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SCHOOL OF ARTS AND SOCIAL SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES



TOPIC:

TOURIST SERVICE: MOONLIGHT TOUR GUIDE AGENCY

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ENGLISH.**

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Abstract.....	5
INTRODUCTION.....	6
CHAPTER I:.....	8
1.1 Objectives.....	9
1.1.1 General objective:.....	9
1.1.2 Specific objectives:.....	9
1.2 Justification.....	10
1.3 Description of the tourist service.....	11
1.3.1 Name of the tourist service:.....	11
1.3.2 Location:.....	11
1.3.3 Touristic circuits:.....	12
1.3.4 Tourism typology.....	13
1.4 Application of strategy for human development and sustainability.....	14
1.4.1 Biodiversity.....	14
1.4.2 One Planet.....	15
CHAPTER II:.....	16
2.1 History of Tourism.....	17
2.2 History of Tourism in El Salvador.....	21
2.3 Natural Resources.....	27
2.3.1 Types of Natural Resources.....	27
2.3.2 Natural Resources Importance.....	28
2.3.3 Sustainability and Management.....	29
2.3.4 Challenges.....	29
2.3.5 Natural resources in El Salvador.....	30
2.4 Natural parks of El Salvador.....	30
2.4.1 Montecristo National Park.....	32
2.4.2 Los Cóbano.....	33
2.4.3 Walter Thilo Deininger Park.....	33
2.4.4 Jiquilisco Bay.....	34
2.5 Cultural Identity.....	34
2.5.1 Gastronomy.....	35
2.5.2 Legends.....	36
2.5.3 Festivities.....	37
2.5.4 Syncretism.....	38
2.6 Strategic Quality and Action Plans.....	39
2.6.1 Strategic Quality Plan.....	39
2.5.2 Strategic Action Plan.....	41
CHAPTER III:.....	43
3.1. Profile of the entrepreneur.....	44
3.1.1. Definition of entrepreneur.....	44
3.1.2 Types of Entrepreneurs.....	44

3.1.3 Characteristics of an entrepreneur.....	46
3.1.4 Entrepreneur characteristics of Moonlight Tour Guide Agency members...	47
3.2. Niche market.....	49
3.2.1 Definition.....	49
3.2.2. Type of Niches Market.....	49
3.2.3. Characteristics of a market niche.....	49
3.2.4. Niche market strategies.....	50
3.2.5. Elements to choose a niche market.....	50
3.2.6. Target audience.....	51
3.2.7. Problems.....	51
3.2.8. Desired result.....	52
3.2.9. Moonlight Tour Guide Agency Market Niche.....	52
3.3.1 Logo.....	52
3.4.1 Slogan.....	53
3.5.1 Mission.....	54
3.6.1 Vission.....	54
3.7.1 Values.....	54
4.1 References.....	57

Abstract

The present document presents Moonlight Tour Guide Agency as a tour agency that has as its main purpose offer traveling guides that are trained in sign language, so that can involve people with hearing disabilities with tourism experience. The agency was created after the observation of the limitations that this group of people has while traveling, the minimum or even nonexistent hosts that can effectively communicate with tourists in sign language. The aspiration of the agency is to promote inclusivity, ease the understanding of culture, traditions and create an environment where everyone can enjoy the beauty of El Salvador Tourism. To better understand the tourism importance and its impact, it was investigated about the beginning of it in the world, then how it was developed over the years in El Salvador; in addition it was presented the significance of natural resources and culture of the country. Then, the agency shares aspects that are going to be followed to align the tourism with sustainable development strategies, such as respect for the environment and community, conservation of historic monuments and the preservation of cultural identity. Finally, the values, mission and responsibilities of the agency with clients is presented, to have a better definition of the identity and the impact that it can generate in tourism of El Salvador.

Keywords: sign language, inclusivity, tourism, natural resources, culture, traditions, strategies.

INTRODUCTION

These are activities carried out by people during their travel and stay in different places in their usual environment, for a period of time of less than one year, for leisure, business and other purposes (OMT).

Nowadays, tourism has become an important factor for the economy, not only for large tourist companies, but also for medium and small businesses, as well as for many entrepreneurs who want to get ahead. El Salvador is a country that has a great wealth of tourist sites, but there are few institutions that are dedicated to offering highly trained tourist guides, and even more so, to a specific sector, for this reason the following report presents a proposal for tourist guides specialized in sign language.

In the first chapter we can find both the specific objectives and the general objective of the service. Next we find the justification, which explains a little more about what is intended to be achieved with the service offered. In this chapter we find the description of the tourist service, where we find the name, the location, the different tourist circuits available, the tourist typology. At the end of this chapter we find a brief explanation about the application of the human development and sustainability strategy.

In chapter II, a summary of the history of tourism in general has been included, as well as a brief summary of the history of tourism in El Salvador and how it has developed over the years. The most important natural resources for El Salvador are also mentioned. Finally, a short description of the cultural identity such as gastronomy, legends, syncretism, festivals, as well as the strategic action plan and the quality strategy, which describes the intention of offering the best service.

In Chapter III, the profile of an entrepreneur is detailed, firstly providing a definition, the types of entrepreneurs that exist, their disadvantages and advantages, as well as a summary where we can find the main characteristics that an entrepreneur must possess. The characteristics of the entrepreneur are also mentioned with the members of the agency. We also find the explanation and definition of the market niches, the types and their characteristics, as well as the market niche that the agency intends to reach. To finish this chapter, a brief

explanation of the logo, mentioning and detailing each element of it, followed by the slogan, the mission and vision and the values that characterize Moonlight Tour Guide Agency.

At the end of everything, all the bibliographical references and resources used from chapter I to III are presented.

**CHAPTER I:
TOURIST SERVICE PROFILE**

1.1 Objectives

1.1.1 General objective:

Create a service of highly trained tour guides focused on satisfying and covering the tourist needs of people with hearing disabilities throughout the Salvadoran territory.

1.1.2 Specific objectives:

- Train tourist guides in sign language, as well as in other languages and in all possible tourist and cultural areas, to be able to provide a high quality service.
- Encourage the community with hearing disabilities to become more interested in knowing and appreciating all the cultural, natural and gastronomic wealth that the various tourist spots offer.
- Guide tourists to become aware of the importance of preserving and caring for these places, both for the planet and for the local population.

1.2 Justification

El Salvador is a country that has become one of the favorite destinations for tourism in the region; there are many attractions to visit, a lot of natural spaces to relax, archeological sites to explore, historical monuments to appreciate and delicious gastronomy to taste. In order to enhance visitors' experience it is recommended to travel with a tour guide expert, who can facilitate communication with local people, share information about history and heritage of places to visit.

The tour guide agency Moonlight is specialized in catering to people with hearing disabilities. Agency has carefully employed qualified guides that are proficient in sign language; on every tour they will provide written materials and visual aids in advance to individuals with hearing disabilities. One of the main commitments that the agency has is to promote inclusivity by creating an environment where everyone can enjoy and participate in the tour experience.

Tour guides serve as experts that can lead individuals or groups through various destinations sharing knowledge about the history, culture, and importance of each place visited. As part of their responsibilities include explaining landmarks, answering questions, ensuring safety, and itinerary planning. Additionally, guides will promote sustainable and responsible tourism, in that way visitors will be informed about the importance of the preservation of natural resources and caring for the animals in their natural environment.

1.3 Description of the tourist service



Figure 1. Moonlight tour guide agency logo

1.3.1 Name of the tourist service:

The tourism service is called Moonlight tour guide agency. The name of the agency is inspired by a composition named Moonlight Sonata, Sonata no. 14, of the famous musician Ludwig Van Beethoven, who in his early 20's began losing his hearing; in spite of his condition, he continued with his job as a composer. That is why the purpose of this office is to offer tour guides that are formed and trained in sign language in order to facilitate the communication of people with hearing disability.

1.3.2 Location:

The agency is located in the 2da Calle Oriente, a few meters from Iglesia El Rosario and Parque Libertad, San Salvador. Tourists can also reach us by social media such as Whatsapp, Instagram, Facebook and Email. They can also visit our website, where they will find information about the service that the agency provides.

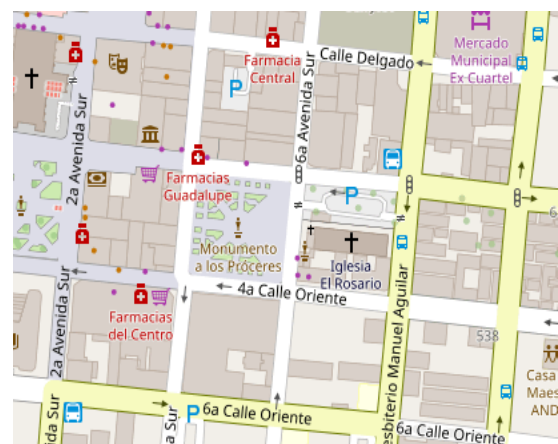


Figure 2
<https://bit.ly/3UHANS9>

1.3.3 Touristic circuits:

Moonlight tour guide agency provides a personalized service to salvadorans and foreigners that require an interpreter of sign language. The agency has some packages available for tourists that travel alone or in groups.

➤ Individual Circuits

Circuits that have been created for people that are looking for an amazing experience during their vacations in El Salvador. Tourists are able to choose either a itinerary assistant or a trained tour guide that can lead them to a new adventure:

Table 1: Individual circuits

Individual Circuits		
Itinerary Assistant*	Cultural Circuits*	Natural Circuits*
<ul style="list-style-type: none"> ● Research about the destination ● Set a budget ● Book accommodations if needed ● Create itinerary ● Choose tours and activities ● Find out about local transportation 	<ul style="list-style-type: none"> ● Visit museums in San Salvador ● Go to historical locations ● Try local food ● Buy souvenirs ● Go to archeological sites ● Visit most iconic towns of El Salvador 	<ul style="list-style-type: none"> ● Visit national parks ● Got to a beach ● Hike a volcano ● Visit most famous waterfalls or rivers ● Stop in most important forests ● Go to a mountain
<p>*Conditions: Tourists can contact Moonlight Tour Guide Agency if they need assistance with the itinerary planning. This is an available free option if they are traveling with a Tour Guide from the agency; however tourists can also get our services for \$25 only!</p>	<p>* Conditions: Tourists can choose 3 of the services from the above list for only \$15. Applicable for San Salvador locations. If a guide is required in any other department, an additional fee of \$10 will be charged.</p>	<p>*Conditions: Tourists are eligible to choose 3 of the services from the above list for only \$20 as most of the attractions are outside San Salvador. Transportation fee of \$10 will be charged if tourists require services in: San Vicente, San Miguel, Usulután or La Unión.</p>

1.3.4 Tourism typology

The tour guide agency is focused on cultural tourism, since this type of tourism is related to those activities that a tourist carries out to know, learn and study about the place or places that can be visited.

In this type of cultural tourism, we can find different types of categories, such as; rural tourism, religious tourism, gastronomic tourism, green tourism or natural tourism. Since we are an agency that provides tourist guides who serve as interpreters for people with hearing disabilities, each of them is highly trained in each of the different types of tourism that we can find in the territory, in this way the national and international tourist can enjoy each and every one of the various activities as well as learn about all the history of each magical places in the country.



Figure 3.
<https://bit.ly/4aW6KqU>

It is also important to mention that our tour guide agency carries out *social tourism*, as it focuses on the well-being of local communities. According to statistics from the “Consejo Nacional de Atención Integral a la Persona con Discapacidad” (CONAIPD, cited in Cruz y Salinas, 2018), there are an estimated 88,398 deaf people in the country, of which the vast majority do not have a permanent job to survive and there are very few who choose to start their small business. The objective of our tour guide agency when carrying out this type of social tourism is to promote social inclusion and equal opportunities, as well as support small local entrepreneurs.

1.4 Application of strategy for human development and sustainability

“The development that allows the needs of present generations to be met without compromising the possibilities of future generations to satisfy their own needs”

“Our Common Future” (1987)

Moonlight tour guide agency is highly engaged with the protection and preservation of the environment and social inclusivity, that is why two strategies have been included: One planet and Biodiversity.

1.4.1 Biodiversity

Moonlight tour guide agency is looking to promote respect for local flora and fauna. During the tours to natural areas, guides will provide information to visitors about the importance of preserving environmental diversity. Tourists will be encouraged to appreciate animals and nature in order to prevent destructive interaction with wildlife and ecosystems; this can be done by following designated trails, avoiding littering, and refraining from disturbing natural habitats.



Figure 4.
<https://bit.ly/3QnwfZR>

Another strategy to be applied is to implement sustainable practices such as the efficient use of natural resources, waste reduction and using sustainable transportation if possible. This can be possible by offering eco-friendly tours that can minimize the impact on the environment: develop tours that focus on nature-based activities like birdwatching, wildlife photography, or guided hikes.

Finally, **Moonlight tour guide agency** is compromised to train tour guides to provide informative and respectful explanations of the local flora, fauna, and ecosystems, fostering a deeper understanding and appreciation among tourists. In order to prove commitment to biodiversity conservation, the agency will obtain certification and eco-labels.

1.4.2 One Planet

“Tourism, if planned and managed responsibly, has demonstrated its ability to contribute to job creation, promote inclusive social integration, protect natural and cultural heritage, conserve biodiversity, generate sustainable livelihoods and improve well-being. of people. Considering that the sector is experiencing tremendous growth, it is essential to undertake collective efforts to ensure its long-term sustainability”.

(One planet | New report | UNWTO, s. f.).

Implementing the purpose of this strategy, not only is it helped people with hearing disabilities when they go tourism, but it is also about how to help the community with this disability so that they can have an economic income, since let us remember that a large part of these people do not have a secure or permanent job.

Likewise, our guides have the task of informing and showing both national and international tourists with this disability to respect their condition, to make an inclusive social integration, that it does not matter the physical condition that someone may have, especially to share our cultural identity in all possible languages.

**CHAPTER II:
CONDITIONING ELEMENTS FOR THE DESIGN
OF THE TOURIST PRODUCT OR SERVICE**

2.1 History of Tourism

Historians have found records that provide an insight into the reasons that people traveled, and how this evolved into tourism. It is known that cultures and nations moved their armed forces around in order to conquer other areas, and to control trade routes and various resources. This created foundations for future travel. As the Egyptian, Roman and Eastern Mediterranean Empires emerged, necessary travel turned into tourism. The Phoenicians, for example, traveled not only to develop trade routes but also because of curiosity. They had a desire to discover what lay beyond that area of the Mediterranean.

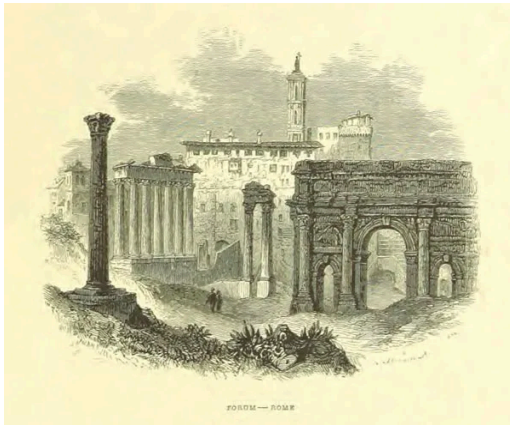


Figure 5.
<https://www.europeana.eu/en/stories/travelling-for-pleasure-a-brief-history-of-tourism>

Recreational and educational travel already existed in the classical world and, even earlier, in Egypt under the pharaohs. There is evidence of journeys emanating from a luxury lifestyle and the search for amusement, experience and relaxation. The privileged groups of the population cultivated the first journeys for pleasure. Their writings tell that they visited famous monuments and relics of ancient Egyptian culture, including, for example, the step pyramid of Sakkara, the Sphinx and the great pyramids of Gizeh, buildings that had been constructed thousand years earlier. The Greeks had similar traditions. They traveled to Delphi in order to question the Oracle¹, participated in the Pythian Games² or the early Olympic Games. (Ueli Gyr, Zürich 2010).

Classical Rome also gave impetus to traveling and particular forms of holiday. Holiday travel became increasingly important due to the development of infrastructure. Around 300 A.D., there existed a road network with 90,000 kilometers of major thoroughfares and 200,000 kilometers of smaller rural roads. These

¹ Oracle: divine communication delivered in response to a petitioner's request; also, the seat of prophecy itself.

² Pythian Games, in ancient Greece, various athletic and musical competitions held in honor of Apollo, chiefly those at Delphi.

facilitated not only the transport of soldiers and goods, but also private travel. Above all, wealthy travelers seeking edification and pleasure benefited from this system. In the first century after Christ, there was a veritable touristic economy which organized travel for individuals and groups, provided information and dealt with both accommodation and meals. (Ueli Gyr, Zürich 2010).



Figure 6.
<https://www.britannica.com/topic/oracle-religion>

The classical world did not only have the "bathing holiday"³, but also developed an early form of "summer health retreat" in swanky thermal baths and luxury locations visited by rich urban citizens during the hot months. Something that had its origins primarily in healthcare soon mutated into holidays for pleasure and entertainment, which could also include gambling and prostitution. The decline of the Roman Empire caused the

degeneration of many roads. Travel became more difficult, more dangerous and more complicated. (Ueli Gyr, Zürich 2010).

Merchants, such as Marco Polo⁴, started to travel far and wide after the failed crusades. Polo's travels in particular (1271-1295 AD) were reported on, and people started to become more interested in traveling again. During the Renaissance (14-16th centuries AD) more merchants traveled further afield. This was in part due to the church and royalty controlling larger geographic areas than they previously had done. Trade routes also started to reopen. Commercial activity grew, and people continued to venture out of their own towns and territories. The first real tourist, according to historians, was Cyriacus of Ancona. He journeyed around the Mediterranean, eager to learn about Greek and Roman history. His desire to learn about what had come before and to see what remained, encouraged others to think

³ Bathing holiday: during the Han dynasty, the government offered holidays to officials so that they could take a bath.

⁴ Marco Polo: was a Venetian merchant and adventurer who traveled from Europe to Asia in 1271–95, remaining in China for 17 of those years.

about how travel could benefit education. And so, the Grand Tour Era emerged. (Stainton, H., April 4, 2022).



Figure 7.
<https://www.europeana.eu/en/stories/travelling-for-pleasure-a-brief-history-of-tourism>

An early form and precursor of modern tourism was the grand tour undertaken by young nobles between the 16th and 18th centuries. This possessed its own, new structures that were clearly defined by corporate status: the original goal was to broaden one's education, mark the end of childhood and acquire and hone social graces; however, over time, leisure and pleasure became increasingly important. On the one hand, this created the differentiated paradigm of travel "as an art". On the other, the search for amusement and enjoyment implied an element of traveling as an end in itself.

The classic grand tour lasted between one and three years. Route, sequence and contacts, not to mention the educational programme, were planned down to the last detail. The aristocrats traveled with an entourage of equerry⁵, tutors, mentors, protégés⁶, domestic servants, coachmen and other staff. These provided for safety, comfort, education, supervision and pleasure in accordance with their specialized area of responsibility. (Ueli Gyr, Zürich 2010).

The Industrial Revolution, which began in the second half of the 18th century, produced a major economic, social and technological transformation that would spread to the rest of the world. As a result of these changes, there was an exodus from rural regions to growing big cities, which needed labor for the new industry. The improvements in freight and passenger transport contributed to the birth of leisure, new forms of entertainment and travel. People traveled mainly by train, taking advantage of the fact that railway networks connected the destinations in Europe and other parts of the world.

⁵ Equerry: an officer of the British royal household who attends or assists members of the royal family.

⁶ Protégé: one who is protected or trained or whose career is furthered by a person of experience, prominence, or influence



Figure 8.
<https://www.europeana.eu/en/stories/travelling-for-pleasure-a-brief-history-of-tourism>

With new roads, passenger trains, stagecoaches and sailing ships becoming more common, tourism continued to grow. France and Great Britain had fantastic road and railroad systems which made the idea of travel even more available to people. Then along came Thomas Cook⁷, who is one of the most famous names in the history of tourism. He was the first to introduce a tour package: travel

and accommodation, with food often included too. In 1841 he arranged for a tour of around 570 people to travel from Loughborough to Leicester. For a shilling the journey included food and entertainment. There was instant demand for more of the same, and so the full-time business of arranging and providing travel services was born. (Stainton, H., April 4, 2022).

The Second World War absolutely paralyzed tourism in the world and its effects lasted until 1949. Between 1950 and 1973, the tourism industry continued to grow thanks to the mass production of buses and cars. Also, hotels and motels took to the franchising model of business expansion. In recent years, with low-cost flights and the existence of alternative accommodations, managed by online companies, it is much easier for tourists to afford to travel and they can design their itinerary and experiences to their liking. Tourism not only impacts the local economy, but it is also starting to affect the social structures, culture and lifestyle of the destinations visited. Therefore, the challenge now is to provide solutions by developing a tourism awareness that is respectful with the environment and the local way of living of its inhabitants.

⁷ Thomas Cook: was an English innovator of the conducted tour and founder of Thomas Cook and Son, a worldwide travel agency. Cook can be said to have invented modern tourism.

2.2 History of Tourism in El Salvador

The OMT⁸ defines tourism as the activities carried out by people during their stays and trips in places other than their usual environment, for a period of time. (OMT 2008).

In El Salvador, tourism has been an important part of social, historical, cultural, gastronomic, and above all economic development. That is why, in 1924, the first initiative to promote national and foreign tourism arose with the creation of the Board of Tourism and Agricultural and Industrial Propaganda during the government of President Alfonso Quiñones Molina⁹ (ISTU, 1989).

In 1930, as new communication routes were created, it was necessary to create the National Tourism Board, which became the link between the Government and the Departmental Road Boards, since the tourist areas were easy to reach, it was agreed to grant cards to tourists who visited the country for nine days or for up to a month. The National Tourism Board remained active until 1939, when the Legislative Assembly repealed Decree No. 135 which created said Board (ISTU-UGDA, 2023).

In 1939, it was decided that it was necessary to create the Boards of Ornamentation in each of the 14 Departments of the country, with the aim of looking after the tourist areas, spas and public gardens. Then in 1945 the Boards of Progress and Tourism were created, their charge was everything related to material progress for the benefit of tourism (ISTU, 2023).



Figure 9. Logo del Instituto Salvadoreño de Turismo
https://www.google.com/url?sa=i&url=http%3A%2F%2Fwww.ecured.cu%2FInstituto_Salvadore%25C3%25B1o_de_Turismo&psig=AOvVaw2Gqyu8hL-Ho_4w8AMITl_b&ust=1724727342440000&source=images&cd=vfe&opi=89978449&ved=0CBQQJR_xqFwoTCPCmtZbUkYgDFQAAAAAdAAAAABAE

⁸ OMT: in Spanish stands for Organización Mundial del Turismo; in English: The World Tourism Organization (UNWTO) is a specialized agency of the United Nations whose main function is to promote tourism in a sustainable and responsible manner worldwide.

⁹ Alfonso Quiñones Molina: Salvadoran politician who was elected president of the Republic in 1923 for a four-year period.

During the years 1947-1948, tourism seemed to be an excellent means of development. For this reason, with the help of Don Raúl Contreras¹⁰, it was decided to create the General Board of Tourism, and the construction of a Network of Tourist Centers throughout the country began, currently known as Recreational Parks (ISTU, 2023).

Later, during the period of the acting President, Lieutenant Colonel Oscar Osorio¹¹, the Law for the Promotion of the Hotel Industry was created with the aim of promoting the establishment of new hotels that had sufficient capacity for tourist demand (ISTU, 2023).

During the 1960s, tourism in El Salvador was experiencing a positive increase, and as a result, in 1961, the Salvadoran Institute of Tourism (ISTU) was created. Its main responsibilities included the development and promotion of the sector, the regulation of tourism companies, the management of assets, and the presentation of regular reports on the evolution of the sector (ISTU, 2023).

One of the first advances that occurred in the tourism sector, which took place in 1963, was the establishment of the Regulation for the Classification of Hotels by categories from 1 to 5 stars, with the Salvadoran Tourism Institute being in charge of determining said categories (ISTU, 2023).

One of the first advances that occurred in the tourism sector, which took place in 1963, was the establishment of the Regulation for the Classification of Hotels by categories from 1 to 5 stars, with the Salvadoran Tourism Institute being in charge of determining said categories (ISTU, 2023).

During the administration of Colonel Julio Adalberto Rivera¹², the Law for the Promotion of the Tourism and Hotel Industry was created, whose main objective was the promotion of the tourism industry such as hotels, restaurants, travel agencies and others similar that had the purpose of a tourist service. At the same time, a

¹⁰ Raúl Contreras: Salvadoran poet and playwright who, in addition to literary creation, dedicated the last two decades of his life to working in diplomacy.

¹¹ Óscar Osorio: Salvadoran military man and politician, president of the Republic between 1950 and 1956.

¹² Julio Adalberto Rivera: he was a Salvadoran military man and politician, President of the Republic between 1962 and 1967, also founder of the National Conciliation Party in 1961.

National Tourism System was created, which was integrated by other companies qualified as members by the ISTU (ISTU, 2023). Although tourism in El Salvador in the 1970s was considered the golden age, it was not considered a strategic area for decision makers. Nevertheless, some key policies were implemented, such as the construction of four hotels in San Salvador: Camino Real (see figure), RITZ, Alameda and Terraza, as well as the opening of the Cerro Verde mountain hotel (ISTU, 2023).

El Salvador had an unprecedented increase in tourism, the reason was that the country hosted the most famous beauty pageant in the world. For the first time a Latin American country hosted Miss Universe, 293,000 tourists were received that year. (Hernández, 2021)

In 1979, a crisis arose as socio-political problems and a climate of violence became more acute, leading to the outbreak of war a year later. The international press published an image of El Salvador as a dangerous country for tourists, which led to a change in image abroad and a reduction in the number of travelers (Menjivar, 2020).



Figure 10. Hotel Camino Real, 1975
En la actualidad Hotel Real Intercontinental, frente a Metro Centro.
<https://www.facebook.com/107583041381471/photo/a.112885707517961/161398316000033/?type=3>

Violence wiped El Salvador off the international tourist map. In the US market, for example, in addition to warnings not to visit the country, all applications for entry visas were subject to strict investigations in order to prevent the entry of sympathizers of left-side movements (Medina Cortez, 2022). During the period of armed conflict, the flow of visitors to the country remained constant; most of them were foreign journalists or non-governmental institutions working with Salvadoran society (Menjivar, 2021).

Since 1989, a slight recovery was observed in the tourism sector, at least the highest levels of tourism income were experienced since the period in which the armed conflict began (Hernandez Reyes, 2021). In 1991, with the presence of the United Nations (UN) in the country, the entry of people increased from about 125

thousand to nearly 200 thousand. In 1992, the imminent signing of the Peace Accords prompted a slow takeoff in the sector, and it was not until a year later that the record figure of more than 300 thousand visitors was reached, this was the largest number of tourists that the country had received in 25 years, after a slight decline in the following two years, tourism increased, since then, reaching almost 800 thousand tourists, in the year 2000 (Hernández Reyes, 2021).

During the administration of President Armando Calderón Sol in 1996, the Salvadoran Institute of Tourism (ISTU) was subject to a decentralized tourism strategy at the initiative of the Central Government, in order to become more competitive at a global level, with the creation of the SALVADOREAN TOURISM CORPORATION, known by its acronym (CORSATUR). As of 1996, ISTU would no longer be in charge of promoting and developing tourism abroad, due to the creation of the new government entity that would be in charge of such activity. However, the budget was not separated until 1997, with the corporation operating for a full year with financial funds from ISTU (ISTU, 2023).

In 2001, there were 734,627 visitors (almost 60,000 less than in 2000), but it is worth remembering that the earthquakes in January and February influenced a notable decrease in the flow of travelers to El Salvador. Tourism in El Salvador experienced a year of recovery in 2002, when there was an increase of 29.4% in the number of visitors and 45.6% in the amount of foreign currency generated for the country. According to data from the Salvadoran Tourism Corporation (CORSATUR), during 2002, 950,597 people entered the country as tourists, which means 216,000 more than in the previous year. 40% of the visitors received by the country in 2002, as tourists, were Guatemalans, in second place were citizens of the United States, from where 18% came. In net figures, 377,329 Guatemalans and 167,765 Americans entered, 137,156 visitors came from Honduras (14% of the total), while 119,323 came from Nicaragua (equivalent to 13%) (Hernández Reyes, 2021).

Under the administration of President Elías Antonio Saca, the MINISTRY OF TOURISM,



MINISTERIO DE TURISMO & CORSATUR

Figure 11. Logo MITUR

Ministerio de Turismo y Corsatur

https://www.google.com/url?sa=i&url=https%3A%2F%2Felsalvadortudestino.wordpress.com%2F2013%2F02%2F04%2Fproyectos-del-mitur-para-el-2013%2F&psig=AOvVaw1LNMjLWY8q1Iarpask_5g_&ust=1724727577421000&source=images&cd=vfe&opi=89978449&ved=0CBQJRxqFwoTCMDsvorVkygDFQAAAAAdAAAAABAJ

known by its acronym MITUR, was created by Executive Decree No. 1, dated May 24, 2004. This institution was established as the governing body in matters of tourism, which will be responsible for determining and ensuring compliance with the Policy and the National Tourism Plan. (Diario Oficial, June 1, 2004).

On December 10, 2005, the “Law for the Promotion of the Tourism Industry” and the “Transitional Law for the Reactivation of the Tourism Industry” were amended, published in the Official Gazette No. 237, Volume No. 369 of December 20, 2005 (ISTU, 2023).

On October 2, 2008, the Law of the Salvadoran Institute of Tourism was amended, published in the Diario Oficial No. 204 Volume No. 381 Decree No. 719 of October 30, 2008, with the responsibility of promoting and stimulating family and social recreation and hiking, in relation to attracting visitors to the 14 Recreational Parks. The reform of the ISTU Law had as its main purpose the promotion of industrial and cultural development of the country, through internal tourism, strengthening Family Recreation, which stimulates the mental and physical health of Salvadorans, comprehensively satisfying the recreational needs of the population and above all promoting family unity, since it is the fundamental basis in society (ISTU, 2023).

In 2009, the Pueblos Vivos pilot program was born, in which 56 municipalities participated, but due to its success it is already part of the government strategy to promote sustainable tourism internally (Díaz Reyes, 2021).

Then on March 29, 2012, Decree No. 04 The Specific Internal Control Technical Standards, established in the basic legal framework, which the Salvadoran Tourism Institute (ISTU) will establish as applicable, with mandatory character to all organizational units that comprise it, as well as its employees, were published in the Diario Oficial No. 62, Volume No. 394 (ISTU, 2023).



Figure 12. Logo Pueblos Vivos
<https://www.google.com/url?sa=i&url=https://3A%2F%2Fpromotur.sv.wordpress.com/%2F2012%2F09%2F03%2Fferia-pueblos-vivos-el-salvador-2012%2F&psig=AOvVww3HmZ9XEvKCE8L0Hfbb8Yp&ust=1724728825203000&source=images&od=vfe&opi=89978449&ved=0CBQQjRbqfwoTCJjgdvZkYgDFQAAAAAdAAAAABAI>

During 2014, this sector generated an average of 48,415 direct jobs, equivalent to 7.2% of total national employment and an average hotel occupancy of 61.26% in the last four months for the Greater San Salvador area. Then in 2015 The Ministry of Tourism (MITUR) through the Salvadoran Tourism Corporation (CORSATUR) and the Export and Investment Promotion Agency of El Salvador (PROESA), inaugurated this morning the Third Tourism Investment Forum, El Salvador, which aimed to expose the investment opportunities in the tourism sector that El Salvador offers (Medina Cortez, 2022).

During the years 2016 to 2018, El Salvador experienced a time that was not very good for tourism, because the country was not going through one of its best moments due to the increase in crimes caused by criminal groups in almost the entire Salvadoran territory (La Prensa Gráfica, 2020). It was not until 2019, during the mandate of President Nayib Bukele, that his government launched the "Surf City" project, with the aim of attracting more tourists to the country and thus changing the negative perception abroad due to crime (Almanaque, Mirla Gonzáles, 2021).



Figure 13. Logo Surf City
<https://www.presidencia.gob.sv/apuesta-por-el-bitcoin-ha-sumado-a-los-resultados-economicos-positivos-dur-ante-la-gestion-del-presidente-nayib-bukele/>

In 2020, the tourism sector was the hardest hit due to the Covid-19 pandemic, "in September we had projected about 700,000 visitors, however the number dropped to 690,000," said Morena Valdez, Minister of Tourism (Revista SUMMA, 2020). Despite everything, there was one point worth highlighting, as domestic tourism increased, with numerous trips to different places nationwide, which left around \$150 million in foreign currency (Revista SUMMA, 2020).

In 2022, the tourism sector in the country had an increase of 96% after the pandemic, assured the Minister of Tourism Valdez (Corsatur, 2023). After that and this year, and thanks to the articulated work carried out by the Government of President Nayib Bukele, El Salvador has experienced one of the largest increases in tourist visitors in the country, as well as the construction, enabling and improvement of many tourist spaces throughout the national territory, the percentage exceeds 3.4

million foreign visitors only at the beginning of this year, in terms of domestic tourism, the data is also positive thanks to the tranquility that the country is experiencing, thus considering one of the safest years for the tourism sector. (CORSATUR, 2023).

2.3 Natural Resources

A natural resource is any material or substance that occurs naturally in the environment and is valuable or useful to humans. These resources can be categorized into several types based on their characteristics and how they are used. Here's a breakdown of the different types of natural resources:

2.3.1 Types of Natural Resources

- **Renewable Resources:** are those resources that can continue to exist despite being consumed or can replenish themselves over a period of time even as they are used. They include sun, wind, water, geothermal, and biomass. The disadvantage of renewable resources is that they may not be available for use when needed. For example, the ability to collect and use solar energy is limited at night and when the sky is overcast. The continued availability of water depends on ongoing precipitation and weather conditions. Renewable resources are considered to have less of a negative impact on the environment than nonrenewable resources. (Banton, C., 2007)
- **Non-Renewable Resources:** Nonrenewable resources are those resources that are considered finite due to the extremely long time it takes for nature to create them. Once depleted, they become unavailable. They include coal, natural gas, and oil. The advantage of nonrenewable resources is that they're readily available now and the infrastructure for their use exists to produce power on demand. However, they have a greater negative environmental impact than renewable resources. The heat trapped by carbon dioxide gas when coal and oil are burned contributes to the atmosphere's rising temperature and global climate change. (Banton, C., 2007)

Resource Type	Examples	Renewability
Biotic Resources	Forests, crops, birds, animals, fish, marine life	Renewable
Abiotic Resources	Land, water, air, minerals (iron, copper, gold, silver)	Non-renewable
Non-Conventional Resources	Wind, solar, geothermal energy	Renewable
Conventional Resources	Fossil fuels (coal, oil, natural gas), minerals	Non-renewable

Figure 14.
<https://www.studyiq.com/articles/natural-resources/?srsltid=AfmBOoqA4g6gxMYj1Eu94yVFm4Sgl3nq5wMITT2GizCkpxsibuQy4HdOK>

2.3.2 Natural Resources Importance

Natural resources are of great importance to human societies for many reasons. Here are some key reasons why natural resources are important:

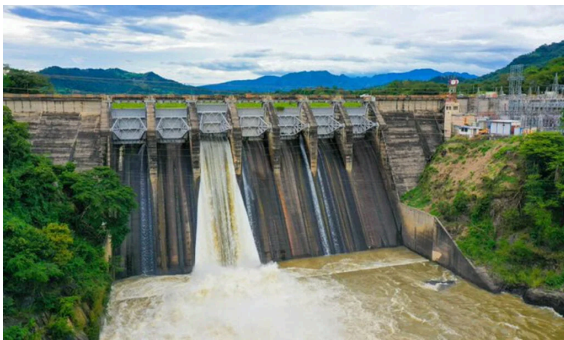


Figure 15.
https://www.desarrollosustentable.co/recursos-naturales-de-el-salvador/#Parques_naturales_de_El_Salvador_la_riqueza_oculta_de_recursos_naturales

- **Economic Importance:** Many natural resources are essential for economic development. For example, minerals and fossil fuels are crucial for industry and transportation, and timber is important for the construction of buildings and furniture.
- **Agriculture:** is also dependent on natural resources, such as water and fertile soil, which are used to grow crops.
- **Energy Production:** Natural resources are also used to generate energy. Fossil fuels, for example, are burned to produce electricity, while wind and solar energy are harnessed to generate clean energy.
- **Environmental Importance:** Natural resources are important for maintaining the balance of ecosystems and providing habitats for wildlife. Forests, for example, are home to many plant and animal species, and they also help to prevent soil erosion and regulate the climate.
- **Social Importance:** Natural resources can provide a source of livelihood for many people. For example, fishing and forestry provide jobs and income for many communities around the world.

- **Cultural Importance:** Natural resources also have cultural significance for many societies. For example, indigenous cultures often have a deep connection to the land and rely on natural resources for their traditional way of life. (StudyIQ, 2024)

2.3.3 Sustainability and Management

- **Conservation:** Managing natural resources sustainably is essential to prevent depletion and environmental damage. This includes practices like recycling, reducing waste, and protecting natural habitats.
- **Renewable Resource Management:** Even renewable resources need to be managed carefully to avoid overuse and ensure they remain available for future generations.
- **Technology and Innovation:** Advances in technology, such as renewable energy technologies and sustainable agricultural practices, play a crucial role in enhancing the efficiency and sustainability of resource use.



Figure 16.
<https://www.elsalvadormipais.com/recursos-naturales-de-el-salvador>

2.3.4 Challenges

- **Overexploitation:** Excessive use of natural resources can lead to depletion and environmental degradation. For example, overfishing can deplete fish populations, and deforestation can lead to loss of biodiversity and climate change.

- **Pollution:** Resource extraction and use can result in pollution, affecting air, water, and soil quality. Efforts to mitigate pollution are crucial for protecting ecosystems and human health.

2.3.5 Natural resources in El Salvador

In El Salvador, as in the rest of the world, natural resources are vital for human life and development, they include a large amount of fertile land for agriculture, a wide variety of animal and plant species, and a wealth of water resources. The country has an average annual rainfall of 1,784 mm, which places it in thirty-sixth (36th) position in the world in terms of precipitation. This amount of rainfall influences the actual humidity of the country and, therefore, the composition of its soils. In general, Salvadoran soils are rich in nutrients and minerals due to the high humidity, which makes them ideal for agriculture and coffee production. (Montoya, J. D. 2023)

2.4 Natural parks of El Salvador

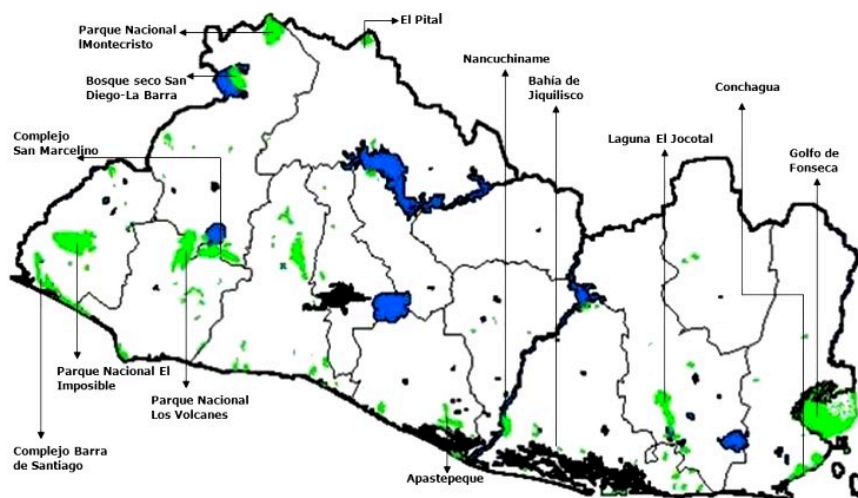


Figure 17.
<https://www.elsalvadormipais.com/areas-protegidas-de-el-salvador>

The Protected Natural Areas (PNA)¹³ of El Salvador are the habitat for the life of diverse species of flora and fauna. It is precisely there where the relationship between nature and human beings is combined. The Ministry of Environment and

¹³ Protected Natural Areas: Traduction to English of Areas Naturales Protegidas (ANP).

Natural Resources¹⁴ promotes substantial changes in the management model of the PNA, and apart from this vision is the development of plans that strengthen the environmental culture of the local population and its inclusion in the management and use of these areas, without leaving aside the preservation of the resources that exist there, which provide ecosystem services to society.

The Protected Natural Areas are areas of the national territory owned by the State, the municipality, autonomous or private entities and natural person; legally established with the aim of enabling the conservation, sustainable management and restoration of wild flora and fauna, related resources and their natural and cultural interactions, which have a high significance due to their function or their genetic, historical, scenic, recreational, archaeological and protective values, in such a way as to preserve the natural state of biotic communities and unique geomorphological phenomena.

Moonlight Tour Guide Agency recognizes the importance of natural resources and also the crucial role of Protected Natural Areas in tourism. As an agency engaged with the protection of these areas, there will be developed educational programs and campaigns to inform the public, tourists, and local communities about the importance of natural areas and the threats they face. It will be promoted to install signs and information boards in natural areas to educate visitors about the local ecosystem, wildlife, and conservation efforts. This helps visitors understand the value of preserving these areas. The agency will involve local communities in conservation efforts by encouraging them to take an active role in protecting and managing natural areas. This can include organizing clean-up drives, tree planting, and monitoring wildlife.

Moonlight Agency will encourage tourists and tour operators to adopt eco-friendly practices, such as minimizing waste, respecting wildlife, and staying on designated paths. Provide guidelines and training to ensure compliance. And also advocate for the creation or expansion of protected areas such as national parks, wildlife reserves, and marine protected areas. These areas should have legal protection to prevent exploitation and degradation. Guides will involve all of these practices during a national circuit.

¹⁴ Ministry of Environment and Natural Resources: Traduction to English of Ministerio de Medio Ambiente y Recursos Naturales (MARN).

2.4.1 Montecristo National Park



Figure 18.
<https://diarioelsalvador.com/el-acceso-al-punto-el-trifinio-estar-a-restringido-desde-mayo-hasta-agosto/501315/>

The Montecristo National Park, in Metapán, is a unique misty forest that envelops visitors with its magic and surrounds them with pines, cypresses, oaks, and flowers. The ideal place for nature, adventure, and cold weather lovers, as its temperature ranges between 6° and 18°. Breathing the fresh air while listening to the sound of

the pines is a great experience that you will want to live on more than once.

It operates as an interpretative center where visitors can learn about its history through ancient objects and about the species of animals that inhabit it. The adventure begins here, starting point for a hike that will take you to a waterfall that forms a pool of cold, crystalline water; later to the hanging bridges, which will raise your adrenaline.

It is part of the Trifinio Transboundary Biosphere Reserve and was the first declared protected area in El Salvador, the highest peak is located at the Punto Trifinio, where three countries converge: El Salvador, Honduras, and Guatemala.

This destination offers visitors camping areas, cabins, soccer fields, and starting points for hikes to viewpoints, rivers, and the 100-year-old garden where you will appreciate different species of ancient plants, ferns, and orchids. One of its main attractions is the love tree, where two trees embrace in a hug. This is the perfect scenery to observe quetzals. Montecristo is home to many animals such as the "cuche de monte", the mountain guacalchia, deer, ocelots, cotuzas, among others.

2.4.2 Los Cóbános



Figure 19. Los Cobanos
<https://www.laprensagrafica.com/turismo/Los-Cobanos-El-inm-enso-y-mas-importante-arrecife-de-coral-en-El-Salvador-que-s-e-origino-tras-una-erupcion-20240709-0021.html>

Los Cóbános is a small fishing community on the coast of the western department of Sonsonate, located 11 kilometers east of the municipality and Port of Acajutla. The biodiversity of these rock formations, which are within the range of 15 to 180 feet deep, exhibits an abundant variety of corals, invertebrates and fish, thus constituting an opportunity for recreational diving.

In the area there are two shipwrecks of steam and sailing ships from the late 1800s. Being only 35 feet from the surface, they are favorite places for snorkeling and shallow diving. Los Cóbános is a place of great wealth, its people, its food, its crafts, its coral sand beaches, surfing and rowing, sport fishing with rod and the best diving spots in the country.

2.4.3 Walter Thilo Deininger Park



Figure 20.
<https://turismo.sv/parques-nacionales/walter-thilo-deininger>

The park is located 35 kilometers from San Salvador and on the edge of the CA-2 Litoral highway. Visitors can go bird watching, hike and walk along trails with local guides. There are also picnic areas and rest areas. Its main attractions are El Mirador, Poza del Salto, and Cueva El Encanto. This natural park donated to the Salvadoran Institute of Tourism more than four

decades ago by philanthropist Walter Thilo Deininger has just been completely remodeled to offer a unique experience to tourists.

Surrounded by tranquility, this cool park is an ideal place to meditate, rest, read, write or do any other activity that requires silence and solitude. Here you can find

deer (*Odocoileus virginianus*), tepezcuintles (agouti paca) and garrobos (*Ctenosaura similis*), among other animals.

2.4.4 Jiquilisco Bay



Figure 21.
<https://diarioelsalvador.com/bahia-de-jiquilisco-el-manglar-mas-grande-del-pais/354161/>

Located 104 kilometers from San Salvador, Jiquilisco Bay offers swimming, skiing, snorkeling, bird watching, sailing, kayaking, boating, fishing and windsurfing. The largest mangrove site in El Salvador at the beach Bahia de Jiquilisco in Usulután.

Home to the largest population of seabirds in the country. Most of them are protected species or in extinction danger. Since its landscapes dazzle with natural beauty, you can start a great adventure from Puerto El Triunfo or Puerto Parada, navigating on its waters while observing the mangroves.

Less than 55 kilometers long, it forms the San Juan del Gozo peninsula and receives water from the Río Grande of San Miguel. It has smaller islands and 7 main islands: Cumichín, Espíritu Santo, Tortuga San Dionisio, El Recodo, San Sebastián, Sumaria and Arco. There are water sources, shrimp and tilapia breeding ponds. To practice ecotourism, you can visit the protected area of Chahuantique, where there is a hut for observing spider monkeys (in danger of extinction) and the Big Blue butterfly.

2.5 Cultural Identity

To get a better idea of what cultural identity is, it is necessary to understand each term separately. Concepto, an online page, defines culture as the set of elements and characteristics of a certain human community, including aspects such as customs, traditions, beliefs, gastronomy (Concepto Enciclopedia, 2013). On the other hand, identity is the set of traits of an individual or a community that characterizes them from others (Real Academia Española, 2006). We can then say that cultural identity is understood as the set of cultural manifestations, including beliefs and values that unite a social group (World Vision, 2023).

In the heart of the Historic Center of San Salvador we can see and find many cultural manifestations expressed in different ways, such as its festivals, gastronomy, urban legends, and not only in this part of San Salvador, but also in all the places that we as Moonlight Tourist Guide Agency are prepared to show.

2.5.1 Gastronomy

Gastronomy is much more than cooking, it reflects the cultural heritage, tradition and sense of community of each people and is a way of promoting understanding between different cultures, of bringing people and their traditions together, this is how the UNWTO defines gastronomy.

Although El Salvador is the smallest country in Central America, it has an extensive gastronomic culture, and due to its location, its food includes ingredients such as corn, cassava, beans, among many others (Travelisimo, 2022).

In San Salvador we can find a great quantity and variety of dishes, both typical of our culture as well as a variety of different cooking styles and therefore of food, in which we can find the incorporation of beef and pork, influences of oriental and European cuisine. We can also enjoy different types of festivals held in the different municipalities of San Salvador. Around the Metropolitan Cathedral, we can find various restaurants, places and food stalls, but if we really want to taste some dishes that are already a tradition throughout the country, we must move a little.

On the road to **Planes de Renderos** we can find 3 places where we can do some sightseeing and enjoy a good dish or typical snack from the area. If we head towards Panchimalco, we can find the "**Mirador de Los Planes**", famous not only for its spectacular view, but because in front of the viewpoint we can find "**el pupusódromo**", in this place you can enjoy everything from cheese pupusa to the most varied dishes that your palate can enjoy (El Salvador Travel).

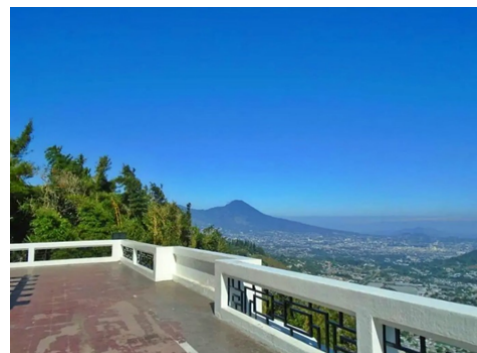


Figure 22. Mirador "Los Planes de Renderos"
Foto Diario Co Latino
<https://www.diariocolatino.com/planes-de-renderos-se-prepara-para-concurso-miss-turismo/>

Still in Planes de Renderos, but taking a different route, we head towards the natural park "**Puerta del Diablo**", a tourist place that has been recently renovated by the current government, with an incredible view of the town of Panchimalco, here we can also find a great variety of typical dishes and snacks, such as in the park's stores, offering **atol de elote**", accompanied by **tender boiled corn**, we can also find the famous "**Riguas con queso**", a snack that you can't miss. Also in the surroundings of the park food stalls offer the famous "**Fried yuca with pepescas or with merienda**" (elsavaor.com, 2022).

The last option that we can find in Los Planes de Renderos is the **Balboa Recreational Park**, which offers a variety of sweets, as well as the typical dish par excellence of the country, pupusas, although with less variety than the previous places, but without a doubt an excellent place to spend some time in nature (Jorge Carbajal, la prensa grafica, 2021).

2.5.2 Legends

The term "legend" refers to a story that tells of human or supernatural events, which are transmitted from generation to generation orally or in writing within a family, clan or town (CONCEPTO, 2023).

We, as Moonlight Tour Guide Agency, are here to provide the best tourist guide services, and what better than a legend of the place you are visiting to learn and enjoy.

The first legend is one of the best known in the entire territory, since it is a very visited tourist destination by both national and international visitors.

The legend of "**La Puerta de Diablo**", according to the locals of the sector, tells that in the times of the settlers, the daughter of one of the landowners of the Planes de Renderos, called María de Paz, was courted by Satan himself. He kept her deprived of freedom in one of the caves of the famous caves that exist in the place, nobody knows what the final destiny of the young woman is. Her father, Rosendo Renderos, went out in pursuit of Satan, when he saw himself cornered by all the people of the town, he fled through the mountains and knocked down part of them with one blow. Since then, and due to the arch shape that the strong impact

carved in the mountain range, the site was called "La Puerta del Diablo" (Prensa Latina, 2023).

The following legend is a little less known, although it is slowly gaining strength thanks to necro tourism. The legend is about "**The Tomb of the Bride**", which takes place in the "**Cementerio de los Ilustres**" (Cemetery of the Illustrious). The legend says that in a tomb with a marble sculpture of a beautiful woman, the spirit of a bride appears who was left abandoned at the altar before getting married. The other version says that it is the tomb of a bride who died already married and could not consummate her marriage; she died a virgin (elsalvador.com, 2020).

Although the true story behind this legend is about the young Lidia S. Cristales López, who died in May 1942 due to puerperal fever and three months pregnant (elsavador.com, 2020).

2.5.3 Festivities

Festivity is defined by (significado.com) as those cultural acts or events in which human beings prepare to celebrate, give thanks, commemorate or honor certain circumstances. It can be considered cultural since festivities always have to do with the way in which each society understands the world, with its spirituality, culture and traditions.

In San Salvador, one of the most famous and anticipated activities of the year for all Salvadorans is found.

"Las Fiestas Patronales" or **"Fiestas Agostinas"**, as these almost always take place the first week of August and are one of the largest and most traditional in the country. In this festivity we can find music, fireworks, parades and characters from Salvadoran folklore, in honor of the **"Divino Salvador del Mundo"**, who is the patron saint of San Salvador, with a solemn mass in the Metropolitan Cathedral. Various historians place the beginning of these festivities in the third decade of the 16th century. As a recreation of the Transfiguration of Jesus (Event Tourism).

"The Calabiuza Festival" is a Salvadoran tradition that is celebrated every November 1st in the municipality of Tonacatepeque, San Salvador. It is the prelude

to "Day of the Holy Departed." Young people from the neighborhoods into which this town is divided tend to dress up as some characters from Salvadoran mythology such as El Cipitio, La Siguanaba or El Cura sin Cabeza, then they form local groups that pull gaudy carts and tour the main streets of the urban center of the municipality before the eyes of local and foreign tourists (El Faro, 2023).

2.5.4 Syncretism

The term "syncretism" refers to the fusion or combination of different beliefs or cultural traditions, which occurs when elements of different societies are integrated to form a new system of beliefs or practices (CONCEPTO.DE).

In San Salvador, we can find many religious activities that commemorate the death and resurrection of Jesus. For example, we have "**Holy Week**", where thousands of parishioners decorate the streets with palm leaves, carpets made of sawdust and dyed salt.

Without a doubt one of the oldest religious festivals in San Salvador is "**La Bajada**", an act of commemoration of **the Transfiguration of Jesus** (see figure 23).

The Salvadoran historian Carlos Dinarte (resident in Barcelona, Spain) provided information regarding this celebration. One of the first details he revealed was that the origins of this religious-commercial tradition date back to the founding of the town of San Salvador in the 16th century, in what is now La Bermuda, in Suchitoto, Cuscatlán. In these first celebrations, two solemn events were held: the ceremony of the exhibition of the "**Pendón Real**" and the commemoration of the Transfiguration of Jesus Christ, whose feast was institutionalized on August 6 by Pope Calixtus III, in 1457. The "Pendón Real" is a "representative banner of the Iberian empire that every August 5 and 6 is taken from the facilities of the **cabildo** (town hall or mayor's office) and paraded through the streets, with the purpose that the citizens "renew their vows of fidelity to the supreme monarch of Spain and America" (ElSalvador.com, 2024).



Figure 23. La tradicional "Bajada" en agosto de 2022, tras la pandemia. Foto EDH / archivo <https://cdn-pro.elsalvador.com/wp-content/uploads/2022/08/Procesion-transfiguracion-divino-salvador-del-mundo-167.jpg>

2.6 Strategic Quality and Action Plans

2.6.1 Strategic Quality Plan



Figure 24. Strategic quality plan for customer satisfaction.

- **Trained staff:** Having a trained staff can significantly enhance the quality of customer service provided in several ways such as consistency which ensures that every customer receives the same high level of service, regardless of who they interact with. Training provides employees with in-depth knowledge of your products or services. This expertise allows them to answer customer questions accurately, make appropriate recommendations, and resolve issues more effectively.
- **Personalized consultations:** can greatly ameliorate the quality of client service by customizing the approach to each individual. By engaging in one-on-one consultations bring-up a deeper connection with clients, they can feel that their individual concerns are being addressed, so it strengthens trust and loyalty, making them more likely to return. Offering personalized meetings sets the agency apart from competitors who may provide more generic service. This added value can be a key differentiator in attracting and retaining customers.
- **Social commitment programs:** When customers know that their purchases or interactions contribute to a positive cause, it can raise their overall

satisfaction and can also attract new clients who share similar values. Social programs led by Moonlight tour guide agency, will involve not only employees but also clients with the community, in order to increase local support and development.

- **Strategic Alliances:** Partnering with other businesses can provide access to additional skills, knowledge, and resources that complement the ones of the agency. Through strategic alliances, it is possible to expand the range of products or services with local tour operators to offer exclusive excursions, thereby contributing to a richer experience for the customers. By working together, companies can develop innovative solutions that neither could achieve alone, providing clients with unique and advanced services.

- **Implementation of technologies:** like social media management tools, email automation, and integrated messaging systems allow the agency to manage multiple communication channels effectively. Also, e-learning platforms and virtual training tools can provide ongoing education for the staff, helping them stay up-to-date with the latest skills and knowledge. This contributes to better service as employees are better equipped to handle customer interactions.

- **Affordable rates:** Providing value for money directly contributes to customer satisfaction, because they feel that they are receiving high-quality service or products at a reasonable price, and the overall experience improves. Clients who find rates affordable are more likely to recommend the business to others, and also return and continue using your services.

- **Loyalty/referral discounts:** Referral discounts encourage existing satisfied customers to recommend the services to others. This can lead to new client acquisition and improve on the agency reputation through positive word-of-mouth. Customers who participate in loyalty or referral programs are usually more engaged with the company, as they are more likely to interact with marketing campaigns, provide feedback, or participate in other promotional activities that make them feel valued and appreciated.

2.5.2 Strategic Action Plan

It is well known that in order to have a large influx of customers and attract their attention, it is necessary to know how to make yourself known today, to know how to promote and sell yourself, and to take advantage of every technological tool possible.

For this reason, it has been decided to create an attractive plan with multimedia content with the aim of reaching many future clients, tourists in this case. The use of social networks such as Facebook has been contemplated, this social network will be in charge of informing the public about our tour guide service, information about guide packages and more. On the other hand, we have the social network known as Instagram, through which videos, photographs, reels about the work carried out by each of our tour guides in the field will be shared. Finally, we have Tik Tok, as we all know, this network is used to upload videos, our videos will have the purpose of showing the public the work of the tour guides, as well as informative videos about everything that Moonlight Tour Guide Agency offers.

There will also be an online site available, where the public can find out about all our guide packages, discounts, promotions and more, as well as an email address for those who want information or even make a reservation. There will also be a phone service to provide all possible information that the public may require, and finally, there will also be a WhatsApp chat service, where our clients will be served in the best way possible.

In order for these actions to be developed appropriately, it has been decided to divide them between Francisco Echeverría and Angela Garcia so that all this is effective. First of all, the social networks will be managed by Francisco Echeverría, who will be in charge of sharing all the information on the photos, videos, and reels, corresponding to the work of our tour guides. Angela Garcia in this case will be in charge of managing the website, as well as answering all emails from tourists and the general public, she will also be in charge of creating and designing all the itineraries for the guides and checking reservations.

Finally, we have the promotions that will be offered by Moonlight Tour Guide Agency, which are subject to each tour guide package that our clients request, in

order to please and reinforce the loyalty of our clients who use our services. Discounts for student groups, discounts on hiring guides, discounts for tour operators that require our services, as well as small snacks with each guide.

Below you will find a better detail of all the actions and their respective managers for a better service to our clients.

Table 2: Actions, Activities and Improvements

Action	Person in charge	Improvement
<p>Create attractive content in social media, such as Facebook, Instagram and Tik Tok.</p>	<p>Francisco Echeverria: will create a profile for Moonlight Tour Guide Agency on different social media platforms. He will keep updated the content by sharing videos, photos, dynamics, promotions and educational material. In case any customer requires information through one of these channels, Francisco will be answering inquiries and sending all the details that they need.</p>	<p>Schools for children with hearing disabilities will obtain a 10% discount, if they contract a tour guide service. In case they require more than one guide, it will be provided an additional 5% discount per guide (maximum 4 guides).</p>
		<p>Tourists that refer a friend to contrat services, will get a \$5 discount on the next trip. New customers will get a welcome souvenir to choose: a cap, key-chain or notebook.</p>
<p>Communicate and assist tourists through website, email, whatsapp, and by phone calls (if possible).</p>	<p>Angela Garcia: will be in charge of the updates in the web site, answering emails from tourists and tour operators that are interested in getting services. She will also design the itinerary, or make reservations if needed.</p>	<p>Tour Operators that require a tour guide will get a 10% discount on national trips.</p>
		<p>Snacks are on us! Before starting the trip, tour guides will share a snack* with the group. *They will be supplied by local vendors in order to promote their small business.</p>

**CHAPTER III:
ENTREPRENEUR RESPONSIBILITY**

3.1. Profile of the entrepreneur

3.1.1. Definition of entrepreneur

An entrepreneur is a person who has decided to create and run a business with limited resources. They often innovate, take risks to develop new products or services, and they are typically responsible for the strategic planning, financial management, and overall operation of their venture. Marketing, sales, and distribution are other important aspects that are controlled by the entrepreneur. They can also work in various industries and may operate small businesses or large corporations.

3.1.2 Types of Entrepreneurs

Entrepreneurs turn bold ideas into reality. They create jobs and contribute to the economy but there are different types of entrepreneurs, each choosing their own path based on personality, abilities, and surroundings. The types of entrepreneurs vary depending on background, country, and even sector, but the 5 most common types are: Innovators, Hustlers, Imitators, Researchers and Buyers.

The Lonely Entrepreneur. (August 2018)

Understanding these different types of entrepreneurs not only highlights the variety of approaches to business but also emphasizes the importance of individual strengths and market dynamics in shaping entrepreneurial success. Each type plays a crucial role in the economic ecosystem, contributing to innovation, job creation, and overall societal progress. On the following table are defined each type, and also are presented the advantages and disadvantages of each type.

Table 3: Types of entrepreneurs¹⁵

Types	Advantages	Disadvantages
<p>Innovators: are those who come up with new ideas and turn them into viable businesses. They tend to be passionate and driven.</p>	<ul style="list-style-type: none"> ➤ Receive recognition for the success of the business. ➤ Set the rules for your market. ➤ Face minimal competition initially. 	<ul style="list-style-type: none"> ➤ Require significant capital. ➤ May encounter resistance from stakeholders. ➤ Success can take longer to achieve.
<p>Hustlers: work hard and are willing to get their hands dirty, often starting small with dreams of bigger success.</p>	<ul style="list-style-type: none"> ➤ Outwork competitors. ➤ Have resilience and thick skin. ➤ View rejection as part of the journey. 	<ul style="list-style-type: none"> ➤ Risk of burnout. ➤ Can wear out team members. ➤ May overlook the value of capital.
<p>Imitators: improve upon existing ideas and products, often blending the qualities of innovators and hustlers.</p>	<ul style="list-style-type: none"> ➤ Lower risk through refinement. ➤ Benchmark performance easily. ➤ Avoid mistakes of the original. 	<ul style="list-style-type: none"> ➤ Constant comparisons to original ideas. ➤ Always playing catch-up.
<p>Researchers: analyze ideas thoroughly before acting, relying on data and facts to minimize risk.</p>	<ul style="list-style-type: none"> ➤ Plan for contingencies. ➤ Write detailed business plans. ➤ Focus on informed decisions. 	<ul style="list-style-type: none"> ➤ Move slowly. ➤ Dislike taking risks, which can hinder progress.
<p>Buyers: have the capital to acquire existing businesses, minimizing the risks associated with startups.</p>	<ul style="list-style-type: none"> ➤ Lower risk through established ventures. ➤ No need for constant innovation. ➤ Can build on existing foundations. 	<ul style="list-style-type: none"> ➤ High purchase prices for quality businesses. ➤ Risk of acquiring problematic businesses

¹⁵ Adapted from the article: 5 Types of Entrepreneurs and Their Key Differences

3.1.3 Characteristics of an entrepreneur

Entrepreneurs are often thought of as people who start their own businesses, but the concept of entrepreneurship goes beyond this definition. An entrepreneur actively seeks new business opportunities, weighing the risks against the initiative. They are generally recognized for leading the development of innovative products or services, either through their own skills or by fostering a strong team.



Figure 25.
<https://liberalsv.com/mercadito-de-emprendedores-realizo-su-edicion-numero-32-2/>

The entrepreneurial mindset encompasses a variety of skills that must be carefully honed to effectively

turn a business idea into reality. For example, an entrepreneur must combine a solid understanding of business operations, including financial and operational aspects, with a passion for innovation. This involves recognizing gaps in the market that others have

overlooked and having the insight to seize those opportunities at the right time. A successful entrepreneur will possess many skills and characteristics, including the following:

- **Innovation:** Though no single characteristic defines every entrepreneur, innovative entrepreneurs are often the most successful and visible. Innovation, which might also be termed creative entrepreneurship, is the ability to see market potential for new ideas or improve upon current ideas in new and effective ways.
- **Passion:** For many entrepreneurs, success is not simply achieving an end goal. Rather, the drive to succeed needs to be supported by a passion for the entrepreneurial idea and the lifestyle that comes with being an entrepreneur. Successful entrepreneurs live and breathe their businesses.
- **Knowledge:** Even the most innovative ideas can fail if they aren't well-supported. In an entrepreneurial context, knowledge can refer to the

product or service, the market, including competitors and trends, as well as understanding personal strengths and weaknesses. Knowledge is also a quality that can be acquired, both personally through education and by hiring for the experience of others.

- **Persistence:** The path of the professional entrepreneur can be long and fraught with difficulty. Even with comprehensive entrepreneur planning, there will always be unforeseen issues, and a true test of the successful entrepreneur is an ability to weather the storm. Success rarely comes overnight, but persistence in staying the course often pays off.

- **Leadership:** Successful entrepreneurs don't have to possess every skill. More often than not, success comes through leading a team recruited to fulfill specific needs. Leadership as an entrepreneur is much like leadership in other businesses, which means identifying opportunities, assembling the right talent and creating a good culture.¹⁶

3.1.4 Entrepreneur characteristics of Moonlight Tour Guide Agency members.

Moonlight Tour Guide Agency is an innovative company that specializes in offering tour guide services specifically for people with hearing disabilities. This initiative not only seeks to provide inclusive tourism experiences, but also strives to adapt each tour to particular needs of clients.

The itineraries are carefully planned to ensure that all places of interest are accessible and equipped with the necessary technology to facilitate the understanding of the information. In order to position itself as a benchmark in inclusive tourism, promoting equal opportunities and the full enjoyment of culture and heritage for everyone, regardless of their hearing abilities; the Moonlight Tour Guide Agency team has different characteristics that make it stand out from the rest:

¹⁶ Taken from article: Five Characteristics Of An Entrepreneur, Chapman, N. (August 2023)

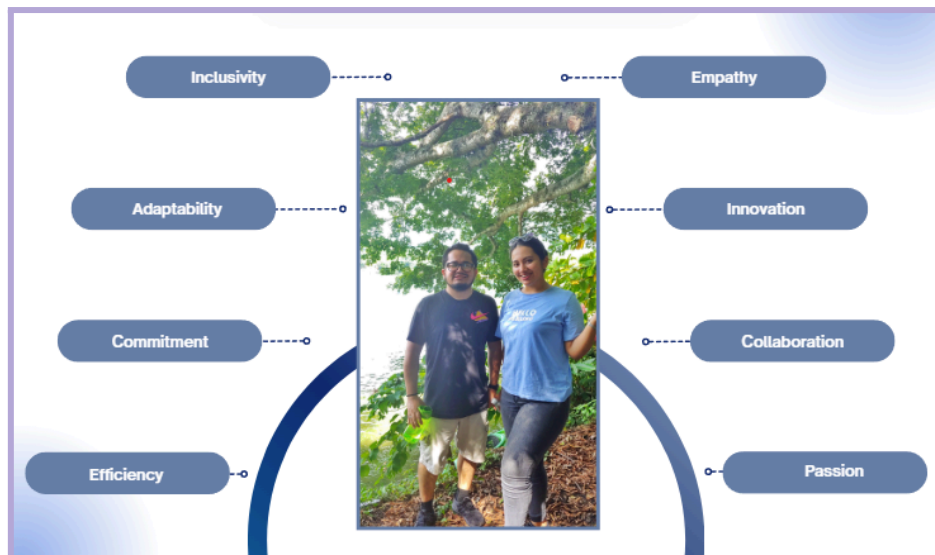


Figure 26. Characteristics of Moonlight tour guide agency

First, we start with **inclusivity** that also involves **empathy**. The team members prioritize creating inclusive trips, ensuring that the whole experience is accessible to people with hearing disabilities, which includes employing guides that are trained in sign language. Then as a third characteristic, the team counts with **adaptability**, meaning that everyone is always open to receive feedback, looking to improve offers and service based on customer demands. Another important aspect to remark on is the **innovation**, because it involves developing new technologies or methods to improve the traveling experience, such as using interactive material, or incorporating visual storytelling.

Building partnerships or having **collaborations** with organizations that support people with disabilities can enhance credibility and outreach. It is also important to add to the list the **commitment** and **passion** for advocating for the rights and needs of people with disabilities can set the agency apart, fostering a strong company identity and loyalty among customers. Last but not least, efficiency can help to create a successful and impactful business. Managing resources effectively, including staff training, scheduling, and customer service, is crucial to ensure smooth operations.

3.2. Niche market

3.2.1 Definition

It is said that a niche market is a specific group of consumers, who share homogeneous characteristics and very specific needs that are not fully met by companies. Its meaning may vary, this will depend on the industry, product or service, but it will always refer to a small and delimited group of people (MARKETING DIGITAL, 2022).

3.2.2. Type of Niches Market

As already mentioned, a niche is a subsegment of a broader segment, which shares some characteristics with the rest of the members of the segment to which they belong. The difference that makes them a niche is that there are specific needs that are partially or totally unmet (MARKETING DIGITAL, 2022).

This is why, although in order to delimit a specific niche we always start from general categories, it must be taken into account that the essential feature that will define it as a niche is the existence of those needs that receive little or no attention. For this reason, there are some variables used to classify what a niche market is, these can be combined with each other and crossed with other criteria (MARKETING DIGITAL, 2022).

- By age
- By special conditions
- By gender
- By occupation
- By ideology and values

3.2.3. Characteristics of a market niche

In this market, it is very important to know the characteristics of a market niche, because this way it will be easier to identify yours (DANIELA TERREROS, 2022).

- Consumers who belong to a niche are those who have a greater probability of buying and paying what is necessary to satisfy their need.

- Since there are not many companies that satisfy the market, there is not a high level of competition.

- Due to the low demand, customers are committed to the brand and are willing to pay for exclusive or premium products.

- Although these niches are almost always small, this is enough to be profitable.

3.2.4. Niche market strategies

Since some niche markets focus on differentiated products and services to meet consumer needs, and these are almost always suitable for small and medium-sized businesses, they can achieve a leadership position without the need for extravagant capital structures, with modest operations and above all by applying a strategy that helps them grow quickly.

There are several niche strategies that can be applied in various ways, but the most commonly used ones will be presented below, which are:

- Regional Niches
- Target Market Niches
- Product Niches
- Speed Niches
- Innovation Niches
- Collaboration Niches
- Disruption Niches
- Attack Niches

3.2.5. Elements to choose a niche market

In order for a company or product to cover a wide margin of this market, it is always necessary to be clear about the market niche and all its audience that seeks to satisfy that need, since not all the public is looking for the same thing. The Moonlight Tour Guide Agency market niche has been identified by a study carried out in 2022 by the Social Sciences and Humanities Magazine of the Pedagogical

University of El Salvador, as well as by the experiences observed by the creators of Moonlight Tour Guide Agency in the different tourist spots that were visited.

3.2.6. Target audience

In order to determine a target audience, the study of the journal of Social Sciences and Humanities of the Universidad Pedagógica de El Salvador has been taken into account, as well as the experiences lived by the creators of Moonlight Tour Guide Agency in their field trips to obtain this data.

The magazine mentions that there is a law called "Ley Especial de Inclusión de las Personas con Discapacidad" (2021), which was developed by Consejo Nacional para la Inclusión de las Personas con Discapacidad (CONAIPD), which was created with the objective of improving the tourist experience of tourists with disabilities, as well as raising awareness about the importance of this law.

The study mentions that there are more than 400,000 people with disabilities in the country, this means that there is a great probability that tourism in this sector will increase. It also mentions that despite the fact that these types of laws have been created, many people with or without disabilities have not heard of this law and have no knowledge of how they could benefit.

Moonlight Tour Guide Agency then focuses on this small group of people in order to supply and satisfy the need to know and learn about all the information offered by each of the tourist sites in the territory.

3.2.7. Problems

For people with any type of disability, it is always a challenge to be able to do the tourism they want, because as is known, there are few, if not scarce, places that have taken the trouble to adapt their areas to provide a tourist service to these people, which is why Moonlight Tour Guide Agency focuses on helping to solve these needs.

3.2.8. Desired result

To offer and provide highly trained tourist guides in the tourism sector, as well as in sign language, in order to satisfy the needs of people with hearing disabilities and so that they can immerse themselves and, above all, enjoy all the tourist wonders that the entire Salvadoran territory offers.

3.2.9. Moonlight Tour Guide Agency Market Niche

Moonlight Tour Guide Agency aims to meet the tourist needs of people with hearing disabilities, in this way offering specialized tourist guides that provide a quality experience at affordable prices but above all supplying everything related to tourism with the community with this disability.

3.3.1 Logo

A logo is a visual representation of a brand, company, or organization. It serves as a unique identifier and symbol that conveys the essence of the company and communicates with its target audience. A logo is a key component of a company's brand strategy, and often appears on its website, marketing materials, packaging, and other collateral materials.

Urrutia, D. (November 2022)

The logo of Moonlight Tour Guide Agency includes the following components: the moon, mountains and a climber; with two main colors: orange and blue.



Figure 27. Logo of the Moonlight Tour Guide Agency

- **The Moon:** is often associated with night and sleep, which can represent creativity, inspiration, and imagination. Since the moon goes through different phases, it can symbolize transformation, change, and the cycles of life. For the agency it also represents the peace of traveling with experts that are looking to provide a memorable experience.
- **The mountains:** mountains are usually associated with strength, adventure and success; on this logo they also represent the commitment to nature and sustainability of the company, which also promotes the spirit of adventure, exploration and outdoor activities.
- **The climber:** involves collaboration and support among colleagues, which can reflect the values of teamwork and friendship. It represents the guides that will be leading the group and how they will promote the willingness to face risk, overcome challenges and obstacles.
- **Color orange:** Orange is a welcoming color that can convey warmth and closeness, also associated with outdoor activities and fun.
- **Color blue:** is frequently associated with trust and reliability; it conveys confidence, professionalism and a positive emotional connection, aligning with the agency's values and identity.

The name of the agency was inspired by a composition of famous musician Ludwig Van Beethoven¹⁷, which is called Moonlight Sonata. Beethoven's personal life was marked by a struggle against deafness, and some of his most important works were composed during the last 10 years of his life, when he was quite unable to hear. Despite this limitation, he continued doing what he loved: composing and playing music. For this reason, as a company that offers tour guides for people with hearing disabilities, it has become an inspiration and it looks to also motivate people to continue traveling, exploring and enjoying life's beauty regardless of the obstacles.

3.4.1 Slogan

A slogan is a simple and memorable catchphrase that draws an audience to a particular brand or product. An effective slogan is a key component of successful

¹⁷ Ludwig van Beethoven was born on December 16, 1770 in Bonn, Germany. He is widely recognized as one of the greatest composers of the Western European music tradition. His work crowned the classical period as well as initiated the romantic era in music.

marketing along with the logo and brand name. Taglines and slogans are often confused with one other, but slogans are tied to specific products or campaigns while taglines are permanent phrases that communicate the company's mission. In summary, a slogan is a word or phrase used to express a characteristic position or stand or a goal to be achieved (Masterclass, October 2024).

In order to resume and define Moonlight Tour Guide Agency aspiration, the following slogan was been created:

LET US GUIDE YOU!

By using this slogan the agency is looking to be identified as a company that wants to provide a supportive and helpful approach while traveling; especially for people with hearing disabilities, that sometimes needs an additional direction or advice from experts, who know sign language in order to ease the tourism experience.

3.5.1 Mission

To offer a tourist experience that is inclusive and accessible to people with hearing disabilities, taking into account the implementation of adapted services, highly trained guides in sign language, visual resources and attention focused on their needs. We are committed to promote diversity and create an environment where everyone can enjoy the beauty of tourism, without barriers or limitations; guaranteeing the satisfaction and safety of our clients.

3.6.1 Vission

To be the leading tour guide agency in its field, updating and renewing ourselves every day to provide a quality tourist service at an international level.

3.7.1 Values

The purpose of Moonlight Tour Guide Agency is to be identified and recognized by the values listed below, that will be followed daily by the whole agency community:

- ★ **Inclusion:** promote inclusive practices and respect so that the company can play a role in breaking down barriers and addressing social inequalities. Prioritizing inclusion not only enriches the travel experience but also strengthens the agency's position in a competitive industry, making it more resilient and adaptable to changing market demands.
- ★ **Integrity:** adhering to ethical standards and regulations is essential in the tourism industry because tourists are more likely to choose a tour agency that is honest and transparent about services, pricing, and practices.
- ★ **Commitment:** create a strong alliance with clients, partners and local communities demonstrate that the agency is highly engaged to meet and exceed client expectations while traveling.
- ★ **Responsibility:** anticipate and address potential risks, whether related to safety, health, or environmental concerns on every trip; also follow law and regulations; and always look for sustainability, community well-being and customer trust.
- ★ **Quality:** prioritize an exceptional service as a means to build a strong reputation with tourists, by assuring reliable transportation, knowledgeable guides and effective communication.

**CHAPTER IV:
BIBLIOGRAPHY**

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