

SUSTAINABLE TOURISM DEVELOPMENT

Tren Crucero Ecuador

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This article presents an analysis of the sustainable tourism development of the Tren Crucero, which is defined as a tourist product that understands a new experience with regard to rail journeys in Ecuador. It is on board this train where tourists can familiarize themselves with Ecuadorian customs and traditions, as well as appreciating the natural landscape throughout the journey. The methodology applied for this investigation includes a diagnostic of the tourist product by means of a SWOT analysis, in order to establish both an internal and external analysis and afterwards sources of bibliographic information were gathered as a proposed set of indicators in order to define the economic, sociocultural and environmental sustainability, important parameters that determine the reasons behind which sustainability had been foreseen. The results indicate that the Tren Crucero is a sustainable tourist product that not only looks to satisfy the tourists' expectations but also to improve the quality of life of the local community, which significantly contributes to the local development.

KEY WORDS: *sustainable tourist development, Tren Crucero tourist product, local development.*