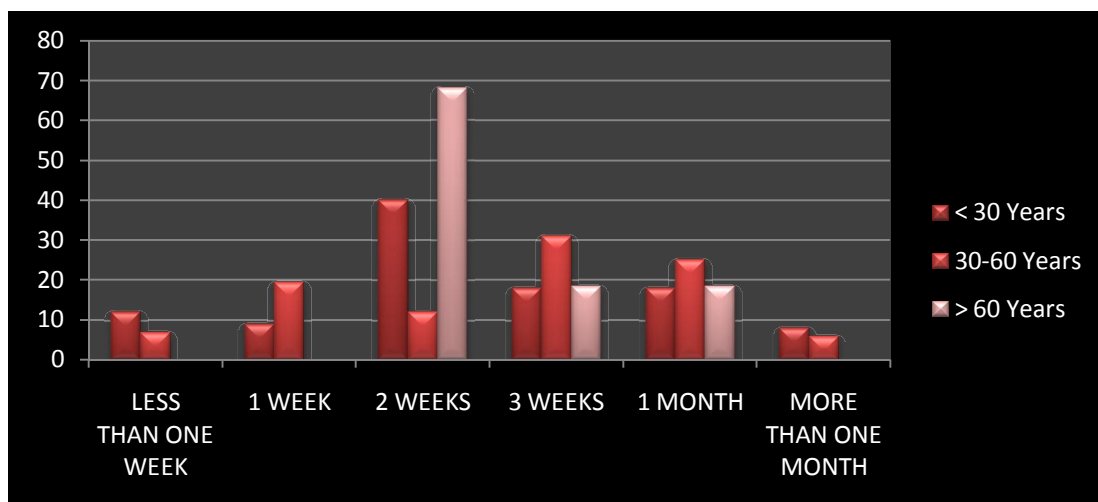


Figure 11

Source: EL TURISMO ALEMÁN EN ESPAÑA. NOTAS PARA SU ANÁLISIS. Cayetano Espejo Marín* y Ana Mansilla Pérez*

4. 11 Perception of Spain by Germans

When we considered the possibility of starting the study that we presented in this project, one of the main objectives was to hear the opinion that the Germans had of Spain, and how this impacted on the choice of our country as a destination for their vacation. It can be grouped into three main themes: environmental conditions, nature of Spain, and sociocultural aspects. Depending on the age of tourists, some aspects are more important than others. For the youngest, environmental conditions are the main, then the character of the Spanish and cultural aspects, in the next age interval occurs conversely, for the Germans from 30 to 60 years the most important issues are sociocultural. Finally, those over age 60 have an image of Spain which highlights in a defendant's character of the Spanish. The views encompassed in the three groups mentioned are as follows, classified according to their importance:

a) Environmental Conditions:

- Sun
- Good weather.
- Landscape nice
- Aridity, drought.
- Tranquility.
- Too many buildings on the coast.

b) Nature of the Spanish:

- Friendly people-pleasing.
- People carefree.
- People open mind.
- People with temperament.
- They are arrogant and proud.
- They are very festive.

c) Sociocultural aspects:

- You eat well.
- Abundant cultural offer.
- Many monuments.

- Bulls.
- Tourism.
- Flamenco.
- Low interest in the environment. ¹⁴

PERCEPTION OF THE GERMANS ABOUT SPAIN. 2008

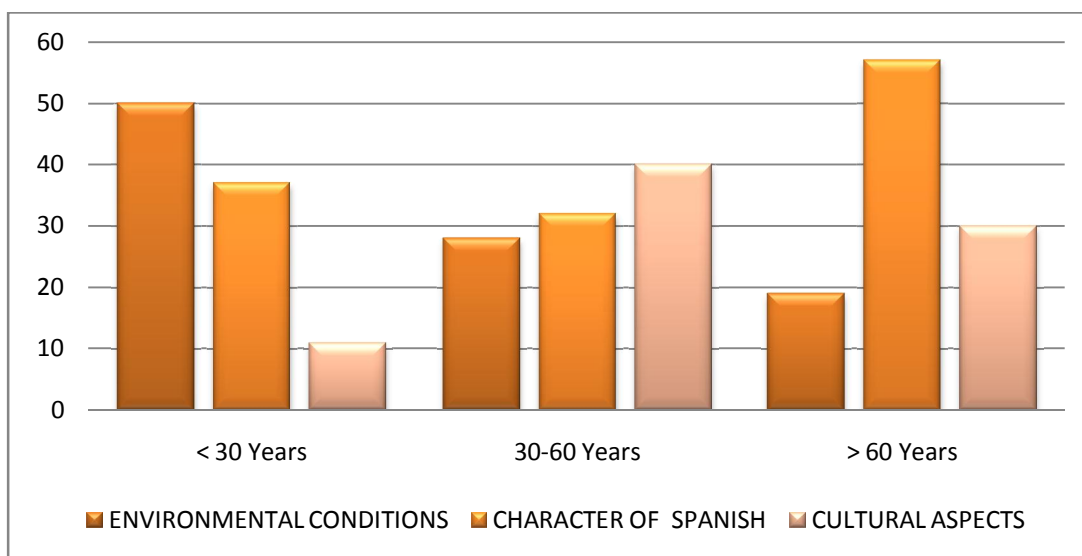


Figure 12

Source: EL TURISMO ALEMÁN EN ESPAÑA. NOTAS PARA SU ANÁLISIS. P. 53

4.12 Activities done by Germans tourists in Valencia region

Regarding the activities of German tourists on their travels in the Valencia region in the third quarter of 2004, in first place 43.3% of tourists declaring relaxing activities, like be on the beach or walking. 20.8% said it had made fun activities in nightclubs or similar and 20.5% said sports activity in our country, especially the water. A 11.0% said they had been visiting relatives or friends.

¹⁴ Cuadernos de Turismo, nº 2. 2008

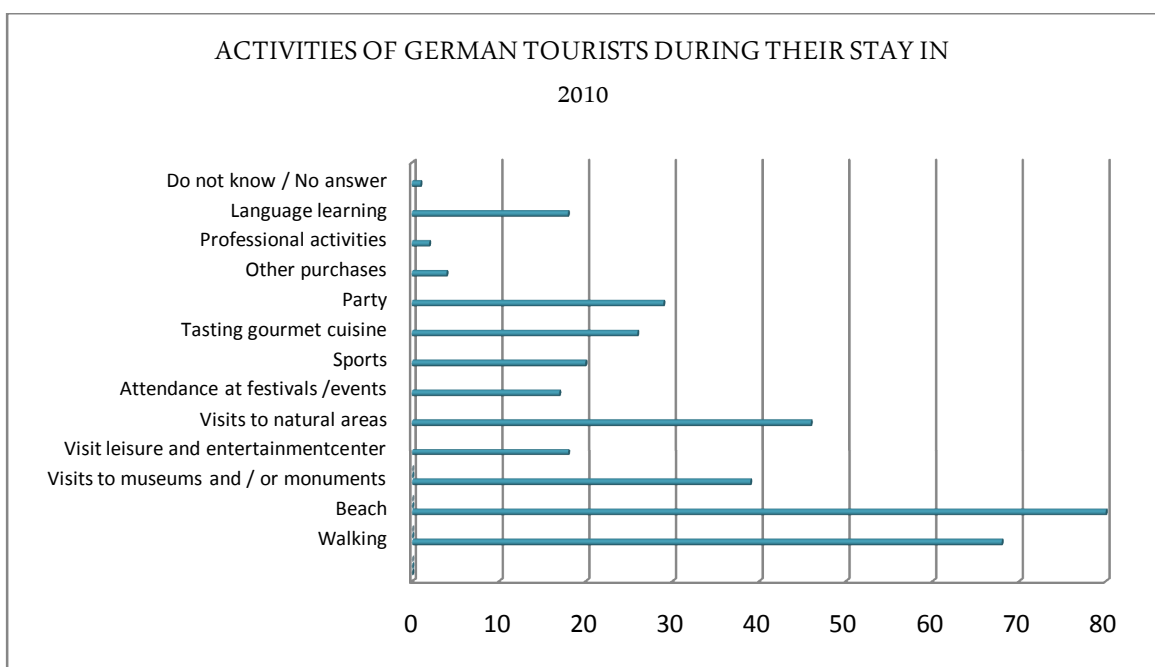


Figure 13

Source: Fuente: Agència Valenciana del Turisme. Encuesta Tourist Info verano 2010. P. 21

4. 13 Conclusions

The interest of the Germans in Spain as a tourist destination is shown through analysis of the various points raised in this project. The high spatial concentration of German tourism in the island regions may could be corrected through increased promotion of tourism destinations, especially Mediterranean coast as the sun and the sea the primary point of reference Spain. Therefore, Gandia can be a good choice for German tourists. The fact that the image that gives our country are very positive in general suggests that this market will continue to grow. The increasing professionalism of all the sectors involved, and a special way to those places where it begins to have an impact on tourism from Germany, is an element of the first order.

5 Supply study

5.1 Tourist image of Gandia

The tourist image of the city of Gandia is very good from the standpoint of demand, in 2010, was the second most visited tourist destination in the province of Valencia and one of the 10 most visited in the Valencian Community. According to a survey by the I.E.T. (Instituto de Estudios Turísticos) on which image people had of Gandia, 75% of respondents said it was very good and it seemed a destination with many alternatives: beach, sports, cultural and the most important is that the prices are cheaper than other sun and sand destinations, because there are not a lot of foreign tourists, the prices are cheaper. Another point was that most people associated Gandia with tourism familiar. Gandia offers an image not only sun and beach tourism, as happens in many more visitors destinations such as Benidorm and Lloret de Mar, but also offers the possibility of cultural tourism, mainly thanks to the legacy of the Borgias. But this image is known mostly for domestic tourism.

Gandia is the city of Valencia which received a higher of Spanish tourists and especially in Madrid, the number of foreign tourists about 17%, with peaks of up to 30%, but only on dates very marked.

5.2 Main attractions of Gandia

If we talk about the main attractions of Gandia, we must speak clearly of its beaches. The total length of the beach of Gandia, which is divided into several zones has 7.5 km. The North beach with a length of 3 kilometers is the most visited for citizens and tourists and has a width of 150 meters of fine white sand. Along the beach there is a promenade, where you can find any type of establishment (restaurants, shops, etc.). This part of the beach has all the necessary beach facilities. (Showers, tourist information, services, promenade, lifeguards, underground parking, scooter and bicycle rental, boat trips, quad bikes and horses, etc.). Throughout the entire beach there is a large number of hotels and apartments and flats rent available to tourists throughout the year.

Gandia is one of the few municipalities in Spain which also houses the sun and beach tourism, a major cultural tourism, thanks in part to the legacy of Los Borgia, one of the families, or perhaps the most important of ancient Spain, which grew to 2 popes (Calixtus III and Alexander VI) and even a saint (St. Francis Borgia). In addition to the journey through the history of the Borgias, you can visit the Ducal Palace, The Old University, churches, Castle Bayren. And we must name the practice of mountain tourism with a large number of well-marked-routes and care for hiking and many other sports.

5.3 Marketing cooperations

The city of Gandia tourism and all its components work together to promote their destination in Germany, in their offices, which are:

GERMANY	
BERLIN: SPANISCHES FREMDENVERKEHRSAMT Kurfürstendamm 63, 5 OG. 10707 Berlin Phone: +49.30/ 882.65.43 Fax: + 49.30/ 882.66.61 E-mail: berlin@tourspain.es	FRANCFORT: SPANISCHES FREMDENVERKEHRSAMT Myliusstrasse, 14 60323 Frankfurt Main Phone: +49.69/72.50.38 Fax: +49.69/72.53.14 E-mail: Frankfurt@tourspain.es
DÜSSELDORF: SPANISCHES FREMDENVERKEHRSAMT Grafenberger Allée, 100 E Kutscherhaus 40237 Düsseldorf Phone: +49.211/680.39.81 Fax: +49.211/698.54.06 E-mail: dusseldorf@tourspain.es	MUNICH: SPANISCHES FREMDENVERKEHRSAMT Schubertstrasse, 10 80336 München Phone: +49.89/ 53.07.460 Fax: +49.89/ 53.07.46.20 E-mail: munich@tourspain.es

Table 3

Source: Instituto de Turismo de España. Turespaña. Estudios de mercados turísticos emisores: Alemania. Octubre 2009. P. 24

As Gandia is not as big or known to advertise itself, is also part of the organization "Valencian Agency of Tourism." All tourist towns of the Valencian community are associated with this organization. As a result, Valencia and Gandia could make a series of fam trips for the following companies:

FAMTRIPS 2010

ADAM & PARTNER TUI ESPAÑA FTI TOURISTIK TRAVELDUDES 2.0 OET BERLIN	Public Relations Agency in Germany	Urban	Valencia	26-28 January
	Tour Operator		Alicante	
	Tour Operator		Benidorm	
	Blogger			
AIR BERLIN. SPRACHKURSE-WELTWEIT	Spanish Tourist Office in Berlin Company Agent	Idiomatic	Valencia	28-30 October

Table 4

Source: Instituto de Turismo de España. Turespaña. Estudios de mercados turísticos emisores: Alemania. Octubre 2009. P. 25

TRAVEL PRESS 2010				
ZEITUNGSVERLAG AACHEN	Newspapers	Tourism	Valencia Terra y Mar	10-13 june
TRAVELIMPULSE GMBH	Internet Portal			
WWW.REISENFERNSEHEN.COM	Internet Portal			
WWW.SPANIEN-REISEMAGAZIN.DE	Internet Portal			
WWW.THERAPIE-ONLINE.DE	Internet portal			
ELLE	Magazine	Generic	Altea Calpe Torrevieja Benidorm	3 july
FREUNDIN	Magazine			
WOHN DESIGN	Magazine			
ÄRZTLICHES JOURNAL	Magazine			
FOCUS ONLINE	Internet Portal			
WOMENWEB	Internet Portal			

Table 5

Source: Instituto de Turismo de España. Turespaña. Estudios de mercados turísticos emisores: Alemania. Octubre 2009. p. 32

Could advertise in the following media in 2010:

COLLABORATIONS 2010					
GIT VERLAG GMBH & CO KG	Magazine	Cultural	Valencia	30 March . 5 April	
FREIZEIT REVUE	Magazine	Sun and sand	Valencia Denia Gandia	21 Juny . 3 July	
FREIZEITWOCHE	Magazine	Sun and sand	Valencia	15-16 October	
GENERALANZEIGER	Newspapers	Urban			
KÖLNISCHE RUNDSCHAU	Newspapers				
KÖLNER STADTANZEIGER	Newspapers				
EXPRESS	Newspapers				
BILD	Newspapers				
WDR (WESTDEUTSCHER RUNDFUNK KÖLN)	TV				
CENTER TV	TV				
WDR (WESTDEUTSCHER RUNDFUNK KÖLN)	Radio				
GUENTER SCHENK	Freelance				Cultural

Table 6

Source: Instituto de Turismo de España. Turespaña. Estudios de mercados turísticos emisores: Alemania. Octubre 2009. p. 40

Fairs.

In collaboration with the Valenciana community, Gandia was promoted in the tourism fair ITB. The ITB (Internationale Tourismus Börse) in Berlin, held from 9 to 13 March, is the biggest tourist event in the world. This edition featured more than 10,000 exhibitors belonging to 180 countries, gathered in 150,000 square meters of exhibition and went around 130,000 visitors, over half of which are tourism professionals. The Valenciana community was in this edition with a stand of 102 square meters, which was represented tourism in Costa Blanca, Benidorm, Castellon, Costa Azahar and Valencia terra and sea. ¹⁵

This is one of the best ways to publicize Gandia and became the appropriate manner, as the Valencia bet on the same principles that Gandia: tourism related to the environment, such as rural tourism, and tourism sports, including hiking and other activities in contact with nature.

The Regional Secretary of Tourism has stated that "the Germans are the biggest customers of this type of tourism in Europe, and they have also a greater number of media and companies specializing in these growing segments of the tourism market" . And obviously cultural tourism and the tourism of sun and sand, this was promoted from a minor way.

In addition on ITB, the Valencia region was also represented at: The REISEN fair, which was done in Hamburg during the days 9 to 13 February 2010. Rheingolf Fair in Cologne from 10 to 13 of 2010 and F.RE.E fair, which took place in Munich for 23 to February 27, 2010. ¹⁶

ATTENDING TRADE FAIRS 2011

REISEN	With stand Turespaña	Generalist	Hamburg	9-13 February
RHEINGOLF	With its own stand Comunitat Valenciana	Golf	Cologne	11-13 February
F.RE.E	With stand Turespaña	Generalist	Munich	23-27 February
ITB	With its own stand Comunitat Valenciana	Generalist	Berlin	9-13 March

Table 7

Source: Instituto de Turismo de España. Turespaña. Estudios de mercados turísticos emisores: Alemania. Octubre 2009. p. 40

¹⁵ http://www.hosteltur.com/19957_turismo-valencia-busca-feria-itb-berlin-canales-comercializacion-directos-especializados.html (15.06.2011)

¹⁶ Agència Valenciana del Turisme. Servicio de Promoción. Diciembre 2010
© Conselleria de Turisme febrero 2011

6 Analysis of the main tourist products claimed by german tourists

6.1 Residential tourism

Every year, the tendency of Germans to buy a second home outside their country of residence is increasing, the preferences and motivations of the Germans to buy a second home in Spain is the great weather, a decisive factor, along with the style of life or culture, or even the landscape and tranquility. Issues to coincide remarkably with the city of Gandia. Therefore one of the modes of vacation has increased by a growing demand in the German market is the holidays in their own home, called in german "Ferienwohnung".

These trips are made outside the traditional vacation months and longer than average. For these reasons, this segment of demand is very attractive, so it deserves special treatment.

6.2 Sun and beach tourism

First of all we will refer to the sun and beach tourism, which is a type of tourist ripe for which demand is changed accordingly tourist destinations that offer just sun and beach are being renovated to keep its competitiveness, as the tourist a few years ago only went in search of sun and sand is disappearing. Currently the tourist in addition of sun and beach is also looking for entertainment and live a great tourist experience with the environment, with some care and respect for nature, i.e. a clean environment and unpolluted.(Producto turístico Sol y Playa. Luis Grünewald , 1995).

6.3 Gastronomic tourism

Gastronomic tourism itself is hard to find, because tours combine other cultural interests, although the culinary factor is a fundamental complement any journey, whether cultural or leisure.

Culinary phenomenon is not new in other countries, as in the thirteenth century began to make the first restaurant guides, which were a list of the best inns and restaurants, these guidelines were made by famous "gourmet" of the time .

The food is a necessity turned into pleasure can become the engine of economic development of a tourist destination, if properly managed the gastronomic tourism appeal.

Just keep in mind that whatever the primary reason that leads to all tourists and visitors to learn about new destinations, the food practice is essential for any trip, the most repetitive, also represents a large part of daily expenditure especially spending on arrival, and is usually is the spending that most of the tourists spend without importance .

Increasingly, tourists are in the food the opportunity to learn more about the culture of a place, it is not only the act of testing the dishes that attract visitors for cultural reasons but being able to learn the rituals and habits associated the cuisine of a city and a chance to visit museums, cathedrals, churches and other attractions. These tourists are not content to simply go to a restaurant to taste traditional food, but want to know the ingredients, and its story. It is therefore a much more participatory tourism and the creation of experiences which is so active tourist. In addition to the tourist experience is complemented with the purchase of books on cuisine and travel destination on the purchase of local products to take the place of residence.¹⁷

The gastronomic offer is promoting a greater or lesser extent the destination. For the city of Gandia is a value that is not yet sufficiently exploited, and not for lack of products, because Gandia being located in the Mediterranean, with the well known Mediterranean diet, cited as one of the most diverse and healthiest in the world, within which is the most famous dish in Spain, the "paella".

As a traditional dish, is offered in Gandia and La Safor paella, a rice dish made with local ingredients. Paella is known around the world. Can be found among three different types on the coast: Paella with meat, seafood and paella. Very traditional is making paella over a wood fire as you can taste some typical restaurants.

And another dish typical of the Mediterranean diet and exactly the original city of Gandia is the fideuà. Fideuà is a noodle dish special, seafood (shrimp, prawns, mussels, and cuttlefish) and fish stock. Gandia celebrate annually in a Fideuà International Competition, in which the cooks can have variations of this dish. It is customary for the recipes vary from traditional to exotic.

6.4 Bussines tourism

According to data produced by the WTTC, Germany ranks third in the international ranking of business tourism, far behind the leader (USA), and close to the second (Japan). The main destination of these trips was German territory, but Spain remains one of the destinations chosen by the German demand for tourism convention site.

¹⁷ La imagen de un destino turístico como herramienta de marketing. Olga Femenía. Página 44

Gandia has several rooms for conventions, within the town hall, etc. But from February 2010 have begun work on the "Palacio de Congresos de Gandia" (a special

building for congress), which greatly increase the influx of visitors from this type of tourism, which can be made at national conferences within this great building.¹⁸

6.5 Sport tourism

One method of sports tourism in high demand by the Germans is the golf tourism and nautical tourism, which have Gandia. If we talk about golf tourism, Gandia is one of the 8 municipalities of the Valencian Community which has a field and a golf club.

In the nautical tourism, are about 6 million Germans regularly practicing a sport associated with the water.

Gandia offers a wide range of sporting activities. Since it has beaches and mountains. As for the water sports you can do: Boat Dinghy Sailing, canoeing, surfing, kite ... and land sports such as horseback riding, biking, climbing and so on.

6.6 Rural tourism

Rural tourism is defined as a developed tourist activity in rural areas, motivated by the desire to meet your lifestyle and contact with nature(Rural tourism and recreation by Lesley Robert and Derek Hall, 2001), therefore, to a destination can be classified as rural has to offer tourists accommodation in farms and a diet based on traditional local cuisine and prepared with products from the area.

Then it lists some characteristics of rural tourism:

- That it is a tourism diffuse (not concentrated or massive)
- That respects the cultural heritage.
- Involving the active participation of local population
- To respect the environment as possible.

However, the management of a rural place is not easy, because the level of professional training of local operators is low, risks exist that prevent a locality to become a rural, with some of the most common risks:

¹⁸ <http://www.lasprovincias.es/v/20101201/safor/obras-palacio-congresos-gandia-20101130.html> (11.06.2011)

Analysis of the main tourist products claimed by german tourists

- Losing the identity of the destination, its culture and landscape and opt for a development in favor of overcrowding.
- Increase the price level too.
- Provide the customer product and service standard and no customization.
- Not having enough attractions
- The customer gets bored for lack of activities or services.
- To become professional farmers and miss over the authenticity, local cuisine and cultura. ¹⁹

The main weakness of rural tourism is often not offered to perform additional activities at the destination, hence increasingly more activities are offered in line with the environment: hiking, biking, horseback riding, yoga massage and relaxation. All these options are configured as potential axes of promotion for the city of Gandia.

The promotion of these activities will break the seasonality of tourism in Gandia.

¹⁹ La imagen de un destino turístico como herramienta de marketing. Olga Femenía. p. 21

7 German tourist industry structure

7.1 DZT

The German National Tourist Office (GNTO), in German Deutsche Zentrale für Tourismus (abbreviated DZT) is a national marketing organization - commissioned by the German government that promotes Germany as a tourist destination in all its facets.

The GNTO was founded in 1948 and is a registered / Frankfurt-based nonprofit. Funded by the Ministry of Economics and Technology German government finances, the ONAT finances its activities of promotion through public funds and own revenues.

From 1999 (until the end of 2011) the GNTO is also responsible for inter-country marketing.

7.2 Structure of major german tour operators

7.2.1 Economic data (turnover, market share, attendance)

REISEVERANSTALTER	UMSATZ	MARKTANTEIL	TEILNEHMERZAHL
1. TUI Deutschland	4,72 Milliarden Euro	27,39 Prozent	12,93 Millionen
2. Thomas Cook	2,84 Milliarden Euro	16,47 Prozent	5,46 Millionen
3. Touristik der Rewe Group	2,82 Milliarden Euro	16,36 Prozent	5,66 Millionen
4. Alltours	1,3 Milliarden Euro	7,54 Prozent	1,65 Millionen
5. FTI	878,9 Millionen Euro	5,1 Prozent	1,44 Millionen
6. Öger-Gruppe	773 Millionen Euro	4,48 Prozent	1,5 Millionen
7. Aida Cruises	566,1 Millionen Euro	3,28 Prozent	0,34 Millionen
8. Schauinsland	303 Millionen Euro	1,76 Prozent	0,46 Millionen
9. Phoenix	296,4 Millionen Euro	1,72 Prozent	0,19 Millionen
10. GTI Travel	246 Millionen Euro	1,43 Prozent	0,48 Millionen

Table 8

Deutsch Reiseveranstalter 2009

In the german market there are seven large tour groups and operators who control most of the market (83%).

According to a study by the journal Fremdenverkehrswirtschaft International (VWF), the first 53 German tour operators, representing 84% of the total market in 2009 recorded an increase of 4% of clients and even 5% increase in turnover.

7.2.2 TUI

TUI AG is a German multinational travel and tourism company headquartered in Hanover. Until 2001 it was an industrial and transportation company named Preussag AG, which in the mid-1990s decided to reinvent itself as a tourism, shipping, and logistics company. It sold off many of its industrial concerns and purchased several major travel and transportation firms.

Today it is one of the world's largest tourist firms with interests across Europe. It owns travel agencies, hotels, airlines, cruise ships and retail stores. Major subsidiaries include TUI AG Airlines, the largest holiday fleet in Europe. Its common brand TUIfly encompasses 7 airlines.

TUI AG was also one of the world's largest shipping companies, having its logistics activities bundled within Hapag-Lloyd AG and concentrated on the shipping sector. Hapag-Lloyd is no longer an operating unit of the business however, a majority stake having been sold to the Albert Ballin consortium of investors in March 2009.²⁰

Some data of TUI:

- Approx. 3,500 travel agencies
- 79 tour operators in 18 countries
- over 120 aircraft
- 37 incoming agencies in 31 countries
- 12 hotel brand in 28 countries with 285 hotels and around 163,000 beds
- 10 cruise liners

TUI AG					
TUI Central Europe	TUI Northern Europe	TUI Western Europe	TUI Hotels & Resorts	TUI Airlines	Shipping
Alemania Austria Suiza Polonia Rusia	Reino Unido Irlanda Escandinavia	Francia Bélgica Países Bajos Italia	RIU Hotels ROBINSON Club Grupotel Grecotel Iberotel MAGIC LIFE	HLX Hapagfly Thomsonfly Corsair Jetairfly TUIflyNordic Arkefly	Hapag-Lloyd Container Linie CP Ships Hapag-Lloyd Kreuzfahrten

Table 9

Source: <http://www.tui-group.com/en/company>

²⁰ <http://www.tui-group.com/en/company> (24.05.2011)

7.2.3. Thomas Cook

The Thomas Cook AG, with headquarters in Oberursel, near Frankfurt, is a 100 percent subsidiary of Thomas Cook Group plc. The Thomas Cook AG combines it all tourism activities of the group in Germany, Austria and Switzerland and covers the entire range of tourist services to various target groups.

The Thomas Cook Group was founded on 19 June 2007 by the merger of Thomas Cook and MyTravel and has been listed on the London Stock Exchange. The name Thomas Cook is the same, "the inventor of the package backö, which offered 160 years ago the first commercial group travel in England.

Today, the Thomas Cook Group operates globally with approximately 31,000 employees, approximately 22.5 million customers in 21 markets.

The second largest provider of tourist in Germany

In Germany, Thomas Cook AG, the second largest provider of tourism services and products, and employs approximately 4,200 people. For companies with Neckermann Reisen, Thomas Cook, Bucher Last Minute Air Marin leading organizer and renowned brands as well as the leisure airline Condor. In sales, the Thomas Cook AG is both the travel agency distribution as well as in foreign equity and franchise sales is highly diversified. On the marketing concept also includes the online sales.²¹

Since going public in the Thomas Cook Group plc.in June 2007, the Thomas Cook AG no longer own figures.



Brands



²¹ Source: <http://www.thomascookgroup.com/segments> (12.06.2011)

Financials

	2010
Revenue:	£996.2m
% of group revenue:	8.0%
Profit from operations:	£54.1m
Operating profit margin:	5.1%

Figure 14

Source: <http://www.thomascookgroup.com/segments>

The fleet of Thomas Cook (until of November 2009) consists of the following aircraft:

- * 6 Airbus A330
- * 4 Airbus A321
- * 12 Airbus A320
- * 18 Boeing 757
- * 2 Boeing 767

7.3 Airport Rostock-Laage

The airport Rostock-Laage is a regional airport in Mecklenburg-Vorpommern. It is located in the northern district Güstrow between LaagerOrtsteilen Krons-kamp and widevillage and is both militarily by the armed forces and civilian use by the airportRostock-Laage-Güstrow GmbH.²²

If you want to travel with the comfort and speed to Gandia, the best airport is Rostock, because it is the only hotel located in Mecklenburg-Vorpommen, but the problem is obviously that their prices are considerably more expensive to travel from Lübeck and Magdeburg because companies that offer trips to Valencia or Alicante are not within the companies called "Low Cost", such as Iberia and Air Berlin.

²² <http://www.rostock-airport.de/de/>

Below these lines it can see the flights to fly closer to Gandia from 3 airports, with their respective prices and it can see the difference between the 3 airports for about the same time.

The image shows two screenshots of the AirBerlin website. The top screenshot displays an outbound flight from RLG to ALC on Wednesday, June 29, at 10:50, with a return flight from ALC to RLG on Sunday, July 10, at 12:20. The price is 253 EUR. The bottom screenshot displays an outbound flight from RLG to VLC on Wednesday, June 29, at 10:50, with a return flight from VLC to RLG on Sunday, July 10, at 11:55. The price is 243 EUR. Both flights include a stop via PMI and are operated by AirBerlin.

Figure 15

Source: www.momondo.com (01.06.2011)

7. 4 Lübeck airport



Figure 16

Source: <http://www.flughafen-luebeck.de/>

Lübeck Blankensee Airport (IATA: LBC, ICAO: EDHL), marketed by some airlines as Hamburg Lübeck Airport, is an airport in Germany located 4.6 km (2.9 mi) south of Lübeck city centre and 54 km (34 mi) northeast of Hamburg. The airport serves the Hamburg Metropolitan Area and is second after Hamburg Airport.²³

7.4.1 Airlines and destinations

Airlines 	Destinations
Ryanair	London-Stansted, Milan-Orio al Serio, Pisa, Stockholm-Skavsta Seasonal: Gerona, Palma de Mallorca
Wizz Air	Gdańsk
Wizz Air Ukraine	Kiev-Zhuliany

Table 10

Source: http://en.wikipedia.org/wiki/L%C3%BCbeck_Airport (03.06.2011)

7.4.2 Ground transportation

- by car: via Motorway A1 A20 Exit Lübeck-Süd (Lübeck-South);
- by train: Regional trains run every hour between [Kiel](#) and [Lüneburg](#), stopping at Lübeck Airport and [Lübeck Hauptbahnhof](#) (Central Main Station). Connecting trains are available at Lübeck Hauptbahnhof or in [Büchen](#) to Hamburg and other destinations.
- by bus: The local bus line 6 connects the airport every 20 minutes with Lübeck's main bus station/ZOB. A regional shuttle bus, line A20, runs from the airport to Hamburg's central train station, stopping at the central coach station "ZOB" nearby. The schedule is depending on the aircraft arriving in and departing from Lübeck.²⁴

²³ http://en.wikipedia.org/wiki/L%C3%BCbeck_Airport

²⁴ http://en.wikipedia.org/wiki/L%C3%BCbeck_Airport (03.06.2011)

The rates for flights from Lübeck are a bit more expensive than magdeburg and must make a transfer in Mallorca, also is not located in Mecklenburg-Vorpommen, but is located very near the border. There is the option of traveling to Valencia and Alicante (traveling from magdeburg only you can go to Alicante), Alicante is the best option, because there is better and cheaper transportation to go from Alicante to Gandia and there is more influx of them than from Valencia to Gandia.

Going Out From Hamburg-Lübeck to Palma Mallorca

« Previous Day » Next Day »

Sat, 25 June 2011 low fares available	Sun, 26 June 2011 low fares available	Mon, 27 June 2011 low fares available	Tue, 28 June 2011 low fares available	Wed, 29 June 2011 low fares available	Thu, 30 June 2011 low fares available	Fri, 01 July 2011 low fares available
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Select A Flight

	Regular Fare	Adult	70.07 EUR	Tue 28 Jun 11	12:10 Depart	14:40 Arrive	Flight FR 8195
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Going Out

No Taxes

Depart:
Hamburg-Lübeck - 12:10

Arrive:
Palma Mallorca - 14:40

1 x Adult	34.99 EUR
Fare	34.99 EUR
Taxes and Fees	27.08 EUR
Online Check-In	6.00 EUR
EU 261 Levy	2.00 EUR
Sub Total	70.07 EUR
Total Price	70.07 EUR

Fares do not include optional fees/charges. For a full list of Ryanair fees, please click here

Going Out From Palma Mallorca to Alicante

« Previous Day » Next Day »

Sat, 25 June 2011 low fares available	Sun, 26 June 2011 low fares available	Mon, 27 June 2011 low fares available	Tue, 28 June 2011 low fares available	Wed, 29 June 2011 low fares available	Thu, 30 June 2011 low fares available	Fri, 01 July 2011 low fares available
--	--	--	--	--	--	--

Select A Flight

	No Taxes	Adult	18.53 EUR	Tue 28 Jun 11	21:20 Depart	22:20 Arrive	Flight FR 3365
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Going Out

No Taxes

Depart:
Palma Mallorca - 22:50

Arrive:
Alicante - 23:50

1 x Adult	3.00 EUR
Fare	3.00 EUR
Taxes and Fees	0.04 EUR
Vat On Fares / Taxes	0.04 EUR
Online Check-In	6.48 EUR
EU 261 Levy	0.00 EUR
Sub Total	9.52 EUR
Total Price	9.52 EUR

Fares do not include optional fees/charges. For a full list of Ryanair fees, please click here

Coming Back From Alicante to Palma Mallorca

« Previous Day » Next Day »

Fri, 08 July 2011 low fares available	Sat, 09 July 2011 low fares available	Sun, 10 July 2011 low fares available	Mon, 11 July 2011 low fares available	Tue, 12 July 2011 low fares available	Wed, 13 July 2011 low fares available	Thu, 14 July 2011 low fares available
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Select A Flight

	No Taxes	Adult	18.53 EUR	Mon 11 Jul 11	14:40 Depart	15:40 Arrive	Flight FR 9074
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Coming Back

No Taxes

Depart:
Alicante - 14:40

Arrive:
Palma Mallorca - 15:40

1 x Adult	9.76 EUR
Fare	9.76 EUR
Taxes and Fees	0.13 EUR
Vat On Fares / Taxes	0.13 EUR
Online Check-In	6.48 EUR
EU 261 Levy	2.16 EUR
Sub Total	18.53 EUR
Total Price	18.53 EUR

Fares do not include optional fees/charges. For a full list of Ryanair fees, please click here

Coming Back From Palma Mallorca to Hamburg-Lübeck

« Previous Day » Next Day »

Fri, 08 July 2011 low fares available	Sat, 09 July 2011 low fares available	Sun, 10 July 2011 low fares available	Mon, 11 July 2011 low fares available	Tue, 12 July 2011 low fares available	Wed, 13 July 2011 low fares available	Thu, 14 July 2011 low fares available
--	--	--	--	--	--	--

Select A Flight

	No Taxes	Adult	49.99 EUR	Mon 11 Jul 11	09:50 Depart	12:20 Arrive	Flight FR 8194
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Coming Back

No Taxes

Depart:
Palma Mallorca - 09:50

Arrive:
Hamburg-Lübeck - 12:20

1 x Adult	41.99 EUR
Fare	41.99 EUR
Taxes and Fees	0.00 EUR
Online Check-In	6.00 EUR
EU 261 Levy	2.00 EUR
Sub Total	49.99 EUR
Total Price	49.99 EUR

Fares do not include optional fees/charges. For a full list of Ryanair fees, please click here

Total 28.05 EUR

Total 120.06 EUR

Figure 17

Source: www.ryanair.com

7.5 Magdeburg Airport

Magdeburg-Cochstedt Airport (IATA: CSO, ICAO: EDBC) is located in Cochstedt, in the middle of Europe and eastern Germany. The airport is located approximately 37 km (23 mi) southwest of Magdeburg, capital of the Bundesland Saxony-Anhalt, and about 190km (118 miles) west from the center of Berlin.

Cochstedt Airport's excellent infrastructure translates into quick access to the nearby motorway network. Running North of the City of Magdeburg, the A2 Motorway is one of the most important East-West road connections in Germany. The A2 connects the "Ruhrgebiet" (major metropolitan area in North Rhine-Westphalia) and the Benelux countries with Poland via Berlin as well as CIS (Commonwealth of Independent States) countries further in the East.

Magdeburg Cochstedt international went into operation in summer 2010. We can operate scheduled and charter flights 24 hours a day/seven days a week. Several weekly flights are planned for the 2011 summer flight schedule, serving both, Schengen and non-Schengen destinations.²⁵

7.5.1 Airlines and destinations


Airlines 	Destinations
Ryanair	Alicante [ends October], Girona, Las Palmas de Gran Canaria, Málaga

Table 11

Source: http://en.wikipedia.org/wiki/Magdeburg-Cochstedt_Airport#References

Travelling from Airport Magdeburg is a very economical way to travel because Ryanair offer direct flights to Alicante from Magdeburg, every Monday and Friday and the back is also around these days. Once in Alicante there are trains and buses to get to Gandia, for an estimated price of 5 euros per person. The problem is the remoteness of Mecklenburg-Vorpommern, but if it share a vehicle or train ticket is cheaper to travel even from the airport of Rostock.

The price of the tariffs is around 100 euros one way / return.

²⁵ <http://www.airport-cochstedt.de/en/Airport-Information/Geographical-Location>

Going Out From Magdeburg – Cochstedt to Alicante

[« Previous Day](#)
[Next Day »](#)

Fri, 24 June 2011 <small>low fares available</small>	Sat, 25 June 2011 <small>low fares available</small>	Sun, 26 June 2011 <small>low fares available</small>	Mon, 27 June 2011 <small>low fares available</small>	Tue, 28 June 2011 <small>low fares available</small>	Wed, 29 June 2011 <small>low fares available</small>	Thu, 30 June 2011 <small>low fares available</small>
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Select A Flight

✈	No Taxes	Adult	37,99 EUR	Mon 27 Jun 11 Flight FR 3036	20:00 Depart 23:00 Arrive
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Going Out

No Taxes

Depart:
Magdeburg – Cochstedt - 20:00

Arrive:
Alicante - 23:00

1 x Adult	29,99 EUR
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Fare	29,99 EUR
Taxes and Fees	0,00 EUR
Online Check-In	6,00 EUR
EU 261 Levy	2,00 EUR
Sub Total	37,99 EUR
Total Price	37,99 EUR

Fares do not include optional fees/charges. For a full list of Ryanair fees, please click here

Coming Back From Alicante to Magdeburg – Cochstedt

[« Previous Day](#)
[Next Day »](#)

Fri, 08 July 2011 <small>low fares available</small>	Sat, 09 July 2011 <small>low fares available</small>	Sun, 10 July 2011 <small>low fares available</small>	Mon, 11 July 2011 <small>low fares available</small>	Tue, 12 July 2011 <small>low fares available</small>	Wed, 13 July 2011 <small>low fares available</small>	Thu, 14 July 2011 <small>low fares available</small>
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Select A Flight

✈	No Taxes	Adult	22,99 EUR	Mon 11 Jul 11 Flight FR 3035	16:25 Depart 19:35 Arrive
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Coming Back

No Taxes

Depart:
Alicante - 16:25

Arrive:
Magdeburg – Cochstedt - 19:35

1 x Adult	14,99 EUR
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Fare	14,99 EUR
Taxes and Fees	0,00 EUR
Online Check-In	6,00 EUR
EU 261 Levy	2,00 EUR
Sub Total	22,99 EUR
Total Price	22,99 EUR

Fares do not include optional fees/charges. For a full list of Ryanair fees, please click here

Total 60.98 EUR

Figure 18

Source: <http://www.bookryanair.com/skysales/FRSelect.aspx>

8 Strategies for the promotion of Gandia in Mecklenburg- Vorpommern

As we have already pointed out in the first part, the tourist product consists, in most cases, in the benefit of services to the customers or other companies. The services that can be offered are varied, from simple free information to the amusement, entertainment, play sports and other ones. All these products are offered by companies or professionals of tourism, and they are individually sold, or inside some package group. Also is very interesting to offer a group of services with a global price, "trips everything included."

The tourist product is a specialized tourist service. A specialized service is each one of the different types of services offered by the tourist companies to the customers, depending on the motivations which impelled them to travel. The kind of tourism that is carried out in each case is different, it depends of the demanded products by the customer, its expenses, the duration of the trip, etc.

8.1 SWOT analysis

Before pointing out the recommendations, customers and strategies, we must know the strengths, weaknesses, opportunities and threats of Gandia and once seen it will be much easier to get the best ideas and solutions for the destination.

Internal	
Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Optimal environmental conditions 2. Quality of beaches 3. Good infrastructure 4. Institutional commitment 5. Complementary offer 	<ol style="list-style-type: none"> 1. Dependence of the domestic market 2. Inferiority relationship with tour operators 3. Low-quality tourism 4. Little business training
External	
Opportunities	Threats
<ol style="list-style-type: none"> 1. New markets 2. New products 3. High Speed Train (AVE) 4. Low-Cost companies 	<ol style="list-style-type: none"> 1. Crisis of source markets 2. Emerging destinations 3. Global instability 4. ETA terrorism

8.2 Recommendations for improving the planning and the marketing of Gandia

Keeping in mind previously study, and in accordance with all the factors that affect to the offer and the demand of this case. A series of recommendations that can help in the first place to improve the relationship between Gandia and MV are proposed:

1) To establish, (and once established, to abide strictly to it) a complete, continuous and flexible planning system based on, precise and up-to-date information of the area to MV tourism.

2) To formulate realistic objectives to MV tourist market and to elaborate strategies and programs to reach them (marketing, infrastructure, recreational activities, facilities and formation of the staff).

3) To create products and tourist services based on the characteristics of the MV demand

4) To establish communication and cooperation with german organisms whose function is the promotion and the tourist development In "Valencia" and after Gandia. Could be organized meetings between offer professionals and the distribution channels (travel agencies and Tour operators).

5) Creation of a slogan in german that facilitates the publicity of the area.

7) Support to the companies and institutions of Gandia that want to promote their product in "Comunidad Valenciana", offering them the necessary contacts and the corresponding information.

8) To provide brochures in german and the creation of a webpage oriented to the german tourism. In this way, the lack of professionalism would be eliminated, thanks to the staff formation in terms of the language and behavior rules to the german tourist.

9) To keep in mind the growing complexity of the relationships between tourists and native population, through forms of communication that increase their knowledge and mutual appreciation.

10) Parties, meetings, conferences and cultural acts organizations with the purpose of promoting the tourism and giving to know Gandia in MV.

11) To promote the advertising in newspapers, magazines of the sector, TV and German radio in MV.

8.3 Market Study

According to the recommendations that we have previously spoken, Gandia needs to develop a correct marketing strategy that is adapted to the demand that MV tourist can make on Gandia. Nowadays, the demand is very low but this could end up changing. Before thinking about a strategy, we should think which are the objectives and customer's type we want to direct our strategy. Once solved these points, will be able to outline a correct marketing recommendation. One of the most useful and important characteristics in the marketing, consists on being able to plan the future of a strategy. Helping us with the answers that we offer to the market demands.

8.4 Objectives

The first objective we should to fix is to create a tourist package in agreement with the Spanish tourist necessities. This should be in agreement with the profile of tourist that we will direct our strategy.

The characteristics of the package that we want to offer should be the following ones:

- Price not excessively high.
- Variety of activities
- Leisure activities (shopping, sport activities and gastronomy.)
- High lodging capacity.

Once have we chosen the objectives, we should make a study about the social group which we want to orient our offer.

8.5 Customers

We have previously already pointed out that Gandia has all the tourist factors that the MV tourists demands when they want to travel outside of his frontiers.

- Which should be the MV tourist's profile that can travel to Gandia?
- What kind of tourist should be oriented our strategy?

To answer these questions we should make a study of the demand segment. Mainly, the tourist that travels to Germany looks for a cultural and nature trip, but also, it is easy to find tourists that travel for reasons like business or visits to family and friends.

Therefore we can segment the demand in:

- 1) Pensioners.
- 2) People without couple.
- 3) Families
- 4) Students.

These four groups that we have just mentioned are characterized because they carry out the trips in group, and they usually use frequently the trip system: "everything included". Therefore, a complete tourist package can be offered with low prices. This offer can be varied and included in a wide range of tourist products.

Once we have defined the client type, we should to study if it will be some favorable option. We ask us:

- What demand the segment?
- Will be a profitable segment?
- Will we earn enough money to cover the expenses of the promotion?
- How long will we be able to maintain this tourist segment?
- Which season must be chosen?

To answer all these questions we should make a study of each one of the groups that we have chosen as objective of our marketing strategic.

8.5.1 Pensioners

At the moment, the population in Germany with 65 years and over is: 20.3% (male 7,004,805/female 9,701,551) (2010 est.) Many of them have good health, which allow them to travel without problems, and they also have a generous jubilation. We speak about a segment that demands a lot of cultural tourism, they are people that are interested in the history and in places that have been centred of historical events in the XX century. Gandia offers a wide range of these places. Many of these people that have lived the post-war of II world war period they have lived the period of post-World War II have never had the economic opportunity to enjoy some holidays. Now, thanks to pensions, which are high in many cases, and the possibility of enjoying of their free time, they can make one or two long distance trips in the year.

We should keep in mind that we speak about a mature age sector. Therefore, we cannot offer a tourist package longer than 5 days and trips only centred in historical visits either. Pensioners are very demanding tourists and they also demand some relaxed activities related with health and nature. In relation with tourist expense, we can point out that this sector carries out a shopping and gastronomic tourism in high percentages.

8.5.2 People without couple

This tourist segment belongs to a group of varied age. The range is wide, but we can consider it between 40 and 55 years old. 85% of singles, divorced and Germans widowers chose these tourism and amusement trips in summer. But 7% of them discard that possibility. Inside of 85%, 53% of them prefer to spend their holidays to know people in tourist trips group and with organized activities. They are usually people with half intellectual level. Therefore, they do not make a very high demand of cultural tourism. But we should point out that their main objective is to make tourism, and their secondary objective is the possibility to know people and even, to find a sentimental couple. Their demand is broadly centred in making activities groups like excursion,

sport activities, going for a walk at nights, and even, enjoying some traditional show of the place.

The duration of the trip of this tourist group is between 7 and 10 days, never more. The tourist expense that is very varied, because we are speaking about a very heterogeneous group of people, men and women of half age. In accordance with this fact, the expenses are in the area centred in bars, restaurants and purchases. The seasonality is very limited to summer months. For the reason that there are people that work during the year and they enjoy at least, a month of vacations in summer.

8.5.3 Students

More and more, there are German students who decide to remain a semester, or a complete academic course outside of Gandia. This aspect happen thanks to the numerous scholarships which are offered with destination in Spain, it is: Erasmus or the scholarships that offers the german embassy in Spain. This tourist segment is characterized to be very homogeneous, since they are governed by the same behavior rules. They are students between 18 and 25 years who want to live experiences and with many desires of travelling and visiting the country where they study.

Their demand is very clear and varied. They demand a cultural tourism because they are young people with a wide knowledge of culture, and they demand historical cities and museums. Always, as a complement of this demand, we find bars, leisure places and shopping. We should point out that it is not a segment, which is characterized by a little spend of money. We should not forget that they are students and they have a reduced rent level.

Their seasonality is very wide, and it goes from September to July, that is to say, the duration of the academic course in the German universities.

8.5.4 Families

The German family vacations are quite long, because it is a country that the Germans really like, because they can enjoy together in many activities, like to go to the beach. Most of these families come in summer, but the number of days is considerably higher than in other segments. Although most of this tourism is located on islands (Balearic and Canary Islands), if carried out the strategies needed to promote Gandia, you can get to get a large number of tourism familiar because basically offers the same services that the tourism Spanish islands and also with the possibility of going by car or train or travel to other cities of the peninsula without having to take a boat or a plane.

8.6 A major problem to solve: The seasonality

One of the main problems in Gandia is seasonality, in 2010 was lower than in 2009, but still can get better results and we propose strategies for it. In 2010, the largest influx of German tourists to the Region is recorded in the months of June, July and

October. Compared to 2009, the German issuer experienced less seasonal, distributing trips to the Region of more evenly during the first half of the year.

GERMAN MARKET MONTHLY DISTRIBUTION OF VALENCIA REGION IN
2009 AND 2010

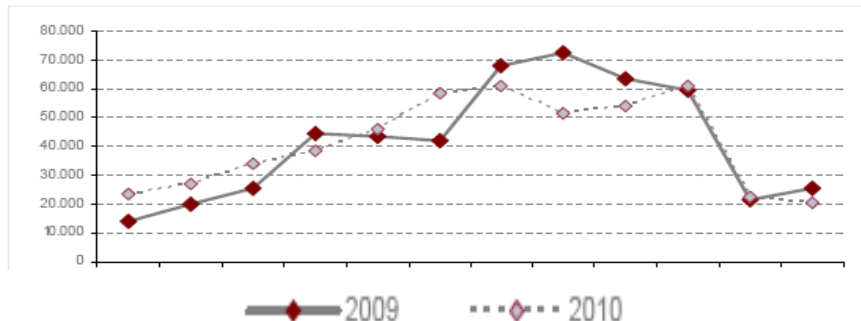


Figure 19

Source: Instituto de Estudios Turísticos

8.7 Marketing strategy based on the tourist promotion of Mecklenburg-Western Pomerania in Spain

After having defined the objectives and the target group. The next step we should study is to elaborate the strategy and develop each one of the factors that previously have been recommended. The moment of capturing all the studies that previously we have carried out has arrived. The strategy should combine all the factors with a positive result. Therefore the strategy should be based on the following points:

8.7.1 Marketing Online

STRATEGY	MARKETING ONLINE
Explanation	
As discussed above, Internet has become in recent years in the major tourist tool. The possibilities offered by new information technology and especially Internet, to promote a tourist destination, are endless. Despite having developed in recent years interesting initiatives in this regard, the presence of Gandia as a tourist destination in the online environment abroad is very low and should be improved significantly.	
Program Objectives	
<ul style="list-style-type: none"> - Increase the presence of Gandia in the german field online. - Improve positioning of destiny Gandia in MV, through online marketing activities. - Increase the competitiveness of tourism in Gandia, through more and better presence in the area destination online. 	
Methodology	
<ul style="list-style-type: none"> - Creating a department of "Online German Marketing" - Develop a specific plan to identify possibilities for promoting tourism in Gandia in MV, through online marketing. -To Contact with an international company in the field of online marketin to monitor and advise us, as www.etourismmarketing.com 	

8.7.2 Expand and promote the activities

STRATEGY	EXPAND AND PROMOTE THE ACTIVITIES
Explanation	
As we have said throughout the project, Gandia has a variety of leisure activities to make and we must exploit to the fullest, without leaving any and without giving much more importance to one another, because some activities that are of little interest to a market segment, may be important for another.	
Program Objectives	
<ul style="list-style-type: none">- To get Gandia will known in MV, not only for sun and beach tourism.- To offer packages in which different activities are offered including (boat ride, city tour in German, etc.)	
Methodology	
<ul style="list-style-type: none">- Tell the main sectors to promote Gandia with all its different attractions and activities (e.g., not a single home with a beach, sand ...)- Offer a card with which you can visit the most famous places to a more economical price.- Promotion at the media for its lesser-known activities and finally naming the sun and beach tourism.	

8.7.3 Association with airlines

STRATEGY	ASSOCIATION WITH AIRLINES
Explanation	
To have association with airlines, as much Spanish as internationals would help us a lot for the promotion. Our strategy goes directed to a tourist segment that is known as "tourism of masses". As we have already explained previously, it is characterized because of its reduced expense. We cannot push them to travel with a high cost airline.	
Program Objectives	
<ul style="list-style-type: none">- Trying to re-charter flights to Alicante Ryanair from Lübeck.	
Methodology	
<ul style="list-style-type: none">- Interview with a worker from Ryanair, related to the topic of choice and supervision of flight and ask why this connection was canceled (Lübeck-Alicante) and if there is any possibility to return again.	

8.7.4 Human resources developments

STRATEGY	HUMAN RESOURCES DEVELOPMENT
Explanation	
<p>The appropriate formation of the staff is necessary. At the moment, only the tourist office to the beach have staff that can speak German. Therefore, the possibility that a guide of the area collaborates with us is practically impossible. This would force us to request a guide of another place if come a big tourist german group and also spend more money.</p>	
Program Objectives	
<ul style="list-style-type: none">- We would like all people who work with tourists, or most, have an adequate level of German.	
Methodology	
<ul style="list-style-type: none">- Require in the interviews of choice for new workers, a proper level of German.	

8.7.5. Cooperation between offices of tourist information

STRATEGY	COOPERATION BETWEEN OFFICES OF TOURIST INFORMATION
Explanation	
<p>Collaboration in the design and development of the strategy. We need a cooperation and a support of these offices, in international projects. As well as, to make a good system of tourist information collection. That is to say, surveys and graphics realization of attendance of German tourism.</p>	
Program Objectives	
<ul style="list-style-type: none">- Be able to find brochures in the tourist offices of MV about Gandia and in the offices of Gandia also to promote MV.	
Methodology	
<ul style="list-style-type: none">- To Have an appointment with the major travel agencies of MV (Schwerin, Stralsund and Rostock) and propose that offer brochures and information about Gandia and thus could also do the same with MV in Gandia.	

8.7.6 Creation of Gandia logo in German

STRATEGY	CREATION OF GANDIA LOGO IN GERMAN
Explanation	
<p>In publicity, the slogan creation is the most direct way of catching a client. Using an appropriate slogan, the client can evoke in its mind an idea of the place. In the slogan, we must compact everything that we want to sell of the place, in our case, it would be: contact with nature, historical places, important cultural patrimony and relaxed vacations. All this, you could summarize it in a slogan like, for example: "Gandia authentische spanische Geschmackö (The authentic Spanish flavour). As the city of Gandia is not known in Spain, it is advisable to choose a slogan that associates it with Spain.</p>	
Program Objectives	
<ul style="list-style-type: none"> - To get that when a person MV see the logo of Gandia, this person will easily recognize and know the most important features offered by this destination. 	
Methodology	
<ul style="list-style-type: none"> - Hiring an advertising firm to design the logo. 	

8.7.7 To have a collaboration with MV media

STRATEGY	TO HAVE A COLLABORATION WITH MV MEDIA
Explanation	
<p>We need to have a correct coordination, between Spain and MV, of the information that we want to offer. So, the MV tourist sector can know and to give to know, at the same time, the area. It is very convenient to appear in media, in TV, radio, newspapers or magazines. The magazines of the sector are a great promotional help, with articles and pictures. These magazines are: Adac reisemagazin, schwarzaufweiss or abenteuer-reisen, radio channels like NDR INFO, NDR RADIO MV O N-JOY. And Tv channels like Anklam TV Kanal 3, FAS, Fisch-TV, peene tv o Tv.Rostock.</p>	
Program Objectives	
<ul style="list-style-type: none"> - To get that the Gandia advert will appear on the radio about 2 or 3 times daily. - To get that the Gandia advert will appear on TV about 14 times a week per channel. - To get that the Gandia advert will appear monthly in magazines. 	
Methodology	
<ul style="list-style-type: none"> - To have a meeting with the different media Mecklenburg-Vorpommern and decide if the price they are telling us to promote our destination is within reach. 	

8.7.8 To make a famous game show of MV in Gandia

STRATEGY	TO MAKE A FAMOUS GAME SHOW OF MV IN GANDIA
Explanation	
<p>In 2009 it made a program of the famous "Wetten dass?" In Majorca, and was a huge success, many people went to see "in situ" collaboration with Air Berlin and the Spanish Tour Operator "Sol Melia".</p>	
Program Objectives	
<ul style="list-style-type: none">- Make a TV show of this type, if possible for all age groups in Gandia.	
Methodology	
<ul style="list-style-type: none">- Have a meeting with some TV channels and propose the idea, of course all expenses would be paid by Gandia and Valencia Region.	

8.7.9. To include Gandia in "Europe Senior Tourism Program"

STRATEGY	TO INCLUDE GANDIA IN "EUROPE SENIOR TOURISM PROGRAM"
Explanation	
<p>This is an all-inclusive program offering European citizens over the age of 55 the chance to spend their holidays in Spain during the off-peak tourist season. A mild climate, all types of activities, friendly service, a wide range of different gourmet foods, culture, nature and all under the best conditions and with the greatest ease, in organized trips for groups, including transportation, lodging at selected 4-star hotels, meals, recreational activities and travel insurance.</p>	
Program Objectives	
<ul style="list-style-type: none">- To get most of Mecklenburg-Vorpommern tourists belonging to this segment of population, come to Gandia in this project.	
Methodology	
<ul style="list-style-type: none">- To contact with the promoters of the "senior tourism europe" and request if Gandia could be within the destinations and cities that are within this project.	

8.7.10 Gandia: Erasmus destination

STRATEGY	GANDIA: ERASMUS DESTINATION
Explanation	
<p>As is known, FH Stralsund has an erasmus agreement with the University of Gandia, and every year more students travel to this university. With the new entrance of the Bologna Process, is going to be an extension of university courses at the University of Gandia, and besides having an agreement with the FH Stralsund, we want to achieve an agreement with the University of Rostock. This point would be one the most importants to break the seasonality, because the period of stay is from September to June.</p>	
Program Objectives	
<ul style="list-style-type: none">- Increase the number of Erasmus students at the University of Gandia- In addition to the Erasmus program, students can come for shorter courses (eg renewable energy course for engineers in the FH Stralsund)	
Methodology	
<ul style="list-style-type: none">- To get the coordinators of Fh Stralsund and Rostock University together, and present the proposal of this ambitious project.	

Interview with Tourist Info Comunitat Valenciana in Germany, Munich

- Is there any promotion of the Valencia Region in MV? And of Gandia in particular?
- Have you ever contacted with any tourist office or any organ of tourism in MV?
- Do you think MV tourism is a tourism interesting and profitable for Valencia and Gandia, or you should go for other regions with more population and tourists as Bayern, North Rhine-Westphalia...?
- What are the reasons you think you should choose the MV tourist visiting Valencia and Gandia community?
- It have organized some kind of fair, workshop.etc. in MV?
- The Valencia Region and its main destinations are known by the Germans, or basically know the Balearic and Canary Islands?
- In german and international fairs to which comes the name "Valencia Region" is sold as a whole or also promote destinations such as Benidorm, Gandia ... separately?
- Currently there is any project or program for the promotion of Valencia in northern Germany?
- In the following proposals, what do you think is the most important to attract more tourists and benefits and the least?
 - Marketing Online
 - Expand and promote the activities
 - Association with airlines
 - Human resources developments
 - Cooperation between offices of tourist information
 - Creation of Gandia logo in German
 - To have a collaboration with MV media
 - To make a famous game show of MV in Gandia
 - To include Gandia in %Europe Senior Tourism Program
 - Gandia: Erasmus destination



Email to Tourist Info Comunitat Valenciana in Germany

Buenos días,

Me llamo David Soler Justicia y soy un alumno de Turismo de la Escuela Politécnica Superior de Gandia(EPSPG) perteneciente a la UPV de Valencia y actualmente estoy realizando mi erasmus en Stralsund, una ciudad de la región de Mecklenburg-Vorpommern. En estos momentos, estoy acabando mi Proyecto Final de Carrera, el cual tiene como objetivo el promover y promocionar la ciudad de Gandia en MV. Y les estaría muy agradecido si me pudieran contestar a la siguientes preguntas, es suficiente con una contestación breve. En el caso de que no pudieran contestarme les agradecería que me lo dijeran.

Muchas Gracias

Atentamente,

David Soler Justicia

.....

Good morning,

My name is David Soler Justicia and I am a student of tourism at the Polytechnic School Superior of Gandia (EPSPG) belonging to the UPV in Valencia and I am currently doing my Erasmus in FH Stralsund, a town in the Mecklenburg-Vorpommern Region. Right now, I'm finishing my Final Project, which has aim to promote and the city of Gandia in Mecklenburg-Vorpommern. And I will be very grateful if you could answer the following questions, it will be enough with a short reply. If you could not answer I would appreciate you tell me that.

Thank you very much

Sincerely,

David Soler Justicia

Conclusion

The objective of this study was the creation of a marketing strategy that allows selling Gandia offer tourist to the MV tourism. For this purpose, the demand study was made. In this study, the number of arrivals and overnight stay in Gandia has been measured. The study has been made, in spite of the scarce information and organism relationships between MV and Spain. The fact that there was not a lot of information in Spanish about the German tourism in Gandia, did a little difficult to collect the information.

To improve the demand, the MV market has been studied in all of tourist factors with the objective to adapt it to Gandia offer. The Gandia offer market has been also keep in mind, in order to find the positive and negative factors .According to that, the lacks of Gandia offer, have been remarked.

For the success of the marketing strategy, all the lacks should be eliminated. The study has showed that the lack of the promotion and marketing is the main reason of the low figures. Despite of Gandia offers a lot of tourist attractive, which germans demand.

The new marketing strategy has been proposed to improve the communications and relationships between MV and Gandia. Also marketing improvements have been proposed, as a: Going for online marketing, media, partnerships with airlines, universities, etc..

After this market study, it can be deduced that this marketing strategy is focused on four segments: pensioners, families, students and people without couple. With this strategies, the lack of German tourists and MV could be improved.

To sum up, this study can affirm that in spite of, everything Gandia, could be a successful tourism destination for MV tourism.

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