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SCHOOL OF ARTS AND SCIENCES
FOREIGN LANGUAGES DEPARTMENT



TOPIC:

TOUR OPERATOR TOURIST SERVICE "SHE TRIPS"

PRESENTED BY:

DALILA MARCELA GUEVARA RIVAS

GR13065

MILENA DANIELA ESCOBAR GARCIA

EG19008

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LICENCIADO MIGUEL ÁNGEL CARRANZA CAMPOS, MSE

GENERAL COORDINATOR OF THE GRADUATION PROCESS

**UNIVERSITY CAMPUS, DR. FABIO CASTILLO FIGUEROA, SAN SALVADOR
CENTRO, EL SALVADOR, CENTRAL AMERICA, OCTOBER 20TH, 2024**

AUTHORITIES OF THE UNIVERSITY OF EL SALVADOR

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AUTHORITIES OF THE DEPARTMENT OF FOREIGN LANGUAGES

MAESTRO JOSÉ ISRAEL OLIVA

INTERIM COORDINATOR OF THE FOREIGN DEPARTMENT

LICENCIADO MIGUEL ANGEL CARRANZA CAMPOS, MSE

GENERAL COORDINATOR OF THE GRADUATION PROCESS

LICENCIADA FRANCISCA AGUILLON RIVERA

SPECIALIZATION PROFESSOR

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ABSTRACT

This project introduces "SheTrips," a specialized tour operator catering exclusively to women, designed to offer safe, empowering, and enriching travel experiences. Focused on delivering tailored itineraries within El Salvador, "SheTrips" aims to provide not only adventure and personal growth opportunities but also a strong sense of security and community among female travelers. The tour operator offers a variety of experiences, including cultural exchanges, and adventure tourism, while emphasizing responsible tourism practices. It promotes sustainability by minimizing environmental impacts and prioritizing partnerships with local women-led businesses, artisan groups, and cooperatives. Furthermore, "SheTrips" contributes to gender equality in tourism by supporting the active participation of local women in the economy, providing opportunities for female empowerment both as travelers and as integral contributors to the tourism industry. This initiative is built around the belief that travel can be a powerful tool for personal transformation, cultural understanding, and sustainable development

Key words: women, empowerment, safety, community, adventure, sustainability, cultural, exchange

INTRODUCTION

As part of the course, the "SheTrips" project has been conceptualized, a tourism proposal aimed exclusively at women. "SheTrips" offers safe, empowering, and enriching travel experiences, highlighting the captivating landscapes of El Salvador. This project not only promotes personal growth and adventure but also seeks to contribute to gender equality and the empowerment of women in the tourism industry. "SheTrips" seeks to redefine the way women experience travel by creating opportunities for personal transformation through immersive and reflective activities. The project integrates elements such as mindfulness practices, creative workshops, and wellness retreats into the travel experience, encouraging participants to reconnect with themselves while exploring new environments. These activities allow women to return from their journeys with a renewed sense of inner strength and self-awareness, making the travel experience not only adventurous but also deeply transformative. Also, she trips places significant emphasis on the role of education in travel, offering participants the chance to learn about the history, culture, and environmental significance of the regions they visit. Expert-led tours, guest speakers, and community-led initiatives provide enriching educational content that enhances travelers' understanding of local traditions and global issues. This educational component empowers women to travel not just as tourists, but as informed and conscious global citizens who contribute meaningfully to the places they visit. It aims to establish itself as a leader in the global women's travel movement, setting new standards for inclusivity and safety in the tourism industry. By developing best practices for female-centered travel experiences, the project

aspires to influence other travel operators and raise awareness about the unique needs and expectations of women travelers. Through its commitment to safety, cultural respect, and empowerment, "SheTrips" envisions a future where women feel confident and inspired to explore the world on their own terms.

The general objectives of "SheTrips" include creating a safe and empowering environment for female travelers, ensuring their physical and emotional well-being throughout the journey. To achieve this, robust safety protocols are developed and implemented, and staff is trained in crisis management, conflict resolution, and gender-sensitive approaches. Additionally, an inclusive and supportive atmosphere is fostered where women can freely express themselves, build meaningful connections, and engage in enriching dialogue. The justification for "SheTrips" emphasizes the importance of prioritizing the safety and empowerment of female travelers, especially in the context of global health crises such as the COVID-19 pandemic. By implementing effective safety measures and adequately training staff, "SheTrips" aims to instill confidence in female travelers, allowing them to fully enjoy the travel experience without concerns for their safety. This approach not only contributes to the well-being of female travelers but also supports broader goals of gender equality and women's empowerment in tourism. In summary, the "SheTrips" project positions itself as an innovative initiative that not only provides safe and enriching travel experiences for women but also promotes local economic development, respect for culture and diversity, and environmental sustainability.

CHAPTER I

TOURIST SERVICE PROFILE

1.1 OBJECTIVES

1.1.1 GENERAL OBJECTIVES:

- Ensure safe and empowering travel experiences creating an environment within "SheTrips" that prioritizes the safety and empowerment of women travelers, fostering personal growth, relaxation, and adventure.

1.1.2 SPECIFIC OBJECTIVES:

- Develop and implement robust safety protocols and procedures to ensure the physical and emotional well-being of women travelers throughout their journey.
- Provide training to staff and guides on crisis management, conflict resolution, and gender-sensitive approaches.
- Foster a supportive and inclusive atmosphere within "SheTrips" where women feel comfortable expressing themselves, building connections, and engaging in meaningful dialogue.
- Organize group activities and discussions that promote camaraderie, mutual respect, and personal growth.

1.2 JUSTIFICATION

Ensuring safe and empowering travel experiences for women travelers is so important for the success and sustainability of "SheTrips." By prioritizing the safety and empowerment of women, the project not only fosters personal growth, relaxation, and adventure but also contributes to the broader goals of gender equality and women's empowerment in the travel industry. It is crucial to safeguard the physical and emotional well-being of women travelers during their journey. According to (the World Travel & Tourism Council WTTC,2020)¹, ensuring traveler safety is a top priority for the tourism industry, especially in the wake of global health crises such as the COVID-19 pandemic. By developing and implementing robust safety measures, "SheTrips" can instill confidence in women travelers, allowing them to fully immerse themselves in the travel experience without concerns for their safety. Moreover, providing training to staff and guides on crisis management, conflict resolution, and gender-sensitive approaches is essential to address the unique needs and challenges faced by women travelers. Research by the United Nations World Tourism Organization (UNWTO) highlights the importance of gender-sensitive tourism policies and practices in promoting women's empowerment and ensuring their safety and dignity while traveling (UNWTO, 2019)². By equipping staff and guides with the necessary skills and knowledge, "SheTrips" can create a supportive and inclusive environment where women feel respected, valued, and empowered to explore new destinations. To ensure a supportive and inclusive atmosphere within

¹ the World Travel & Tourism Council WTTC,2020, TRAVEL & TOURISM ECONOMIC IMPACT 2020 VANUATU

² UNWTO (2019) International Tourism Highlights

"SheTrips" is key to creating a positive and enriching travel experience for women travelers. According to a study published in the Journal of Travel Research, women value travel experiences that provide opportunities for social interaction, personal growth, and cultural exchange (Kim & Kim, 2017)³. By cultivating an environment where women feel comfortable expressing themselves, building connections, and engaging in meaningful dialogue, "SheTrips" can enhance the overall satisfaction and well-being of women travelers, leading to repeat business and positive word-of-mouth recommendations

³ Kim and Kim (2017), Journal of Travel Research on Guam's travel experiences.

1.3 DESCRIPTION AND TYPE OF TOURISM

1.3.1 Name of the tourist service

The name of the product is **SHE TRIPS**.

"She Trips" is a unique travel experience designed exclusively for women, offering an opportunity for empowerment, relaxation, and adventure amidst the captivating landscapes of El Salvador. Our carefully crafted itineraries celebrate the spirit of female exploration and provide a safe and supportive environment for women to connect, rejuvenate, and create lasting memories together. It specifically targets women who wish to explore El Salvador in a safe, supportive environment focused on their needs and experiences.



figure 1, she trips logo image provide by us

Also, this service may appeal to solo female travelers who want to feel secure and supported while exploring a new destination. It could also be attractive to groups of friends seeking a meaningful and enriching travel experience together, as well as women who want to connect with other like-minded travelers in a supportive environment. Our headquarters will be located in San Salvador downtown.

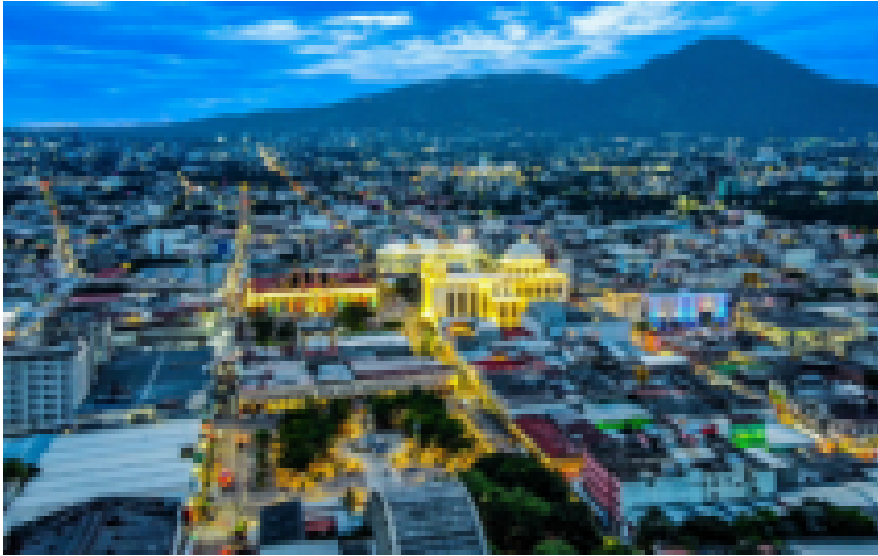


Figure 2, Imagen provide by Google.

What needs does it cover? Security: We provide a safe and supportive environment since the very beginning of the trip providing minibands to commute, which is essential for many women who wish to travel alone or in groups. This may include additional security measures, experienced guides, and personal safety tips. Empowerment: We offer activities and experiences that foster confidence and autonomy among participants, such as leadership workshops, inspirational talks, and opportunities to try new skills. Connection: We facilitate networking and connection among female travelers, whether through group activities, shared dinners, or informal conversation spaces, and the places to visit:



Figure 3, Imagen provide by Google.

1.4 IMPLEMENTATION OF STRATEGIES FOR HUMAN DEVELOPMENT AND SUSTAINABILITY.

1. Promoting the economic empowerment of local women: "She Trips" can establish partnerships with local women's cooperatives to offer tourism experiences that promote active participation of women in the local economy. This may include visits to women-led projects, artisan workshops, and activities that highlight the skills and local products of women.

2. Promoting respect for local culture and diversity: The operator can design itineraries that respect and value the socio-cultural authenticity of local communities. This involves offering activities that allow female travelers to interact respectfully with host communities, learn about their traditions, participate in cultural exchanges, and contribute to intercultural understanding.

3. Minimizing the environmental impact of tourism activities: "She Trips" can adopt responsible tourism practices that minimize the environmental impact of its activities. This includes promoting sustainable transportation, such as the use of public transportation or bicycles, offering eco-friendly accommodation options, and organizing outdoor activities that foster respect and care for the natural environment.

4. Involving local women in decision-making: The tour operator can establish mechanisms to involve local women in the planning and development of tourism

activities. This may include creating advisory committees composed of women leaders from the community, conducting satisfaction surveys to collect feedback from local women, and implementing projects that respond to the needs identified by women in the community.

5. Education and awareness about sustainable tourism: "She Trips" can offer education and awareness programs on sustainable tourism to its travelers. This may include informative talks on sustainable practices, visits to conservation and community development projects, and the integration of sustainability information into all aspects of the travel experience, from activity selection to responsible behavior during the trip. Finally, some type of tourism we may have in our trips would be: Adventure Tourism: with its focus on adventure amidst captivating landscapes, "She Trips" caters to women seeking thrilling experiences such as hiking, exploring nature reserves, and engaging in outdoor activities in El Salvador. Responsible Tourism: "She Trips" minimizes its environmental impact by adopting responsible tourism practices.

CHAPTER II

CONDITIONING ELEMENTS FOR THE DESIGN OF THE TOURISM PRODUCT OR SERVICE.

2.1 History of Tourism

While it is true that there is clear evidence of travel already in ancient Babylon, and that in *The Odyssey* the great vocation that the Greeks had for traveling is evident, who frequently attend religious festivals, where athletic competitions were held, both in Athens and in Delphi, Corinth, and Olympia, the latter being the city where the Olympics originated, and that some ancient writers, such as Herodotus, considered by many as the "Father of tourism writers," describe the extensive travels carried out in their time, it is not possible to identify activities similar to what we now know as tourism until the Roman Empire. History tells us that during the peak of the Empire, considerable movements of people occurred in the summer months, traveling from Rome to the countryside and to seaside resorts. Fernández Fuster (1974) refers in his work to the vacation villas located in Baias, a place considered as a true predecessor of today's beach resorts, even cited in the literature of the time (L. Fernández Fuster, 1974,p. 567)⁴. From this historical overview, we can conclude that the desire for travel, particularly for leisure and recreation, is deeply rooted in human history, dating back to ancient civilizations like Babylon and Greece. While travel in these early periods was often tied to religious, social, or athletic events, it was during the Roman Empire that more structured forms of leisure travel, resembling modern tourism, began to emerge. The Romans' seasonal movements to countryside villas and seaside resorts mark an early form of vacationing, showing that the concept of escaping daily routines for relaxation has long been a part of human behavior.

⁴ L. Fernández Fuster, *Teoría y práctica del turismo*, Editora Nacional, Madrid, 1974, p. 567

Furthermore, the evolution of travel from these ancient practices to modern tourism highlights how travel has transformed from a relatively limited activity to a global industry. Although the motivations and infrastructure have changed significantly, the core human impulse to explore, relax, and connect with different environments remains constant across time. Thus, tourism is an enduring and evolving aspect of human culture that has adapted to societal and technological changes over the centuries.



Figure 1, Imagen provide by Google.

So, we can say that tourism is an activity that has existed since ancient times, though its modern conceptualization differs significantly from its origins. Also, this highlights that while the essence of travel for leisure and cultural purposes has ancient roots, the structured and commercialized concept of tourism as we know it

today only began to take shape during the Roman Empire. The movement of people from urban centers to countryside and coastal resorts during the summer months reflects a nascent form of tourism. Fernández Fuster's reference to the vacation villas in Baias underscore the long-standing human desire for recreation and relaxation away from daily routines. Thus, it can be affirmed that tourism is an enduring human activity, evolving from its early manifestations in ancient civilizations to the complex, global industry it is today.

2.2 History of Tourism in El Salvador

El Salvador, a small country in Central America, experienced a notable boost in tourism in the 1960s. This crucial era marked the emergence of organized tourism, and during this transformative decade, important efforts were made to lay the foundation for the tourism industry's later development. In this era, the Instituto Salvadoreño de Turismo (ISTU) was created, an agency authorized to promote the sector's development. At the same time, the financial sector was given support for tourism enterprises, such as the Economic Development Fund (EDF). The EDF was given out by the Central Reserve Bank in 1966, and it introduced lines of credit designed to boost investment in tourism infrastructure. Although these initiatives were intended to boost infrastructure, the tangible impact remained modest. However, in the following decades, different strategies and programs emerged, achieving more significant economic growth. Of course, there were barriers to this growth, which we'll explore in more depth below.

Exploring the Growth of Tourism Since the 1960s

In 1979, El Salvador underwent a civil war that lasted until 1992. With the increase in violence, the country was no longer considered safe for travel, and the tourism sector was decimated. Upon the war's end, El Salvador began to recover, but the country's image as a tourist destination had been marred by the war. On top of that, the civil war was a destabilizing force sociopolitically - food insecurity, poverty, and gang violence filled the vacuum left behind. The specter of past militarized

violence, and the lived experience of current more decentralized violence, further broke down the ability for the tourist sector to rebuild after the war. More drastic change was needed. Jumping forward quite a bit from the years following the war's end, one arrives at the Covid-19 pandemic. During the COVID-19 pandemic, El Salvador, like many other countries worldwide, faced unprecedented challenges. Border closures and mobility restrictions dealt a severe blow to the already challenged tourism sector, causing widespread disruption to businesses and livelihoods. However, despite the adversity, by 2022, El Salvador managed to recover 96% of pre-pandemic tourism.



Figure 2, Image provided by Google.

Recent Government Initiatives and Policies

In recent years, the current administration of President Nayib Bukele has implemented policies focused on improving security throughout the country, significantly boosting tourism. Simultaneously, various strategies have been deployed to improve infrastructure and revitalize key tourist destinations, with the restoration of

the Historic Center of El Salvador being one of the most notable transformations.

At the same time, efforts are underway to promote initiatives such as Surf City, which aims to improve El Salvador's coastal areas and attract investment. Successful surfing competitions have recently been held in El Salvador, solidifying its attractiveness as a top choice for surfers worldwide. The recent implementation of the National Tourism Plan 2030 presents a series of strategies to be developed in the coming decade to bolster the tourism sector as one of the main socio-economic engines of the country. Marketing strategies have been an essential part of tourism growth thus far and they constitute some of the action in Plan 2030. Building tourism in El Salvador would put it on the international radar and motivate investment, thus generating employment and benefiting the overall economy. These projections align with the growth forecasts set out by the Ministry of Tourism (Mitur), which anticipates approximately 3.8 million foreign visitors in 2024. If this estimate is achieved, it would surpass the historical milestone of 3.4 million arrivals recorded in 2023, with the consequent generation of foreign exchange estimated at US\$3.793 million. As market researchers, we want to be ahead of the curve. We want to see emerging trends, markets, and brands before they've made themselves obvious. What the data and strategy from El Salvador tell us is that it is one such market. When we advise our clients, forecast the next few years⁵, and seek out participants, it's important to keep this rising market in mind. (Sofia Alfaro, may 2024).

Based on what we previously read, the evolution of El Salvador's tourism

⁵ Sofia Alfaro, Focus on LATAM, The Evolution of Tourism in El Salvador: Strategies, Challenges, and Economic Impact, may 2024

sector demonstrates the remarkable resilience of a nation that has weathered significant historical challenges, from civil war to economic and social instability, and more recently, the global COVID-19 pandemic. What stands out is El Salvador's ability to not only recover but also reposition itself as a desirable destination for international travelers.

The early efforts of the 1960s to build a foundation for tourism through the creation of the Instituto Salvadoreño de Turismo (ISTU) and financial support from the Economic Development Fund (EDF) were significant but slow in achieving tangible results. These initial efforts faced setbacks, especially during the devastating civil war, which shattered the country's image as a safe and attractive destination. Yet, in the face of adversity, El Salvador's post-war recovery, though gradual, laid the groundwork for the current resurgence of the sector.

Recent years have marked a turning point. Under President Nayib Bukele's leadership, focused security reforms and targeted infrastructure development projects like the Surf City initiative have positioned El Salvador as a rising star, particularly in niche tourism markets like surfing. The government's National Tourism Plan 2030 aims to further expand this momentum, harnessing tourism as a driver of economic growth and social progress. Marketing campaigns and infrastructure improvements have already shown positive results, with El Salvador experiencing a near-full recovery in tourism post-pandemic, and ambitious growth targets set for the coming years. This transformation highlights how a country, even one as small as El Salvador, can rebuild its tourism industry through focused efforts, strategic investments, and government commitment. The projections for 2024, with an

expected 3.8 million visitors, point to an optimistic future. Achieving these milestones would not only break historical records but also generate significant foreign exchange, fueling the country's economy.

Ultimately, El Salvador's tourism journey provides valuable lessons on resilience, strategic planning, and adaptation. It serves as a compelling example for other emerging markets that are navigating similar challenges. As we look toward the future, El Salvador stands poised to solidify its place on the global tourism map, reaping the economic benefits of a sector that continues to evolve.

2.3 Natural Resources of Destination Areas and Their Location on the Tourist

Map of El Salvador

El Salvador is endowed with a wealth of natural resources that make it a prime destination for ecotourism and adventure tourism. The country's diverse geography includes stunning beaches, active volcanoes, verdant national parks, and pristine lakes. Below is a detailed description of some natural attractions along with their locations on the tourist map.

Beaches

El Salvador's Pacific coastline is dotted with beautiful beaches that are popular for surfing, sunbathing, and other water activities.

La Libertad: Known for its excellent surf spots, La Libertad is home to beaches like El Tunco and El Sunzal. These beaches attract surfers from around the world due to their consistent waves and vibrant local culture.

El Tunco: A small beach town famous for its surf scene, nightlife, and laid-back atmosphere. El Tunco is not only a surfing paradise but also a great spot for watching sunsets and enjoying the local cuisine.

Costa del Sol: This is one of the most popular beach destinations for locals and tourists alike. Costa del Sol offers long stretches of sandy beaches and calm waters, ideal for swimming and family outings.



Figure 3, Image provided by Google.

National Parks

El Salvador's national parks protect a range of ecosystems, from cloud forests to volcanic landscapes, and are perfect for hiking, birdwatching, and exploring nature.

El Boquerón National Park: Located on the rim of San Salvador Volcano, this park offers breathtaking views of the volcanic crater and the surrounding landscapes. It is a popular spot for hiking and enjoying the cool mountain air.

Montecristo National Park: Also known as El Trifinio, this park is located at the point where El Salvador, Guatemala, and Honduras meet. The park is renowned for

its cloud forests, diverse wildlife, and beautiful trails.



Figure 4, Image provided by Google.

Volcanoes

El Salvador, known as the "Land of Volcanoes," has several active and dormant volcanoes that offer unique adventure tourism experiences.

Izalco Volcano: Often referred to as the "Lighthouse of the Pacific" due to its frequent eruptions in the past, Izalco is an iconic volcano that attracts hikers eager to climb its steep slopes.

San Salvador Volcano (Quezaltepeque): Dominating the landscape around the capital city, this volcano features the El Boquerón crater, which is a popular destination for visitors.



Figure 5, Image provided by Google.

Lakes

El Salvador's lakes are scenic and serene, providing perfect spots for relaxation, water sports, and eco-tourism.

Coatepeque Lake: A crater lake located in the west of the country, Coatepeque is known for its turquoise waters and is a popular destination for swimming, kayaking, and scuba diving.

Ilopango Lake: This large lake was formed in a volcanic caldera and is surrounded by steep cliffs and lush vegetation. It's a great spot for boating and fishing. (Seos them, 2024)⁶



⁶ Seos them, El Salvador: Natural attractions and tourist destinations. 01 Central America. October 19, 2024

Figure 6, Image provided by Google.

2.4 Location on the Tourist Map

Below is a tourist map of El Salvador showing the locations of the main natural destinations. Each point on the map highlights a significant natural attraction, making it easier for tourists to plan their visits.

This map illustrates how geographically diverse and rich in natural beauty El Salvador is, offering numerous opportunities for tourists to explore and enjoy its natural resources.



Figure 7, Image provided by Google.

2.5 Cultural Identity and Intangible Tourist Resources

The first position defines 'cultural identity' in terms of one, shared culture, a sort of collective 'one true self', hiding inside the many other, more superficial or artificially imposed 'selves', which people with a shared history and ancestry hold in common. It refers to the sense of belonging to a particular group or culture. It involves the shared beliefs, practices, customs, values, and symbols that members of a cultural group collectively identify with. Cultural identity shapes how individuals perceive themselves and others within their community and how they interact with the world. This concept plays a crucial role in preserving traditions, language, and heritage, influencing both personal and collective identities. (Arnold Hall, 1996)⁷

Intangible Tourist Resources refer to non-physical aspects of a destination that attract visitors, including cultural practices, folklore, traditions, languages, rituals, and knowledge that are part of a community's heritage. These resources contribute to the unique experience of a destination by offering tourists insights into local culture and identity. Unlike tangible resources, such as buildings or landscapes, intangible resources are experiential and help in promoting sustainable and responsible tourism. El Salvador's rich cultural heritage is an essential aspect of its appeal as a tourist destination. The country's intangible cultural resources, such as festivals, celebrations, syncretisms, gastronomy, and folklore, provide visitors with a deep and authentic experience of Salvadoran life and

⁷ Arnold Hall, S. Cultural identity: Cultural identity and diaspora. In P. Mongia (Ed.), *Contemporary postcolonial theory*: (1996)

traditions. (UNESCO,2003)⁸



Figure 8, Image provided by UNESCO.

⁸ Intangible tourist resources: UNESCO. *Convention for the safeguarding of the intangible cultural heritage* (2003)

2.5.1 Festivals and Celebrations

Festivals and Celebrations refer to organized events that bring communities together to commemorate, honor, or enjoy significant cultural, religious, or historical occasions. These events can include a wide range of activities such as music, dance, parades, and communal gatherings. Festivals often reflect the identity, traditions, and values of a society, providing insight into its heritage(Turner, V.,1982)⁹. Celebrations, on the other hand, may include personal milestones like weddings or public holidays, but both are marked by shared enjoyment and cultural expression.(Falassi, A,(1987¹⁰).

Festivals can be religious, like Christmas or Diwali, or cultural, like harvest festivals, showcasing traditions through art, food, and rituals. They foster community bonds and contribute to the preservation of cultural identity by passing down traditions to future generations.In essence, festivals and celebrations act as platforms for cultural exchange, community unity, and the preservation of intangible heritage.

2.5.2 Fiestas Patronales:

San Salvador: Celebrated in early August, the patron saint festivities honor the Divine Savior of the World, the country's patron saint. The celebrations include

⁹ Turner, V. From ritual to theatre: The human seriousness of play. Performing Arts Journal Publications. (1982)

¹⁰ Falassi, A. Time out of time: Essays on the festival. University of New Mexico Press. (1987)

parades, religious processions, traditional dances, and fireworks.

2.5.3 Semana Santa (Holy Week):

Holy Week in El Salvador is marked by elaborate processions, reenactments of the Passion of Christ, and traditional ceremonies. Towns like Izalco and Sonsonate are particularly known for their vibrant and solemn observances. (Gómez, M., 2024¹¹)

2.5.4 Syncretisms

Syncretism refers to the blending or merging of different religious, cultural, or philosophical traditions into a unified or new belief system. It often occurs when societies with distinct traditions interact closely, leading to the incorporation of elements from one culture into another. Syncretism can be observed in religion, where deities, rituals, and symbols from different traditions are fused, or in culture, where languages, customs, and social practices converge. (Stewart, C, 1999¹²)

El Salvador's cultural practices often blend indigenous and Spanish influences, creating unique syncretic traditions.

La Bajada (The Descent): This celebration in Panchimalco combines pre-Columbian and Catholic elements, featuring indigenous dances and rituals alongside Christian prayers and hymns. (Gómez, M., 2024¹³)

¹¹ Gómez, M. Fiestas patronales: Cultural celebrations of El Salvador. El Salvadoran Cultural Journal. Retrieved October 19, 2024

¹² Stewart, C. *Syncretism and its syncretisms: Configurations of displacement in cultural and religious forms. Religious Studies Review.*, (1999)

¹³ Gómez, M. Fiestas patronales: Cultural celebrations of El Salvador. El Salvadoran Cultural Journal. Retrieved October 19, 2024

2.5.5 Gastronomy

Salvadoran cuisine is a vital part of the country's cultural identity, offering a variety of traditional dishes that are both flavorful and significant in local customs.

Pupusas: The national dish, pupusas are thick corn tortillas stuffed with cheese, beans, chicharrón (pork), or other fillings. They are typically served with curtido (a pickled cabbage relish) and tomato sauce.

Yuca Frita con Chicharrón: This dish consists of fried yuca (cassava) served with crispy pork, lime, and sometimes a tomato sauce or curtido.

Panes con Pollo: Sandwiches made with roasted chicken, pickled vegetables, and mayonnaise, often enjoyed during celebrations and gatherings. (Menjívar, R. *Salvadoran cuisine: Tradition and innovation in the kitchen*. Salvadoran. (2005))

2.5.6 Legends, Stories, and Tales

Salvadoran folklore is rich with legends and tales that are an integral part of the cultural fabric, passed down through generations. (Ramírez, S, 2021)¹⁴

La Siguanaba: A legendary figure who appears as a beautiful woman to lure men into danger. According to the legend, she has a monstrous face that she reveals once her victims are close enough.

El Cipitío: A playful, mischievous spirit depicted as a small boy with backward feet.

¹⁴ Ramírez, S. *Cultura y Tradiciones de El Salvador: Un Legado Vivo*. *Cultura y Sociedad*, 15(4), 89-112. (2021)

He is said to wander the countryside, playing tricks on people and stealing food.

La Carreta Chillona (The Screeching Cart): This tale describes a ghostly cart that roams the streets at night, producing an eerie screeching sound. It's said to be a warning or an omen of death. (Ramírez, S,(2021)¹⁵



Figure 9, Image provided by Google.

2.5.7 Intangible Cultural Heritage

Beyond specific stories and dishes, the intangible cultural heritage of El Salvador encompasses a wide array of practices and traditions that define the national identity.

Dance and Music: Traditional dances such as the "Torito Pinto" and "El Carbonero" are performed during festivals and celebrations, often accompanied by marimba or folk music.

Handicrafts: Artisanal crafts, including pottery, textiles, and wood carvings, are an essential part of Salvadoran culture. Towns like La Palma are famous for their

¹⁵ Ramírez, S. Cultura y Tradiciones de El Salvador: Un Legado Vivo. Cultura y Sociedad, 15(4), 89-112.(2021)

unique styles of painted wooden crafts.

Religious Practices: Indigenous and Catholic rituals often merge, particularly in rural areas, reflecting a blend of spiritual beliefs that are practiced during various ceremonies and community events. (UNESCO,,2022)



Figure 10, Image provided by Google.

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2.6 Principles for sustainable tourism.

More than half of those who understand the concept of sustainable tourism, 56 percent, acknowledge that travel impacts local communities and emphasize the importance of protecting both natural environments and cultural sites.

This is defined as a positive approach intending to reduce tensions and frictions created by the complexity of interactions between tourism industry, tourist, natural environment and the local communities as host of tourists. (Bill Bramwell & Bernard Lane, 2010)¹⁷

Some of the principles are:

¹⁶ UNESCO. (n.d.). El Salvador - Intangible Cultural Heritage. UNESCO Intangible Cultural Heritage,2022

¹⁷ Bill Bramwell & Bernard Lane,Sustainable Tourism: An Evolving Global Approach 2010

a) Minimizing the impact of tourism activity on the environment in order to acquire ecological sustainability, by contributing to maintaining and enhancement of conservation through the return of a part of the revenues towards the protected area. Practicing tourism forms that do not have an impact on the environment. Sustainable tourism requires a comprehensive strategy that addresses environmental, social, cultural, and economic factors. By minimizing negative impacts and maximizing positive contributions, tourism can support the long-term health of both the environment and local communities.

b) Minimizing the negative impact of tourism activity on the local community and its members so as to obtain social sustainability. Developing those forms of tourism that do not upset and disturb the daily life of the population at the tourist destination. Avoidance of hostile situations. Involving local communities in tourism planning and decision-making is essential for sustainable development. When locals have control and ownership over tourism infrastructure and activities, they are better positioned to ensure that tourism benefits their community while preserving their cultural identity and social fabric.

c) Minimizing the negative impact of tourism activity on the culture/traditions/customs of the local communities so as to obtain cultural sustainability. Developing a tourism capable of determining the authenticity and individuality of local cultures to be preserved, and avoid their saturation with external cultural influences. Tourism can contribute to conservation efforts by reinvesting a portion of revenues into protecting natural areas. However, this must be carefully managed to prevent environmental degradation and ensure that tourism activities

are in harmony with ecological preservation.

d) Maximizing the economic benefits of the local population as a result of developing tourism, so as to obtain economic sustainability. One of the most important principles of sustainable tourism is to serve the protection and economic development of local communities and protected areas. Sustainable tourism should prioritize the preservation of local cultures and traditions, avoiding cultural homogenization. By respecting and valuing cultural authenticity, tourism can help protect the unique identities of communities.

e) Education, preparation, information. Educating the tourist through a superior awareness and consideration of the impact generated by him, so as to improve personal attitude towards the environment and reducing the impact. This includes an ecological education component (for visitors, locals, local administration, rural and urban population, e.a.) that is crucial besides the interpretation component, at the eco-tourism level, both from the point of view of the product and of the local administrations. Educating both tourists and local populations about the impacts of tourism is crucial for fostering a culture of sustainability. Awareness and responsible behavior can significantly reduce the environmental and social footprints of tourism activities.

f) Local control is a basic principle in sustainable tourism. Local community participates and is consulted regarding everything involving sustainable tourism development, and it is an active decision factor. The key element here is local propriety on tourism infrastructure elements (e.g., accommodation structures) and

others. Local community and local administrations are involved and they have the control, in particular through its financial levers. Tourism should be a tool for economic development that benefits local populations equitably. By ensuring that economic gains are shared and reinvested locally, tourism can contribute to the sustainable growth and well-being of communities. (Based on Globalising World, Routledge, London. Baker, S., (2006) Sustainable Development Routledge, London¹⁸⁾

2.7 Introduction to Quality Management in Tourism

Ensuring high-quality service and achieving customer satisfaction are critical components of a successful tourism industry. This section outlines a strategic plan for implementing quality control measures and enhancing customer satisfaction in El Salvador's tourism sector.

Quality management in tourism involves a systematic approach to maintaining and improving the quality of services offered to tourists. This includes everything from accommodations and dining to transportation and guided tours. Effective quality management ensures that tourists have positive experiences, which is crucial for repeat visits and word-of-mouth referrals. (Fernández, L., 2020)¹⁹

¹⁸ Based on Globalising World, Routledge, London. Baker, S., (2006) Sustainable Development Routledge, London

¹⁹ Fernández, L. (2020). *Gestión de la Calidad en el Turismo: Estrategias y Prácticas*. *Gestión Turística*, 11(2), 78-99

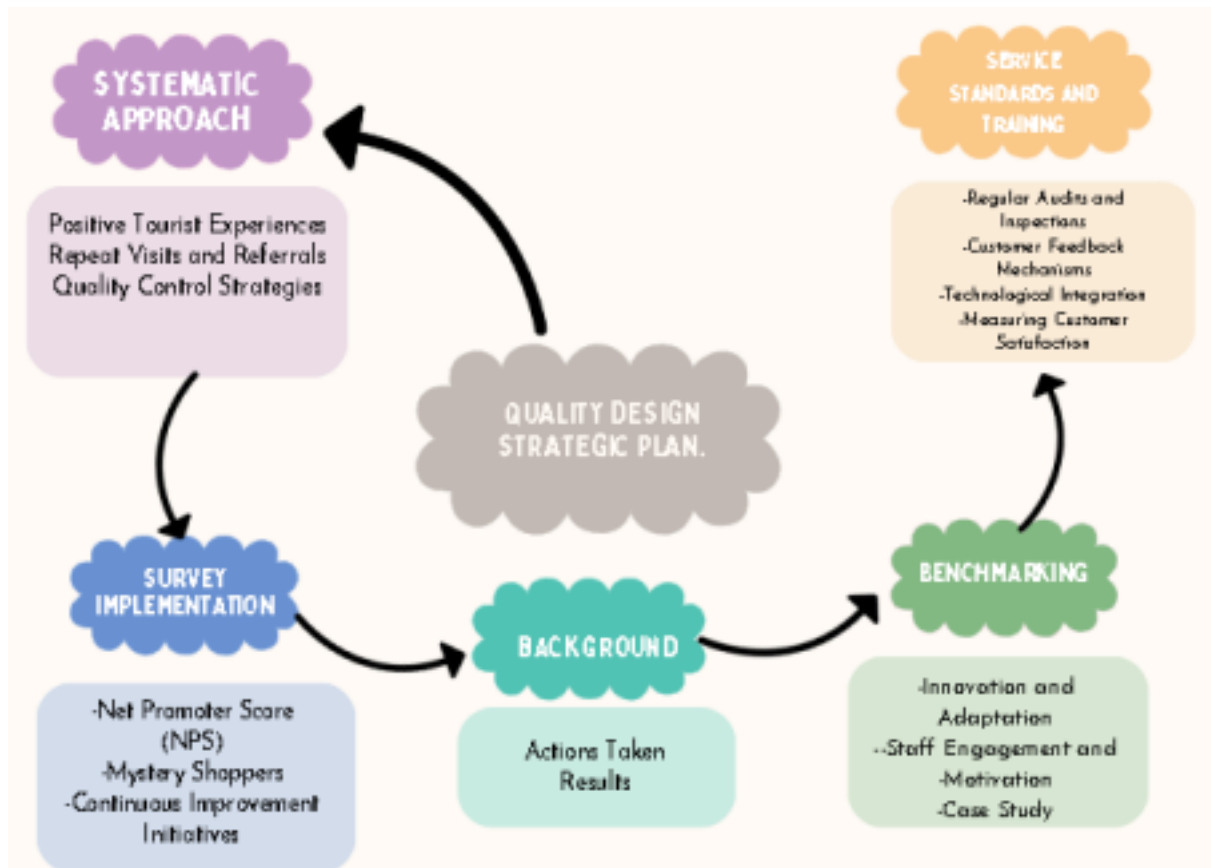


Figure 11, Image provided by us.

2.7.1 Quality Control Strategies

Service Standards and Training:

Establishing Service Standards: Developing clear and measurable service standards for all aspects of the tourism industry, including hospitality, transportation, and tour operations. These standards should cover aspects like cleanliness, safety, customer service, and responsiveness.

Continuous Training and Development: Providing ongoing training programs for staff at all levels to ensure they meet and exceed service standards. This includes customer service training, language courses, and emergency response training.

b. Regular Audits and Inspections:

Internal Audits: Conducting regular internal audits to ensure compliance with established service standards. These audits should be comprehensive and cover all operational areas.

External Inspections: Partnering with independent organizations to perform external inspections and certifications. This adds credibility and ensures unbiased assessments of service quality.

c. Customer Feedback Mechanisms:

Feedback Collection: Implementing multiple channels for collecting customer feedback, including online surveys, feedback forms, and social media platforms. Encourage tourists to share their experiences and suggestions.

Analyzing Feedback: Regularly analyzing feedback to identify common issues and areas for improvement. Use this data to make informed decisions and adjustments to services.

d. Technological Integration:

Booking and Reservation Systems: Utilizing advanced booking and reservation systems to streamline processes and reduce wait times. Ensure these systems are user-friendly and accessible.

Customer Relationship Management (CRM) Systems: Implementing CRM systems to track customer interactions and preferences, enabling personalized services and follow-ups.

e. Measuring Customer Satisfaction

Survey Implementation:

Post-Visit Surveys: Sending post-visit surveys to tourists to gather detailed feedback on their experiences. Ensure surveys are short, concise, and cover all key aspects of their visit.

On-Site Surveys: Providing on-site surveys at hotels, restaurants, and attractions to capture immediate feedback.

f. Net Promoter Score (NPS):

NPS Surveys: Using the Net Promoter Score (NPS) to measure customer loyalty and likelihood of recommending the destination to others. NPS surveys ask one simple question: "On a scale of 0-10, how likely are you to recommend our services to a friend or colleague?"

Analyzing NPS Results: Analyzing NPS scores to identify promoters (scores 9-10), passives (scores 7-8), and detractors (scores 0-6). This helps in

understanding overall customer sentiment and areas needing improvement.

g. Mystery Shoppers:

Mystery Shopping Programs: Employing mystery shoppers to evaluate service quality anonymously. Mystery shoppers provide unbiased assessments of the customer experience, from booking to departure.

Using Results: Using the findings from mystery shoppers to address specific issues and improve training programs.

h. Continuous Improvement Initiatives

2.7.2 Benchmarking

Comparative Analysis: Benchmarking El Salvador's tourism services against leading global destinations to identify best practices and areas for improvement.

Adopting Best Practices: Implementing best practices from benchmarked destinations to enhance service quality and customer satisfaction.

2.7.3 Innovation and Adaptation

Embracing Innovation: Encouraging the use of innovative technologies and approaches to enhance the tourist experience. This includes virtual tours, mobile apps, and augmented reality experiences.

Adapting to Trends: Staying updated with global tourism trends and

adapting services accordingly. This might involve offering eco-friendly options, wellness tourism, and culturally immersive experiences.

2.7.4 Staff Engagement and Motivation:

Incentive Programs: Developing incentive programs to reward staff for excellent service and customer satisfaction. This can include bonuses, recognition awards, and career development opportunities.

Employee Feedback: Creating channels for employees to provide feedback and suggestions for improving service quality. Engaged and motivated staff are crucial for maintaining high service standards.

2.7.5 Case Study: Implementing Quality Control in El Salvador

Background: A prominent beach resort in La Libertad implemented a comprehensive quality control and customer satisfaction strategy. The resort aimed to enhance its reputation and attract more international tourists.

Actions Taken: Established strict service standards and provided extensive training to staff. Conducted regular internal audits and external inspections.

Collected customer feedback through post-visit surveys and analyzed the data. Implemented a CRM system to personalize guest experiences.

Used NPS surveys to measure customer loyalty and identify areas for improvement.

Results:

Significant improvement in customer satisfaction scores.

Increased repeat visits and positive reviews on travel websites.

Enhanced staff morale and lower turnover rates.

2.8 Strategic action plan:

ACTION	PERSON IN CHARGE	IMPROVEMENT
Use advertisements on Instagram to reach any possible customer	Dalia Marcela: She will be in charge of creating the creative and visual accounts and advertisements to attract the attention of new tourists, and she will also be in charge of keeping a record of all the people who participate in the dynamics of creating a Reel.	The first 10 people to create a reel on Instagram promoting or telling their experience about a trip. They will win a 20% discount on a trip to any of our destinations,
Create accounts on social media and share our contact information	Milena Escobar: She will be in charge of creating and supervising social networks, tik tok, Instagram, Facebook. As well as invent and create dynamics to obtain more interactions on social networks. She will also be in charge of selecting the winners of the dynamics and distributing the prizes.	Create dynamics through social networks in which our travelers can tell their experience on each of the trips and in this way they can participate in the raffle for souvenirs, trips with discounts and shirts to encourage them to travel with us,
Create attractive videos and share on tiktok to increase and interact	Dalia Marcela: She will be in charge of creating a trend on Tik Tok to attract the attention of new tourists and have them follow us on social networks.	During any holiday in El Salvador, we will create promotions in which we are going to give 10% of discounts till 50 % to new followers by doing a raffle or any dynamic on tik tok so we reassure people will follow and see our content.

Figure 12, Image provided by us.

CHAPTER III

LOCAL DEVELOPMENT THROUGH A TOURISM PRODUCT OR SERVICE

3.1 Entrepreneur's profile.

3.1.1 Definition

The entrepreneur's profile encompasses the traits, skills, and essential characteristics required for business success. These qualities enable the entrepreneur to spot opportunities, devise strategic plans, and implement them effectively. Each entrepreneur has a unique profile that develops over time through experience (Miñan, 2024)²⁰.

3.1.2 Difference Between the Entrepreneur Profile and Leader.

While the profiles of entrepreneurs and leaders share skills such as the ability to guide and make decisions, there are key differences between the two roles. A leader is responsible for directing an established team or organization, whereas an entrepreneur focuses on creating something new from scratch. Entrepreneurs must be willing to take significant risks, work in uncertain environments, and quickly adapt to unexpected changes. Additionally, entrepreneurs often face the need to innovate and adapt in high-risk situations, while leaders concentrate on optimizing and managing existing resources to achieve organizational goals.

The entrepreneur needs to be visionary, capable of spotting opportunities where others do not, while the leader is more focused on inspiring and guiding their team toward defined goals. Moreover, due to the nature of their work, entrepreneurs often operate in uncertain contexts where planning may be less stable and greater flexibility is required. In contrast, leadership usually occurs in a more structured

²⁰ Miñan, M. (2024). Definition of the Entrepreneur Profile: According to Authors, Examples, and Concept. Definición Wiki.

environment, where the focus is on staying the course toward clear and established objectives (Miñan, 2024)²¹.

3.1.3 How the Entrepreneur Profile is Used

The entrepreneur profile serves as a crucial tool for assessing and enhancing an entrepreneur's leadership and management skills within their business. By utilizing this profile, entrepreneurs can pinpoint areas for improvement and focus on developing essential skills and traits that contribute to their success. Furthermore, this profile is beneficial in incubation or acceleration programs, where it can be employed to evaluate and select the most suitable candidates with the potential to excel in the business world. Analyzing the strengths and weaknesses of entrepreneurs provides them with the opportunity to grow and adapt to market demands, ultimately fostering a more robust and dynamic business ecosystem (Miñan, 2024).²²

3.1.4 Importance of the Entrepreneur Profile

Developing an entrepreneurial profile opens up numerous opportunities in the professional sphere. In an increasingly demanding and competitive job market, where employment offers are scarce and often lack desirable benefits, having an entrepreneurial spirit becomes essential. This mindset not only prepares individuals to face labor market challenges but also fosters the creation of innovative projects that meet specific needs.

Being an entrepreneur has a significant impact beyond the business realm.

²¹ Miñan, M. (2024). Definition of the Entrepreneur Profile: According to Authors, Examples, and Concept. Definición Wiki.

²² Miñan, M. (2024). Definition of the Entrepreneur Profile: According to Authors, Examples, and Concept. Definición Wiki.

This attitude positively influences family, friends, and the community at large. By assuming a leadership role, an entrepreneur inspires those around them. Their determination and success can serve as a role model, motivating others to pursue their own goals and dreams. By fostering an environment of support and collaboration, an entrepreneur contributes to creating networks of people who share aspirations and help each other achieve them.

Furthermore, developing an entrepreneurial profile entails acquiring valuable skills, such as creativity, problem-solving, and adaptability. These skills are not only useful for starting a business but are also highly valued in any job. Consequently, an entrepreneurial profile not only enhances a person's professional prospects but also enriches their personal interactions and relationships, creating a positive cycle of growth and development at both personal and community levels (Porrás, 2022)²³.

3.1.5 Entrepreneur Profile: Characteristics

Generally, an entrepreneur possesses a variety of characteristics that enable them to succeed in their endeavors.

Psychological Traits:

1. **Passion:** A deep enthusiasm for their work drives entrepreneurs to excel and innovate continuously.
2. **Risk Tolerance:** They are comfortable with ambiguity and uncertainty, understanding that risk is inherent in business ventures.
3. **Opportunity Obsession:** Entrepreneurs are constantly on the lookout for new

²³ Porrás, M. (2022, 8 de febrero). Perfil emprendedor | Importancia, tipos y ejemplos. Conemprendimiento.

opportunities to improve and grow.

4. **Commitment and Courage:** A strong dedication to their goals, coupled with the bravery to face challenges head-on, is essential.
5. **Leadership Skills:** The ability to inspire and guide a team is crucial for achieving shared objectives.
6. **Team-Building Ability:** Entrepreneurs excel at creating cohesive teams that work well together.
7. **Long-Term Vision:** They can project their goals into the future, planning strategically for sustained success.
8. **Creativity:** Innovative thinking allows them to devise unique solutions and approaches.
9. **Self-Confidence:** A belief in their abilities helps entrepreneurs tackle challenges and pursue opportunities.
10. **Adaptability:** The capacity to pivot and adjust to changing circumstances is vital in a dynamic business environment.
11. **Communication Skills:** Effective communication facilitates collaboration and understanding among team members.
12. **Tenacity:** A relentless pursuit of their goals, even in the face of adversity, is characteristic of successful entrepreneurs.
13. **Learning and Resilience:** The ability to learn from failures and bounce back stronger is essential for long-term success.

Sociological Factors:

1. **Education and Training:** Formal education and ongoing learning contribute

to an entrepreneur's knowledge base and skills.

2. **Previous Experiences:** Family background, previous jobs, and business encounters shape an entrepreneur's perspective and strategies.
3. **Social Position:** An individual's socioeconomic status can influence their access to resources and opportunities.
4. **Social Networks:** Belonging to networks based on social, ethnic, or religious ties can provide support and access to valuable connections.

Environmental Factors:

1. **Access to Financing:** The availability of capital is crucial for starting and sustaining a business.
2. **Human Capital Availability:** Skilled individuals who can contribute to the business are vital for success.
3. **Innovation:** A culture of innovation encourages the development of new ideas and products.
4. **Business Opportunities:** A favorable market with various opportunities can enhance entrepreneurial success.
5. **Physical Space:** Having the necessary facilities to conduct business activities is essential.
6. **Supportive Institutional and Social Environment:** An ecosystem that encourages entrepreneurship fosters growth and development.

In conclusion, many characteristics can be developed through education, experience, and training; some traits, such as passion and risk tolerance, may be innate. Additionally, it's important to recognize that environmental factors also play a

significant role in shaping an entrepreneur's journey, often determining their access to resources and opportunities that can lead to success (Porras, 2022).²⁴

3.1.6 Competences and characteristics of the entrepreneur.

Here are some key competencies and characteristics that "She Trips," your women-focused tour operator, could embody:

Competences	Characteristics	
Linked to the achievement	Vision and Clear Goals	She Trips has a clear vision of being the preferred choice for women seeking exclusive and authentic travel experiences in El Salvador. Its goals include providing unforgettable tours to destinations like Cerro Verde, Lake Coatepeque, and Santa Ana Volcano, always aiming to improve and expand its services to meet clients' expectations.
	Resilience	At She Trips, resilience is essential for facing challenges in the tourism industry, such as weather changes or unexpected itinerary adjustments. She Trips adapts to these situations with flexibility, always seeking quick and effective solutions to maintain service quality and ensure that travelers enjoy a seamless experience.
	Creativity	She Trips stands out for its ability to

²⁴ Porras, M. (2022, 8 de febrero). Perfil emprendedor | Importancia, tipos y ejemplos. Conemprendimiento.

		innovate and create unique experiences for its clients. From organizing special activities at Lake Coatepeque to designing original routes on the Santa Ana Volcano, creativity is key to crafting itineraries that surprise and exceed travelers' expectations, offering more than just a regular tour.
	Customer Orientation	.Customer satisfaction is She Trips' top priority. The company ensures a deep understanding of each traveler's needs and desires to provide a personalized service. There is continuous communication before, during, and after each tour, ensuring that every detail is tailored to expectations and that the experience is completely satisfying.
Linked to the commitments	Dedication to Customer Experience	She Trips places a strong emphasis on understanding and exceeding customer expectations. From personalized itineraries to attentive service, the company is dedicated to making each client feel valued and ensuring that their experience is both seamless and rewarding.
	Continuous Improvement	She Trips is committed to constantly improving its services and offerings. By gathering feedback from clients and staying updated with the latest trends in the tourism industry, the company refines its tours and activities, ensuring that each experience is

		better than the last.
	Social Responsibility	She Trips is dedicated to making a positive impact on the communities it visits. The company prioritizes responsible tourism practices, supporting local businesses, respecting cultural heritage, and promoting sustainable activities. This commitment ensures that the travel experiences it offers benefit both the clients and the regions they explore.

Linked to leadership	Effective Communication	She Trips prioritizes clear and open communication with its clients, ensuring that every detail of the trip is understood and expectations are met. From initial inquiries to post-tour feedback, She Trips maintains transparency and responsiveness, creating a trustful relationship with travelers. This approach ensures that any concerns or special requests are addressed promptly, providing a seamless travel experience.
	Empowerment	At the heart of She Trips' mission is empowering women through travel. The company designs its tours to foster confidence, independence, and a sense of adventure among its clients. She Trips encourages women to explore new horizons, create meaningful connections, and embrace new experiences in a

		supportive and inspiring environment.
	Conflict Resolution	She Trips understands that unexpected situations can arise during travel. The team is trained to handle conflicts with professionalism and empathy, ensuring that any issues are resolved swiftly and effectively. This ability to manage challenges ensures that the focus remains on providing a positive and enjoyable experience for every client, even when adjustments need to be made.

3.1.7 Advantages of an Entrepreneurial Profile.

Entrepreneurs choose the work they want, either because of a promising business idea or a personal passion. This work often represents a dream or an option that motivates them. By being their own bosses, they have control over their time and how they manage it. Although the beginning can be challenging, entrepreneurship offers the opportunity to leave the comfort zone and seek higher income. Furthermore, the satisfaction of creating and watching something grow is a key motivation for them (Sánchez, 2023).²⁵

3.1.8 Disadvantages of an Entrepreneurial Profile.

Starting a business isn't as straightforward as it seems; there are both advantages and disadvantages. Here are some challenges entrepreneurs face:

1. **Sacrifice and dedication:** An entrepreneur's life is demanding, particularly in the early stages. They often work longer hours, including weekends, and must take on multiple roles, leaving little time for leisure.

²⁵ Sánchez, L. (2023, August 8). El perfil de un emprendedor. *EmprendePyme*.

2. **Discipline:** Being your own boss requires excellent time management. Lack of discipline can have serious consequences for the business.
3. **Uncertainty and financial risks:** Although profits can be substantial, entrepreneurs face ongoing expenses and fluctuating income. The absence of fixed monthly income increases financial risk.

Entrepreneurs often need a backup plan for emergencies. (Sánchez, 2023)²⁶



Figure 13, Image provided by Google.

3.1.9 Contributions of Women Entrepreneurs in She Trips.

This information highlights how each entrepreneur brings unique characteristics to the project, contributing to its success in the exclusive women's tourism sector.:



Milena Escobar

- Commitment:** Total dedication to the success of "She Trips" and the well-being of her clients.
- Vision:** Clarity in the objectives and the impact she wants to generate in the female community.
- Adaptability:** Flexibility to adjust to the changing needs of her clients.
- Communication Skills:** Effective in promoting trips and interacting with the public.
- Learning Mindset:** Always seeking to improve her skills and stay informed about new trends in tourism.

Figure 14, Image provided by us

²⁶ Sánchez, L. (2023, August 8). El perfil de un emprendedor. *EmprendePyme*.



Figure 15, Image provided by us.

3.2 Niche Market

3.2.1 Definition

A niche market refers to a specific subdivision within a broader market segment, composed of a small group of consumers or companies that share particular characteristics and needs. This group often has distinct demands or preferences that are not fully met by the products or services available in the general market. By identifying a niche market, companies can focus on meeting the needs of these consumers more accurately and personally, offering solutions that directly address their interests. Additionally, niche markets allow businesses to position themselves more competitively, as targeting a smaller, more specialized audience

enables them to differentiate and build closer relationships with their clients. Operating within a niche market can also be a strategy to avoid direct competition with large companies that dominate the mass market (Sánchez Galán, 2020).²⁷

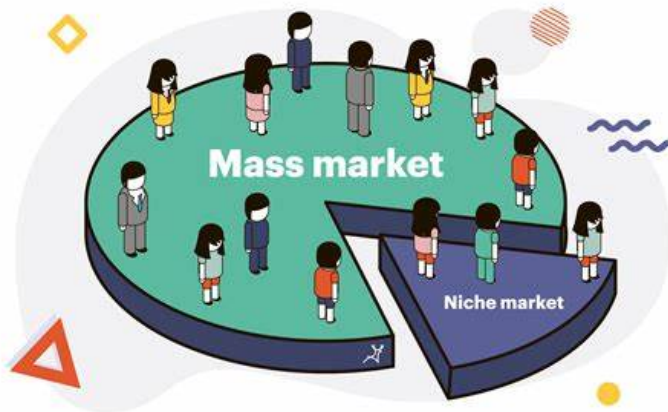


Figure 16, Image provided by Google.

3.2.2 Characteristics of a Niche Market

They are small, identifiable groups characterized by their customs or behaviors. These groups share similar needs and preferences. They often lack (or have very few) suppliers providing the goods or services that fulfill a specific need. Thanks to the focus on niche markets, businesses can save time and resources by targeting the selected niche. Instead of launching a large-scale, expensive advertising campaign, they can create a customized sales plan tailored specifically to this niche.

However, targeting a smaller or more selective portion of the market does not necessarily lead to lower revenue or sales. Many companies achieve significant

²⁷ Sánchez Galán, J. (2020, May 31). Nicho de mercado. Economipedia. J. F. López (Ed.).

results by operating this way, focusing their production and services on carefully chosen market niches that align with their products.

Capturing the loyalty of a niche market made up of identified, selective consumers can be an effective way to gain recognition and success, whether for small, medium, or large businesses. This is where the importance of specialization in product development and production comes into play (Sánchez Galán, 2020)²⁸.

3.2.3 Types of Niches Market.

Market niches can be categorized as follows:

- **Demographic Niches:** These focus on attributes like age, gender, income, education, and marital status. For instance, beauty products tailored for women over 50.
- **Geographic Niches:** These are centered around specific locations, such as a city or region. An example is lightweight clothing designed for tropical climates.
- **Psychographic Niches:** These are based on lifestyle choices, values, and attitudes, like vegan and organic products for environmentally conscious consumers.
- **Behavioral Niches:** These relate to purchasing habits, such as fitness apps for individuals who prefer exercising at home.
- **Industry Niches:** These target specific needs in particular professions, like project management software for architecture firms.

²⁸ Sánchez Galán, J. (2020, May 31). Nicho de mercado. Economipedia. J. F. López (Ed.).

- **Technological Niches:** These cater to consumers interested in advanced technologies, such as gadgets for virtual reality enthusiasts (Cochachin, 2024).²⁹

3.2.4 Benefits of Niche Markets

Focusing on niche markets offers several advantages. Firstly, there is less competition, allowing for a larger portion of demand to be satisfied. Niche products are often positioned as exclusive, enabling higher prices and, consequently, a better return on investment. Additionally, communication with potential customers is closer due to the smaller group size. This also facilitates the creation of mutually supportive communities. Advertising campaigns are more cost-effective, and it is easier to establish brand leadership and optimize content for SEO due to low competition (Hernández, n.d.).³⁰

3.2.5 Importance of Niche Markets

Niche markets hold significance from two perspectives. Firstly, businesses targeting these sectors enjoy various benefits, such as higher returns on investment and reduced competition. Secondly, consumers benefit as well, as they can fulfill specific needs or desires that previously went unmet. This dynamic increases the variety of products available, resolving more issues for individuals and enhancing

²⁹ Hernández, P. (n.d.). Nicho de mercado: definición, características e importancia. Aloha Creativos. Retrieved October 20, 2024,

³⁰ Hernández, P. (n.d.). Nicho de mercado: definición, características e importancia. Aloha Creativos. Retrieved October 20, 2024

overall quality of life. Furthermore, it contributes to a healthier business ecosystem, fostering diverse offerings and healthier competition (Hernández, n.d.).³¹

3.3 Market segmentation

3.3.1 Definition

Market segmentation involves dividing a target market into smaller groups that share similar characteristics, such as age, income, personality traits, behavior, interests, needs, or location. These segments can be used to optimize products, marketing efforts, advertising, and sales. By doing so, brands can create strategies tailored to different types of consumers, allowing for a more personalized message that is more likely to resonate successfully with each group (Parra, n.d.).³²



Figure 17, Image provided by Google.

³¹ Hernández, P. (n.d.). Nicho de mercado: definición, características e importancia. Aloha Creativos. Retrieved October 20, 2024

³² Parra, A. (n.d.). ¿Qué es la segmentación de mercados? QuestionPro. Retrieved October 20, 2024

3.3.2 Types of Market Segmentation:

There are four main types of market segmentation:

1. **Geographic Segmentation:** This divides customers based on their geographical location, which influences their needs and interests.
2. **Demographic Segmentation:** This categorizes the market by variables such as age, gender, nationality, education, and income.
3. **Psychographic Segmentation:** This focuses on lifestyle, attitudes, and interests, often utilizing research methods like surveys.
4. **Behavioral Segmentation:** This analyzes customer behavior, decision-making patterns, and attitudes toward brands.

These segmentation strategies help businesses tailor their marketing efforts effectively (Parra, n.d.).³³

3.3.3 Objectives of Market Segmentation

The objectives of market segmentation are diverse and essential for organizations. One of the primary goals is to develop successful products, which involves conducting market research to incorporate necessary features and reduce costs based on the needs of the target audience. Another key objective is to set appropriate prices by identifying consumers willing to pay for them. Additionally, segmentation facilitates targeted promotions for different segments and helps

³³ Parra, A. (n.d.). ¿Qué es la segmentación de mercados? QuestionPro. Retrieved October 20, 2024

determine the best way to present a product attractively to each consumer group (Parra, n.d.).³⁴

3.3.4 Differences between market niche and market segmentation.

When we talk about market segments, we refer to groups of people who share similar characteristics, such as desires, needs, lifestyles, or consumption patterns. In contrast, market niches are more specific subgroups within those segments. For instance, within the bicycle segment, we can find niches such as competition bike enthusiasts, vintage bikes, mountain bikes, or children's bikes. Each of these niches has unique features that distinguish them, and understanding these differences can offer businesses significant advantages in their market strategy. A well-defined niche allows businesses to meet specific needs and build closer connections with their target audience, which is essential for success in an increasingly competitive commercial environment (Hurtado Ballivián, n.d.)³⁵.

3.4 She Trips Niche Market.

She Trips operates within a niche market focused on providing unique travel experiences exclusively for women. This business caters to female travelers seeking empowerment, adventure, and connection with like-minded individuals. By addressing specific needs and preferences of this demographic, She Trips distinguishes itself from broader travel services, creating tailored itineraries and community-oriented experiences that enhance safety among women travelers.

³⁴ Parra, A. (n.d.). ¿Qué es la segmentación de mercados? QuestionPro. Retrieved October 20, 2024

³⁵ Hurtado Ballivián, E. (n.d.). Kotler marketing 4.0. Retrieved October 20, 2024



Figure 18, Image provided by Google.

3.4.1 Characteristics of the tourist service niche market of She Trips.

She Trips focuses on a niche market of female travelers, offering exclusive tours to locations like Cerro Verde, Santa Ana Volcano, and Lake Ilopango. Key characteristics of this niche include:

1. **Target Audience:** Exclusively oriented towards women seeking safe, empowering travel experiences.
2. **Customized Itineraries:** Tailored tours that emphasize adventure, nature, and community.
3. **Safety and Comfort:** Prioritizes a supportive environment, fostering camaraderie among participants.
4. **Cultural Immersion:** Engages travelers with local culture, enhancing the overall experience.

This specialized approach caters to the unique preferences of women travelers.

3.4.2 Market Segmentation for She Trips:

Understanding the market segmentation for She Trips is crucial to effectively target its unique niche within the tourism industry. By identifying specific

characteristics of potential customers, She Trips can tailor its services to meet the diverse needs and preferences of women travelers. Market segmentation for She Trips:

1. **Demographic Segmentation:** Primarily targeting women of various ages, particularly those seeking adventure and empowerment through travel.
2. **Geographic Segmentation:** Focused on local and international female travelers interested in exploring El Salvador's natural attractions.
3. **Psychographic Segmentation:** Aimed at women who value safety, community, and unique experiences, prioritizing eco-friendly and sustainable travel options.
4. **Behavioral Segmentation:** Engaging women who prefer guided tours, cultural immersion, and social interactions during their travels.

This segmentation allows She Trips to effectively cater to its target audience's specific needs and preferences.

3.4.3 Strategies for "She Trips," Focusing On Its Niche and Market Segmentation.

For "She Trips," which focuses on offering exclusive travel experiences for women in El Salvador, some strategies based on niche and market segmentation according to the Salvadoran Tourism Institute (ISTU) could include:

1. Focus on Experiential Tourism

- **Segment:** Women seeking unique and authentic experiences.

- **Strategy:** Design itineraries that include cultural activities and local experiences, such as craft workshops, traditional cooking classes, and guided tours led by local women who share their stories. This can attract women looking for a deeper connection with Salvadoran culture and community.

2. Promotion of Nature and Adventure Destinations

- **Segment:** Women interested in ecotourism and adventure.
- **Strategy:** Highlight the natural attractions of Cerro Verde, Lake Coatepeque, and Santa Ana Volcano, emphasizing the safety and specialized guidance offered by She Trips. Offering activities like guided hiking, sunrise walks, and kayaking can be key to attracting women who want to explore nature in a safe and accompanied way.

3. Segmentation by Age and Lifestyle

- **Segment:** Women of different age groups (young adults, mothers, older women) with specific interests.
- **Strategy:** Create tailored packages according to age group and lifestyle. For example, relaxing trips for older women seeking to unwind in tranquil places like Lake Coatepeque, or more active experiences for younger women seeking adventure and exploration at Santa Ana Volcano.

4. Promotions and Strategic Partnerships

- **Segment:** Professional and businesswomen.

- **Strategy:** Establish partnerships with women's business associations and professional networks to promote relaxation and networking trips. Offer special promotions for groups looking for corporate or women empowerment retreats in El Salvador's natural destinations.

5. Promoting Sustainable and Responsible Tourism

- **Segment:** Women conscious of environmental and social impact.
- **Strategy:** Position She Trips as a responsible tour operator that promotes sustainable practices, such as reforestation in visited natural areas and collaboration with local communities. This will attract clients who want to make a positive contribution to the destination they visit.

6. Use of Social Media and Inspirational Content

- **Segment:** Women active on social media and lovers of visual content.
- **Strategy:** Use Instagram, TikTok, and Facebook to showcase previous travel experiences with She Trips, highlighting testimonials from satisfied clients and the beauty of the destinations. Create inspiring content that emphasizes the experience of traveling in a women-only group, helping to emotionally connect with the target audience and attract more travelers.

7. Seasonal Offers

- **Segment:** Women looking for quick getaways or trips during specific seasons.
- **Strategy:** Create seasonal promotions, such as weekend getaways to Lake Coatepeque during the dry season or guided tours to Cerro Verde during the

local blooming season. Offering discounts or "travel with a friend" packages can encourage booking trips for these occasions.

3.5 Logo

The American Marketing Association, in one of its definitions, describes a logo as a graphic design that serves as an extension of a company's, organization's, or brand's symbol. This design is typically an adaptation of the company's or brand's name, or it is used alongside that name.

The logo of *She Trips* consists (See figure 16) of several elements, each carrying a specific meaning related to the company's mission and values:



Figure 19, Logo of She Trips

1. **Airplane:** The airplane represents travel, adventure, and the spirit of exploration. It symbolizes the idea of embarking on new journeys, aligning with *She Trips*' mission of offering exclusive travel experiences for women.

2. **Ticket with the Text "SHE TRIPS!":** The ticket suggests the concept of a journey or adventure that is specially designed for the company's clientele-women. The phrase "SHE TRIPS!" conveys excitement and energy, emphasizing that this is a space dedicated to female travelers.
 - **Subtext "TRAVEL SAFELY":** This text emphasizes the priority on safety, reassuring travelers that their well-being is a key concern during these trips.
3. **Compass:** The compass symbolizes guidance, direction, and the spirit of adventure. It suggests that *She Trips* offers carefully planned and guided tours, ensuring that travelers are always on the right path, both literally and metaphorically.
4. **Clouds and Birds:** These elements add a sense of freedom, openness, and a connection to nature. They symbolize the idea of traveling without boundaries, exploring new horizons, and embracing the beauty of the outdoors.
5. **Color Scheme:** The use of soft, welcoming colors creates a friendly and approachable feel, which reflects the inviting atmosphere that *She Trips* aims to provide for women seeking a unique travel experience.

The overall design of the logo represents a blend of adventure, safety, and community, with a strong emphasis on empowering women to explore new places confidently. The visual elements work together to communicate the brand's focus on creating memorable journeys for women who value both discovery and connection.

3.6 Slogan

A slogan is a phrase that helps communicate a brand's value and establish its presence in consumers' minds, allowing for a deeper connection. It refers to an expression that represents a company or its products, highlighting key features through clever wordplay. The crucial aspect of a slogan is its ability to capture the audience's attention, facilitating memorization and enabling quick identification of the related product (Lugo, 2024).³⁶

To fulfill its slogan's intent, She Trips chose to define itself with the following phrase:

“UNIQUE TRAVELS FOR EXTRAORDINARY WOMEN”

Figure 20, Slogan of She Trips.

The slogan "UNIQUE TRAVELS FOR EXTRAORDINARY WOMEN" captures the essence of **She Trips**, highlighting the brand's focus on tailored travel experiences designed specifically for women. This phrase emphasizes individuality and adventure, appealing to women seeking enriching and memorable journeys. It reflects a commitment to empowering women through travel, creating a sense of community and connection among travelers.

³⁶Lugo, C. (2024, May 23). Slogan: qué es, cómo hacer el tuyo y 50 eslóganes creativos a detalle. MediaSource

3.7 Mission.

According to Richard Branson, the mission is the fundamental purpose of a company that inspires employees and collaborators to work together toward common goals (Branson, 2011).³⁷

With a comprehensive understanding of the concept of mission, the tour operator thoughtfully crafted its mission statement by considering the specific objectives and goals of She Trips:



Figure 21, Mission of She Trips.

3.8 Vision

The vision of a company describes the goal it hopes to achieve in the future, representing the ideal aspiration of the organization and how it plans to meet its

³⁷ chard Branson, (2017)tu prioridad número uno son los colaboradores. ElFinanciero; El Financiero

objectives. This vision provides a mental image of its trajectory and establishes the criteria to follow in order to achieve those goals. It is essential that defining the vision is one of the central responsibilities of the leader and the executive team, serving as a guide for all employee actions. Thus, all members of the company should make decisions aligned with this vision (Peiro Ucha, 2020).³⁸

The company's vision has been defined as a clear articulation of its aspirations for the future. This vision outlines the overarching goals that She Trips aims to achieve, emphasizing its commitment to empowering women through unique travel experiences:



Figure 22, Vision of She Trips.

³⁸ Peiro Ucha, A. (2020, January 1). Visión de una empresa. Economipedia.

3.9 Values

The values of SHE TRIPS reflect its mission to create meaningful travel experiences for women, promoting a safe and empowering environment. Below is a description of the organization's values:

- 1. Empowerment:** SHE TRIPS focuses on empowering women by providing them with the confidence and tools needed to explore the world independently, feeling strong and secure during their journeys.
- 2. Community:** Building a united community is essential for SHE TRIPS. The company promotes mutual support and collaboration among travelers, fostering lasting relationships based on trust and respect.
- 3. Safety:** Safety is a key priority. SHE TRIPS ensures that every trip is carefully planned, considering all necessary measures to protect participants, so they can enjoy their experiences without worry.
- 4. Inclusivity:** SHE TRIPS is committed to inclusivity, ensuring that women of all backgrounds, ages, and abilities feel welcome. Each individual is valued, and a space is fostered where everyone can be themselves.
- 5. Adventure:** A sense of adventure is fundamental in the experiences offered by SHE TRIPS. The organization is dedicated to providing exciting, exploratory activities, encouraging participants to step out of their comfort zone in a safe and fun way.
- 6. Sustainability:** SHE TRIPS advocates for responsible and sustainable tourism, aiming to reduce environmental impact and contribute positively to

local communities. The organization makes conscious decisions to minimize its ecological footprint and preserve destinations for future generations.

These values guide all the activities and experiences organized by SHE TRIPS, creating an environment where women can enjoy, connect, and learn while exploring new horizons.

CHAPTER IV

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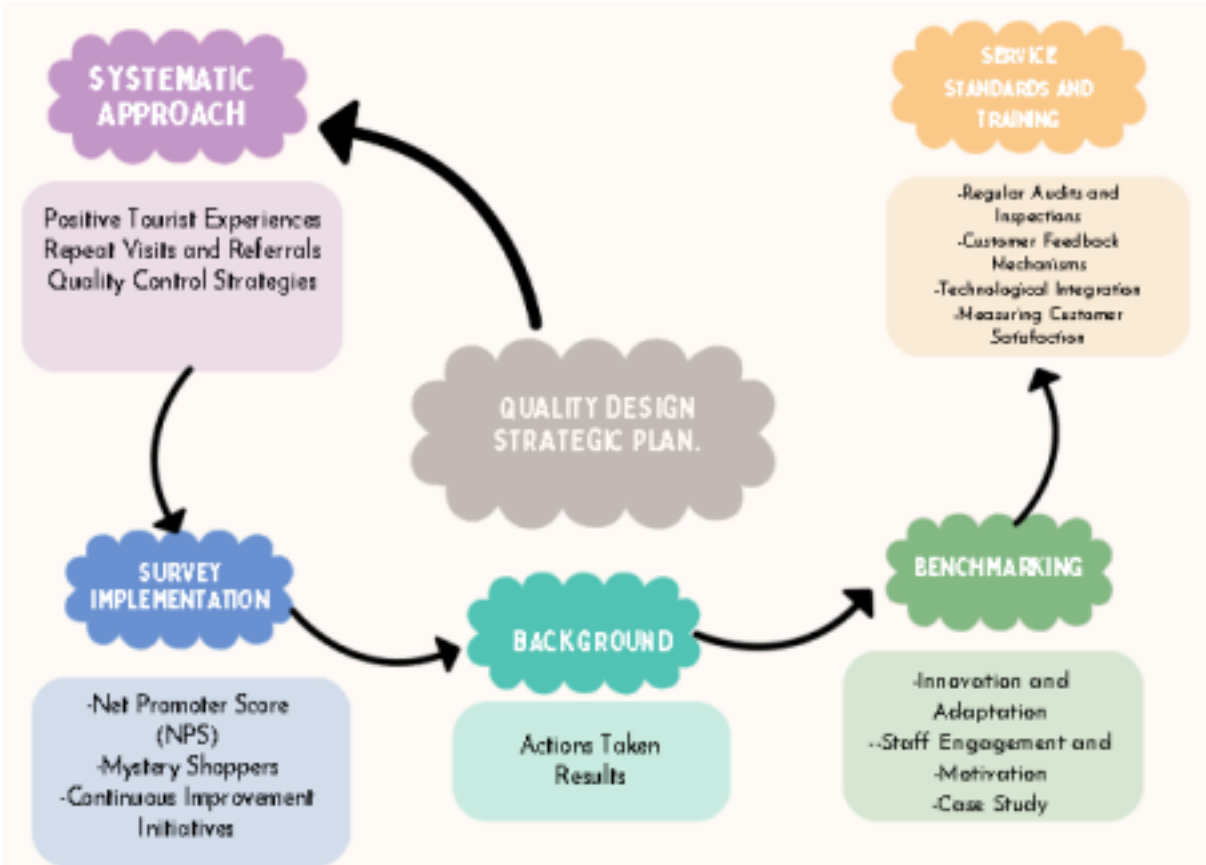
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ANNEXES

Annex 1. Strategic Plan of She travels



Annex 2 Contributions of Women Entrepreneurs in She Trips



Milena Escobar

- **Commitment:** Total dedication to the success of "She Trips" and the well-being of her clients.
- **Vision:** Clarity in the objectives and the impact she wants to generate in the female community.
- **Adaptability:** Flexibility to adjust to the changing needs of her clients.
- **Communication Skills:** Effective in promoting trips and interacting with the public.
- **Learning Mindset:** Always seeking to improve her skills and stay informed about new trends in tourism.

Dalila Guevara



- **Passion:** Strong motivation to empower women through travel experiences.
- **Leadership:** Ability to guide her team and foster a collaborative environment.
- **Creativity:** Capacity to design unique and appealing itineraries.
- **Resilience:** Ability to overcome obstacles and adapt to market changes.
- **Networking:** Building strong relationships with suppliers and clients.

Annex 3 logo



Annex 4 mission and vision



Mission

Empowering Women, One Journey at a Time. Our goal is to create a supportive community where women of all backgrounds can venture into the world with confidence, freedom, and companionship.



Vision

To be the leading travel community for women in the country, providing a platform where our travelers can explore new destinations, broaden their horizons, and connect with other travelers. With She Trips, we aspire to create an inclusive space where every woman feels empowered to discover the world in her own way.

