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DEPARTMENT OF FOREIGN LANGUAGES



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Abstract

The present work shows, Ayoxalli, an airbnb that not only offers a safe place to stay in, but also offers an environmentally-friendly space where national and international people at all ages can stay and enjoy the different activities that we offer, from release of turtles to know and understand the importance of taking care of the species that arrive to our beaches. One of our main objectives is to make people aware of how to preserve and help different sea turtles' species by explaining and making our customers part of the process of preservation. In addition, the airbnb itself, is thought to be friendly with the environment, implementing little details such as solar panels to decrease the usage of electricity and automatic bulbs that turn off when not using them. Ayoxalli airbnb, makes sustainable tourism. One of the main keys to operate, giving a correct use to every resource found in Barra de Santiago helping the conservation of natural resources and biological diversity of the area. Also, we as entrepreneurs understand the needs of people, but having a green mind, we provide our customers with all necessary materials to reduce and prevent one-time and disposable materials. The airbnb, is well adapted to different needs of the clients, from children to elderly, handicapped people and even pets. In conclusion, Ayoxalli provides a unique experience that mixes the comfort of a familiar place to stay and the environmental responsibility and the protection of the surroundings and the species found in la Barra de Santiago.

Keywords: sustainable development, biodiversity, natural resources, cultural identity, customers.

Introduction

«*The adventure of life consists in being able to live as a daily event the daily life of other people in places far from your home.* » Javier Reverte, 1997

For decades, tourism has played a crucial role in diversification and socio-economic development, becoming one of the most important sectors for the progress and development of communities. It consists of a significant number of areas that contribute not only to general well-being, but also to cultural promotion, infrastructure development and environmental conservation. Therefore, a tourist service profile located in Barra de Santiago is presented to promote the preservation of wildlife, the care of the natural environment and increase the local economy.

Barra de Santiago is a small fishing community located in Jujutla, department of Ahuachapán, and was declared "*Wetland of International Importance*" on July 23, 2014, it is also recognized as one of the places that preserves the different species of turtles in El Salvador. Hence, this place has been selected not only as an option to look for accommodation, but a good place to raise awareness and learn the importance of the planet and its environmental environment.

To better understand this touristic service proposal, we define an Airbnb as a platform that offers hosts around the world the option to rent the space they have available. This simple but brilliant idea completely changed the way the world remains. Travelers now have a wide variety of accommodation options, from different prices and conditions. Besides, thousands of people can take advantage of this opportunity to generate new income.

The first chapter of this tourist profile includes our main objectives, both general and specific. Also, each of the characteristics that represent us as a tourist service including the origin of its name, geographical data, and a detailed description of the services that we provide, the attributes of the service and its typology will be detailed.

Finally, we highlight our initiatives to contribute to human and sustainable development and maintain an environmental, social and economic balance.

CHAPTER I: TOURIST SERVICE PROFILE

1.1 Objectives

1.1.1 General objective:

- Create an eco-tourist accommodation service located in La Barra de Santiago, department of Ahuachapán.

1.1.2 Specific objectives:

- Offer accommodation service that guarantees a positive, comfortable and relaxing off-time experience to visitors or tourists.
- Implement a housing service that contributes significantly to the human and sustainable development of the community and its environment.
- To promote the importance of caring for and preserving the wildlife of the area, as well as its ecosystem.
- Develop eco-tourist activities and in full contact with nature as the release of turtles to ensure a unique and educational experience to visitors.

1.2 Justification

The purpose of this tourist service profile is to promote Ayoxalli as a space designed for people of all ages who want to stay in a good place with their basic needs covered. This service responds to the immense demand for tourism experiences and is effectively responsible for the environment.

In addition to offering an accommodation service that allows us to guarantee the creation of positive and relaxing experiences, it also meets all those expectations of visitors by providing a relaxing and comfortable environment. We create a space for tourists to enjoy their free time and disconnect from their daily tasks or responsibilities.

Our accommodation focuses in turn on the socio-sustainable development of the community and its environment, highlighting the importance of creating and increasing economic opportunities for local residents. This initiative generates job opportunities, promotes the development of diverse skills and contributes positively to local entrepreneurship, which helps strengthen the local economy and its quality of life.

It also focuses on emphasizing the importance of care for wildlife and the ecosystem, the responsibility towards the biodiversity of the region; by educating and raising awareness among visitors about the relevance of protecting the environment. Our eco-tourism activities such as turtle release, contribute and add value to the connection with nature, wildlife interaction, and increased environmental awareness. These activities not only enrich the visitor experience, but also contribute to the conservation effort and the promotion of sustainable tourism in the region.

In summary, this tourist service meets the needs and expectations of tourists, as well as contributing to the socio-economic development of the local community, promotes environmental conservation and offers unique and enriching eco-experiences in La Barra de Santiago.

1.3 Description of the Tourist Service

1.3.1 Name of the tourist service

The touristic service, Airbnb, is called Ayoxalli, taken from the Nahuatl “Ayotl” which means turtle and “Calli” which means “house”; (turtle house), referring to the care of the species in the area and its importance. Since Ayoxalli is a service 100% salvadorian, it aims to enhance all the local things to our local visitors and tourists.



1.3.2 Location



Figure 2: 6 Ways to boost sales through social media [Digital image]. (2022). <https://dmacmedia.ie/blog/6-ways-to-boost-sales-through-social-media/>

The Airbnb itself is located in La Barra de Santiago that is located in Jujutla, in the department of Ahuachapán, we choose this location because there are already sanctuaries that function in order to preserve the different turtle species that arrives to the coast; also as it is a remote service there are no physical offices, in that way people can contact us through social media or the official Airbnb web site.

1.3.3 Touristic Service

In Ayoxalli, not only the Airbnb service is offered, as long as the platform works closely with the United Nations Environment Programme, the United Nations' leading global environmental authority, and the World Wildlife Fund, the world's leading conservation organization, for expert insights; we have done our part to protect the environment for example:

- Remind guests to unplug devices when they're not in use, also turn off the lights too, that's why we have adapted some areas with sensors that automatically turn off when not in use.



Figure 3: RANCHO PLAYA BARRA DE SANTIAGO km 98 " MAR DE ORO [Photo]. (2024). <https://www.bienesraicesenelsalvador.com/property/rancho-barra-de-santiago-km-98-mar-de-oro-frente-al-mar-cea-x>

- Remind guests to save the water, and don't take showers that long, only the necessary.
- Cut back on harsh chemicals buying dish soap, laundry detergent, and toiletries that are non- or low-toxic, natural, or biodegradable.

1.3.4 Itineraries

❖ Itinerary: “Visit to the wildlife turtles’ sanctuary”

This itinerary has been designed for visitors to enjoy the educational activities focused on the preservation of the different species of turtles and environmental awareness. Specifically, for no turtle nesting season.

Time	Location	Activity
9:00AM - 10:00AM	Ayoxalli Airbnb	Visitors arrive and check-in to their accommodation.
10:00AM - 11:00AM	Ayoxalli Airbnb	Guests are given some free time to accommodate themselves before activities start.
11:00AM - 11:30PM	Ayoxalli Airbnb	Brief and warm welcome from the staff team.
11:30AM - 12:30PM	Wildlife sanctuary.	Tour to the sanctuary led by our staff, in which they will learn about different habitats and species in the area. As well as get to know the preservation projects of the turtles in the place.
1:30PM - 2:30PM	Barra de Santiago Beach	Lunch Break
2:30PM - 4:00PM	Wildlife Sanctuary	Workshops and activities will be developed to know the different turtle species and get hands-on environmental conservation practices.
4:00PM - 5:00PM	Barra de Santiago Beach	Break Time to enjoy the richness of nature on the beach.
5:00PM - 5:30PM	Ayoxalli Airbnb	Return to Accommodation

6:00PM	Ayoxalli Airbnb	Guests get ready for dinner and enjoy the benefits of our accommodation until the next day.
Next Day - 11:00AM	Ayoxalli Airbnb	Check out

❖ **Itinerary 2: Turtle Release Activity.**

This itinerary has been designed for visitors to enjoy the educational activities focused on the preservation of the different species of turtles and their releasing.

Time	Location	Activity
8:00AM - 9:00AM	Ayoxalli Airbnb	Visitors arrive and check-in to their accommodation.
9:00AM - 9:30AM	Ayoxalli Airbnb	Guests are given some free time to accommodate themselves.
9:30AM - 10:30AM	Wildlife Sanctuary	Tour to the sanctuary led by our staff, they will learn about different habitats and species in the area. Instructions to the turtle's release will be given.
10:30 AM - 11:00 AM	Barra de Santiago Beach	Each person attending the activity will receive a newborn turtle from different species to take care of during the release.
11:00 AM - 12:00 PM	Barra de Santiago Beach	Visitors will experience the most gorgeous thing of wildlife by releasing the turtles.
12:00 PM - 1:00 PM	Barra de Santiago Beach	Lunch Break
1:00PM - 5:00PM	Barra de Santiago Beach	Break Time to enjoy the richness of the beach.
5:00PM - 5:30PM	Ayoxalli Airbnb	Return to Accommodation
6:00PM	Ayoxalli Airbnb	Guests get ready for dinner and enjoy the benefits of our accommodation until
Next Day - 11:00AM	Ayoxalli Airbnb - Barra de Santiago	Check out

Included Expenses	Non-Included Expenses
WiFi	Food

clothes washing areas, soap and machine.	Drinks
space especially for pets.	Alcoholic beverages
Body soap, shampoo and body cream.	
Bed linen and towels	

1.3.5 Service attributes



Figure 4: Airbnb's New 'Translation Engine' Applies Machine Translation to UGC at Scale[Photo]. (2021). <https://slator.com/airbnb-translation-engine-applies-machine-translation-to-ugc/>

Ayoxalli Airbnb is known because of their environment-friendly service. Also the tourist Service related to the turtles gives a special extra, this service is not only for salvadoran people, because we have prepared for different languages such as English and French. Moreover, people are able to make reservations through social media and

Airbnb's official website. The place is created to fulfill all the necessities of every guest, for example there is not second floor, because we know there are people that struggle with stairs, all spaces are safe, children have no risk of getting hurt, and also for those that come with their pets, there are some areas designed for them, as well we have designed a pool specially for pet use only.

1.3.6 Tourism typology

The host service is oriented towards eco-tourism. Iqbal Uddin Abbasi (2023) explains that ecotourism is: “a form of tourism that involves traveling to natural areas with the purpose of learning. It is based on the idea of visiting and experiencing the natural world, promoting conservation, sustainability and preserving natural environments.” In the case of **Ayoxalli Airbnb**,

since it is located in Barra de Santiago beach offers the experience with the natural world, especially with marine life.



Figure 5: Playa Barra de Santiago, El Salvador [Photo]. (2024). <https://turismo.sv/playas/barra-de-santiago>

Also, it is very attractive for national and foreign visitors who seek to get out of the routine and get disconnected from the city.

Educational tourism

Cristóbal Reali (2022) explains that educational culture “creates opportunities for travelers to obtain new experiences and knowledge on a wide range of topics.” La



Figure 6: Playa Barra de Santiago, El Salvador [Photo]. (2021). <https://www.laprensagrafica.com/elsalvador/Habitantes-de-la-Barra-de-Santiago-guardianes-de-las-tortugas-marinas-20210922-0066.html>

Barra de Santiago beach is well known for its turtle sanctuaries and releases. According to Marielos Román (2021), for more than 45 years, residents of Barra de Santiago beach have been developing sea turtle conservation projects, which has meant that it is one of the coastal areas with the most newborn turtles released every year, and has helped to decrease the marketing of eggs on the black market.

Thanks to this, visitors can learn how turtles of different species lay their eggs and all the hard processes the care keepers follow to maintain the species safe.

Adventure tourism

“Adventure tourism is a type of tourism which usually takes place in destinations with specific geographic features and landscape and tends to be associated with physical activity, cultural



Figure 8: Marielos Román, La Prensa Gráfica. [Photo] (2017) <https://www.laprensagrafica.com/elsalvador/Lancheros-ofrecen-diversion-en-la-Barra-de-Santiago-20230407-0037.html>

exchange, interaction and engagement with nature”, UNWTO, n.d.



Figure 7: El Salvador Travel. Ministerio de Turismo de El Salvador [Photo] (2017). <https://elsalvador.travel/destinatcion/la-barra-de-santiago/>

Barra de Santiago beach offers visitors many activities to enjoy with family and friends. You can do activities to relax with the sound of the waves and the singing of the different species of birds that live in the area, in addition to visit the mangroves with crocodile sightings, and appreciating the flora and marine fauna.

Besides that, in the calm waters there are entrepreneurs that offer water games services very fun and extreme for tourists who like activities full of adrenaline and excitement.

1.4 Application of strategy for human development and sustainability

Ayoxally Airbnb applies three important strategies for human development and sustainability.

1.4.1 Biodiversity

According to UNWTO, n.d, biodiversity is vital for tourism and a healthy environment is a



Figure 11: Quelonia, programa de mayor inversión en la conservación de tortugas marinas. [Photo]. <https://fiaes.org.sv/blog/noticias-4/post/quelonia-el-programa-de-mayor-inversion-en-la-conservacion-de-tortuga-marina-202>

critical factor for the competitiveness of the tourism sector. The Conservation efforts of many destinations

depend largely on tourism revenues. Coasts, mountains, rivers, and forests are major attractions for tourists around the world. Biodiversity lies at the heart of nature-based tourism products – such as wildlife watching, scuba diving or tourism in protected areas. Tourism connects people with nature, it can foster environmental responsibility and conservation if pursued sustainably.

Ayoxally Airbnb, beyond offering a hosting service, aims to create awareness for all local and foreign visitors about the care of the fauna and flora of the area. Especially with the care of endangered species of sea turtles.

FIAES (Fondo de Inversión Ambiental de El Salvador) has been working for more than 18 years in the program of protection and conservation of sea turtle species that exist on our coasts, minimizing the impact that for many years had on the sale and consumption of sea turtle eggs.



Figure 10: The importance of Biodiversity for the Financial Sector. [Digital image]. (2020). <https://www.comunicarseweb.com/noticia/la-importancia-de-la-biodiversidad-para-el-sector-financiero>

1.4.2 Hotel Energy Solutions (HES)

The hotel sector is one of the tourism industry's largest drivers of employment and economic revenue but at the same time it is one of the most energy-intensive. In fact, hotels and other types of accommodation account for 2% of the 5% global CO₂ emitted by the tourism sector, UNWTO, n.d.

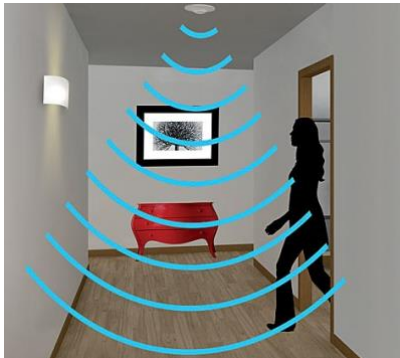


Figure 12: Nuevos detectores de movimiento de Legrand para el ahorro energético. [Digital image]. (2015). <https://www.casadomo.com/2015/10/08/nuevos-detectores-de-movimiento-de-legrand-para-el-ahorro-energetico>

Being part of the hotel or other accommodation sector, we are aware of the increased use of electric power. Therefore, Ayoxalli Airbnb contributes to the increase of efficient and renewable energy with a smart system in the hosting house.

By using motion sensors in our Airbnb, we can control electrical energy consumption. When there is no movement in the area, the lights that are not being used turn off automatically.



Figure 13: Green ideas for tourism. [Digital image]. <http://www.greentourism.eu/en/Post/Name/SustainableTourism>

Another way in which Ayoxalli uses renewable energy is with the use of solar panels, by having this we reduce the production of greenhouse gas emissions from

fossil fuels.

1.4.3 One Planet

The One Planet Sustainable Tourism Programme aims to accelerate sustainable consumption and production (SCP) in tourism policies and practices to address the challenges of climate change, pollution and biodiversity loss (UNWTO, n.d.).

By following this strategy, as hosts, we demonstrate and educate visitors about the significance of protecting biodiversity, raising awareness about environmental protection, and most importantly, demonstrating respect for the flora and fauna found in the Barra de Santiago and in any other place they might visit in the future.

CHAPTER II:
ELEMENTS FOR DESIGNING A
TOURISM PRODUCT OR
SERVICE

2.1 History of Tourism



Figure 14: ¿Qué es turismo? [Digital image]. <https://facs.ort.edu.uy/blog/que-es-el-turismo-y-de-que-se-trata-la-gestion-de-empresas-turisticas>

The word tourism is derived from the Latin *tornus* (turning) and *tornare* (rounding or rotating), and the suffix *ismo* refers to the action that a group of people performs, so that etymologically tourism can be defined as people traveling with the intention of returning to their usual place of residence.

(Ramírez Blanco, 1992)¹

Tourism is considered one of the most extensive terms and one of the most complex, based on Walton, 2024². It is defined as a set of activities with modern social arrangements that began its development in Western Europe in the 17th century, but its background goes way further in classical antiquity.

This activity is also considered being performed by any person who travels to a country other than that in which he or she has his natural residence, for a period of at least one night and not more than one year. Includes people traveling for pleasure, recreation and holidays, visits to friends and family, business and professional medical treatment, religious pilgrimages and other purposes. (World Tourism Organization, 1995).

In other words, the word “tourism” is then defined as a social, cultural and economic phenomenon that includes all types of movement of individuals to other places in their local area or outside of their usual environment, this displacement can be performed for various reasons such as: personal or professional. In the economic environment, this activity represents a significant economic expenditure as it accounts for approximately 10.4% of the global economy. In addition, tourism is one of the

¹ Manuel Ramírez Blanco, *Teoría General del Turismo*, Diana, México, 1992, pp. 29-30

² "Tourism." *Encyclopaedia Britannica*, last updated August 13, 2024. Retrieved from <https://www.britannica.com/topic/tourism>

sectors that contributes exponentially to the growth of a developing country or community, as it generates employment and income opportunities. (UNWTO, n.d)³

2.1.2 Origins of tourism



Figure 15: Herodotus, Greek historian [Digital image]. <https://www.britannica.com/biography/Herodotus-Greek-historian>

Over the centuries, tourism has evolved as a result of a complex historical process. (Acerenza, 2006)⁴. Tourism has been an activity practiced since ancient times for various reasons, such as trade, religion or simply the mass movement of ancient societies for mere leisure or curiosity. However, this term which is considered as complex as novel, was not officially recognized until the mid-twentieth century with the succession of the Industrial Revolution, since then, tourism is in constant evolution. Tourism, as we know it today, dates back to the 19th century. Many consider that the first tourist in the world was Herodotus, a

Greek philosopher (495 - 425 BC), who traveled to the Aegean Sea, Athens, Egypt and Mesopotamia to discover the world and other cultures as well.

2.1.3 Tourism in Antiquity

According to historical data, in the splendor of ancient Rome, tourism found its first references as a process where it suggests travel for religious reasons, sports, health and even leisure when emperors enjoyed and took their holidays.



Figure 16: Historia del Turismo, los primeros pasos. [Digital image]. <https://reportelobby.info/mexico/2023/09/24/historia-del-turismo/>

³ UNWTO, (n.d). *Glossary of tourism terms*. World Tourism Organization. Retrieved from <https://www.unwto.org/glossary-tourism-terms>

⁴ Miguel Ángel Acerenza, *Conceptualización, origen y evolución del turismo*. (México: Trillas, 2006), p. 11.

Tourism began to see its beginnings since new routes of communication began to open, such as the roads that were considered as the first roads that facilitated the trips that patricians and nobles made to visit various places in the empire or during the summer months that due to the stifling heat of the city, civilizations chose to move to their rural villages. (Universidad Nacional Autónoma

de Honduras. (n.d).



Figure 17: El origen de los Juegos Olímpicos. [Digital image]. https://historia.nationalgeographic.com.es/a/juegos-olimpicos-antigua-grecia_19974

In ancient Greece, on the other hand, tourism was very much linked to culture and religion.

The Olympic Games, which are said to have begun in 776 BC and were held every year in Olympia, these games were not only recreational activities or athletic competitions but also linked to a very strong religious tradition of the time and motivated people to move.

2.1.4 Tourism in the Middle Ages



Figure 18: Travelling in the Middle Ages. [Digital image]. <https://reportelobby.info/mexico/2023/09/24/historia-del-turismo/>

Tourism began to experience a slowdown with the fall of the Roman Empire and the rise of the feudal system due to a change in the social, economic and political structure of civilizations. (Say, 2023)⁵. Continued wars and conflicts greatly discourage travel and displacement, however, it is said that the one

who kept tourism alive at the time was the Islamic Empire due to different cultural, religious and commercial expansions. One of the main events to be rescued from this

⁵ Laura Say, "Historia del Turismo: ¿Cómo empezó todo?", September 24, 2023, México.

era and that kept tourism afloat was the first pilgrimage to Mecca, which was made by the prophet Muhammad in 628 and thus promoted religious tourism.

2.1.5 Tourism in the Modern Age

The modern age was marked by a resurgence of tourism and its popularity for leisure and recreational purposes increased, a great example of this was the "Grand Tour", an educational route created by the British, was also introduced, with the aim



Figure 19: Historia del Turismo. [Digital image]. <https://reportelobby.info/mexico/2023/09/24/historia-del-turismo/>

of making it an essential part of the education of young people from the British aristocracy from the 17th to the 19th century for the expansion of knowledge about culture, art and social environment of the time. This trip was characterized by lasting months or even years.

As different political and social and technological changes and transformations were implemented in society, the foundations of modern tourism were laid where travel became a unique experience.

The European Commission has published a report on the European Union’s research and development policy in the field of education. One clear example of this was the invention of the steam engine and later on the railway which allowed access to places that were considered inaccessible. The extensive coverage of maritime travel also made travel much more feasible, accessible and safe.

Travel agencies such as Thomas Cook and American Express, emerged in response to the growing demand for package tours, marking the beginning of the professionalization of the tourism industry and the origin of modern tourism. (Say, 2023)⁶.



Figure 20: Historia del Turismo. [Digital image]. <https://reportelobby.info/mexico/2023/09/24/historia-del-turismo/>

⁶ Say, "Historia del Turismo," 2023.

2.1.6 Tourism in the XX Century

The 20th century witnessed a transformation in the world of tourism. After the devastation of World War II, the desire for reconstruction and the need to escape the shadows of conflict led to an increase in international travel, people had to migrate to much safer places to find some peace, this greatly increased travel to other countries. After the Second World War, changes and technological developments reached their peak; this allowed the world of tourism to be connected with other horizons. One clear example of this is the invention of the car, which allowed people to explore other places and destinations in a new way, the invention of the airplane, which clearly reduced the time to travel and move from place to place and make these movements more accessible.

Thanks to technology and the continuous changes that have been experienced over the years, the internet and the various online booking platforms are coming, which has made travel booking a



Figure 21: Historia del Turismo. [Digital image].
<https://reportelobby.info/mexico/2023/09/24/historia-del-turismo/>

step forward in being much more personalized and simple. An example of this was the first backup system called Sabre in collaboration with IBM in 1960. Using a system that used cards for each flight, its first final version was installed in 1962 on two IBM 7090 computers, which cost about \$3.5 million each. United Airlines created its first CRS in 1971 as Apollo. (Gordoa, 2013)⁷.

2.1.7 The current era of tourism

Tourism is a phenomenon that has undoubtedly been growing steadily over the years. A term that until now is considered complex and extensive, has shown us that thanks to various social, political, economic or religious factors it had its origins in the past civilizations, thanks to constant changes or transformations, we have adapted it to the new demands of society and today has managed to diversify and increase due

⁷ "La evolución de los sistemas de reservaciones," Periódico Viaje, 2013. Retrieved from <https://periodicoviaje.com/opinion/la-evolucion-de-los-sistemas-de-reservaciones/>

to more leisure and recreation factors, which has allowed a personalization of trips that are made locally and internationally.

It is important to emphasize, its continued adaptation to technological changes and globalization that our world has experienced since the twentieth century, from the use of the Internet to the implementation of devices to make travel booking easier and more accessible, has allowed us to see a much more evolved tourism sector and that will undoubtedly continue to change as we implement more changes in our society.

2.2 History of Tourism in El Salvador

The Growth of Tourism Since the 1960s



Figure 22: El ferrocarril de El Salvador [Digital image]. <https://www.laprensagrafica.com/elsalvador/FOTOS-El-ferrocarril-de-El-Salvador-un-recorrido-por-los-anos-de-hierro-20190827-0164.html>

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. (Alfaro, 2024)⁸

Since 1996 some attempts to raise and develop tourism were made, but

those were effortless, El Salvador was not considered a tourist destination. It is in 1997 that an alternative to re-establish the tourism was given and was let the Fundación Para el Desarrollo Económico y Social de El Salvador (FUSADES) create an strategy or a plan:

get the tourism a high impact and that is how the government create a law and CORSATUR took the fully authority in tourism; La Corporación Salvadoreña de



Figure 23: CORSATUR logo [Digital image]. <https://iconape.com/corsatur-logo-logo-icon-svg-png.html>

⁸ Sofia Alfaro, "The Evolution of Tourism in El Salvador: Strategies, Challenges, and Economic Impact", May 15, 2024

Turismo, which can be abbreviated CORSATUR; was created on July 25, 1996 by Legislative Decree number 719, published in El Diario Oficial number 156, volume 332, in August 23, 1996. Which is an autonomous institution with legal personality and its own assets with full powers to exercise rights and contract obligations; carrying out its administrative management with absolute independence, adhering to the decisions of the highest authority, which it is Board of Directors, which must make them in accordance with the Laws of the Republic and will be fully responsible for its management. (CORSATUR historia, n.d.)⁹

2.2.1 Modern tourism in El Salvador

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. (Alfaro, 2024).¹⁰

This effort has given their rewards, there are some places which are internationally recognized, some of them are protected natural areas and some other stand out for their beauty and richness, some of these touristic places divided by departments are:

Santa Ana: **Coatepeque Lake**

Ahuachapán: **Ataco**



Figure 24: Puerta del diablo [Digital image]. <https://www.contrapunto.com.sv/15000-personas-visitan-el-renovado-parque-natural-puerta-del-diablo/>

⁹ Ministerio de Turismo, Historia de Corsatur (n.d.)

¹⁰ Sofia Alfaro, "The Evolution of Tourism in El Salvador: Strategies, Challenges, and Economic Impact", May 15, 2024

Sonsonate: **Los Cóbanos Beach**

Chalatenango: **El Pital**

La Libertad: **El Malecón**

San Salvador: **Puerta del Diablo**

Cuscatlán: **Suchitoto**

Cabañas: **Ilobasco**

La Paz: **Costa del Sol**

San Vicente: **Amapulapa**



Figure 25: Ruta de la Paz [Digital image].
<https://travelisimo.com/es/el-salvador/actividades/tours-y-experiencias/perquin/ruta-de-la-paz?adult=4¤cy=USD&country=SV&>

Usulután: **Jiquilisco bay**

Morazán: **Ruta de la Paz**

San Miguel: **El Cuco beach**

La Unión: **Conchagua**

2.2.2 Importance of Tourism in El Salvador

Tourism is considered one of the largest sources of income economically speaking, investment in infrastructure has raised the Salvadoran economy, also the rising demand for artisanal products and local food has benefited small entrepreneurs, promoting the growth of the micro sector.

El Salvador has recognized the importance of tourism as a catalyst for sustainable development. Government policies have sought to promote responsible, equitable and environmentally friendly tourism. Investment in tourism education and

workforce training has been instrumental in ensuring quality service and improving the visitor experience. (Granados, 2024).¹¹

Tourism, as already mentioned, is one of the drivers of the economy, benefiting not only the country's economy, but also merchants, producers, artisans, fishermen, growers, etc.

Tourism in El Salvador encompasses a wide range of experiences, from exquisite beaches on the Costa del Sol to exploring archaeological sites such as Joya de Cerén, known as the Pompeii of America. Sun and beach, historical and cultural tourism, ecotourism and adventure are some of the categories that attract national and international visitors. This diversity not only expands the tourism offer, but also contributes to the sustainability of the sector by reducing dependence on a single type of tourism. (Granados, 2024).¹²

2.3 Natural resources

Barra de Santiago

This site where Ayoxally is located, was declared a Wetland of International Importance on 2014 by the Ramsar Convention, because it is the main mangrove area in the western area of El Salvador, where species such as alligator, crocodiles and other reptiles such as sea turtles that nest on the beach, every specific time at the year.

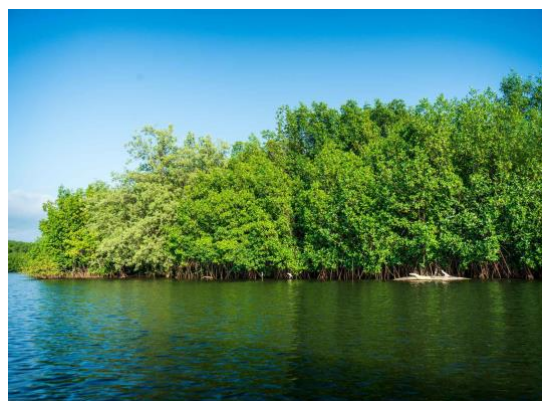


Figure 25: Manglar en Barra de Santiago. [Digital image]. <https://elsalvador.travel/destination/la-barra-de-santiago/en/>

¹¹ José Melo Granados Zepeda “El turismo como motor de desarrollo en El Salvador” April, 6, 2024.

¹² José Melo Granados Zepeda “El turismo como motor de desarrollo en El Salvador” April, 6, 2024.



Figure 26: Location of Barra de Santiago Beach [Digital image].
<https://elsalvadorviajar.com/en/beaches/barra-de-santiago/>

This site has a unique ecosystem and has the largest extension in El Salvador of the mangroves that are called North Pacific mangroves of Central America, characterized by abundant rainfall, the continuity of brackish and sweet swamps, and saturation forest that are found nearby. (Ministerio de Medio

Ambiente, 2020)¹³

La Barra de Santiago serves as a carbon sink in a constant battle against deforestation, acting as a natural shield when the country is exposed to climate phonemes like tropical storms and escalating sea levels. However, this critical natural asset is in danger because of the climate crisis, urbanization, grazing and the extensive deforestation. Since 1950, El Salvador has lost more than 60% of its mangrove forest. In 1982, an earthquake and tropical storm that hit the coastal region partially destroyed the Barra de Santiago mangrove, accelerating the environmental devastation. (The guardian, n.d)¹⁴

This region of the country is characterized by the biodiversity that is found there; birds, mammals, aquatic and terrestrial, this site is known also for the large migration that occurs.

La Barra de Santiago is recognized for its sea turtle conservation projects carried out. Ayoxalli is known for support the preservation and protection of the sea turtle species in conjunction with the Women's Association of Barra de Santiago (AMBAS) with the technical and financial support of Fondo de Inversión Ambiental de El Salvador (FIAES), some of the species recognized and found in La Barra de Santiago are: The Olive Ridley turtle, the Prieta, the



Figure 27: Tortuga Carey en El Salvador [Digital image].
<https://www.elsalvador.com/noticias/nacional/tortugas-especies-animales/958981/2022/>

¹³ Ministerio de medio ambiente, “Barra de Santiago promotes the protection and conservation of coastal-marine resources”, 2020

¹⁴ The guardian, (n.d) The vanishing mangroves of El Salvador: ‘All our efforts may only slow the destruction’.

Baule, and the Hawksbill, but according to experts, the majority of sightings are of the Olive Ridley species.



Figure 28: Punche in El Salvador [photograph].
<https://www.mangrovealliance.org/news/communities-in-el-salvador-to-sustainably-harvest-their-mangroves/>

The coastal communities of Barra de Santiago have depended upon the resources from the mangrove for their livelihoods, including fuelwood, timber, fisheries and two crustacean species, the blue crab (*Cardisoma crassum*) and the punche crab (*Ucides occidentalis*), of high food and commercial value. In 2006, due to the decline of fish and the blue crab

populations, as documented by the Ministry of Environment (MARN) in El Salvador, approximately twenty families from the Island of La Chácara, located in Barra de Santiago, began a process to organize the extraction of mangrove resources in a sustainable manner. As a result, the families from La Chácara who recovered their blue crab populations and were able to increase their income from the sale, the communities decided to organize themselves to replicate this harvest model.

(Vargas, 2020)¹⁵

2.4 Cultural Identity



Figure 29: Destinos: Ataco, la ciudad que se ilumina con farolitos [photograph].
<https://devacaciones.elmundo.sv/ataco-la-ciudad-que-se-ilumina-con-farolitos/>

Ahuachapán is a village founded by Mayan Indians belonging to the Pokomanes tribe during the 5th century. This village is rich not only for its natural resources but also for its culture and traditions.

With the arrival of the Spaniards and the Catholic religion many traditions were adopted.

Ahuachapán has a very distinctive festivity that

¹⁵ Evelyn Vargas, July 26, 2020. COASTAL COMMUNITIES IN EL SALVADOR SUSTAINABLY HARVEST MANGROVES

is known as: “Festival de los Farolitos”. The origin of this tradition dates back to the arrival of the Spaniards who brought the Catholic religion and taught us the love of the Virgin Mary, since on this date, September 7th, is celebrated the Eve of the Birth of the Virgin, also called “Natividad de las Mercedes”. (Guirola, nd)¹⁶

It is said that in 1980 a big earthquake occurred and people had to sleep on the streets, so they lit lanterns and prayed for protection to the Virgin and the situation went better. In gratitude, every September 7th Ahuachapán is illuminated by lanterns to receive the birth of the Virgin Mary and to thank her for the protection.

2.4.1 The Procession of “Los Jesusitos”

“Los Jesusitos” is a celebration that the Catholic parish has celebrated since 1855. According to Priest Oséa Borja, parish priest of the church Nuestra Señora de La Asunción, “Los Jesusitos” is an ancient tradition left by the pastor and priest Isidro Menéndez, who had 300 small images of Jesus carved with the cross

on its shoulders, on the occasion of the Feast of the Sweet Name of Jesus, which was celebrated for the first time on 20 February 1855. And to increase the solemnity and fervor for the new celebration, the father distributed the images in the city and in neighboring towns, so that they would gather in Ahuachapán every year on the eve of the feast. (Román, 2023)¹⁷



Figure 30: Procesión de los Jesusitos, la tradición que data desde 1855 en Ahuachapán ¿en qué consiste? [photograph]. <https://www.laprensagrafica.com/elsalvador/Procesion-de-los-Jesusitos-la-tradicion-que-data-desde-1855-en-Ahuachapán-en-que-consiste-20230217-0058.html>

Barra de Santiago is a place located in Ahuachapán that was declared Wetland of International Importance on July 23, 2014 by the Ramsar Convention. It stands out for being the main mangrove area in the western area of the country, where species such as the alligator and crocodile live. Barra de Santiago has the largest area of mangrove on the western side of the country, as well as the most important wildlife

¹⁶ Vladimir Guirola, n.d. Tradiciones de Ahuachapán

¹⁷ Marielos Roman, February 17, 2023. “Procesión de los Jesusitos, la tradición que data desde 1855 en Ahuachapán ¿en qué consiste?”

refuge for alligators, crocodiles, and other reptiles such as sea turtles that nest on those beaches (Ministerio de Medio Ambiente, 2020).¹⁸



Figure 31: Chasca la virgen del agua. [Digital image].
<https://guanacos.com/chasca-la-virgen-del-agua-leyenda-de-amor/>

Besides being a place rich in natural resources, Barra de Santiago is also a place rich in culture and traditions.

In Barra de Santiago, there is a legend told by the locals and fisherman of the area, called “Chasca, the virgin of water”.

The legend of Chasca the virgin of water tells the story of a forbidden love between the daughter of a pre-Columbian magnate and a humble fisherman. It is a popular and famous legend in the country. It is also well known in its place of origin, the department of Ahuachapán. This is a story that survives the passage of time thanks to oral tradition. (Reyes, n.d).¹⁹

This love and tragic legend tells the story of Chasca who was engaged with a prince named Zutuhil, this proposal was arranged by her father Pachacutec. Chasca was in love with a fisherman, named Acayelt. They both were in love, but Chasca’s father was against it.

Chasca and Acayelt met in secret every day at the shore of the beach where Acayelt sang sweet songs, until one day, in Cajete’s tidal pool a tragic scene occurred, a hidden man shot an arrow. He was sent by Pachacutec. The fisherman fell dead. In that moment, Chasca screamed in tears, she ran to the beach trying to get Acayelt's dead body, she tied a rock to her body and went to the depths of the sea with the body of her loved one. When Chasca’s father passed away, her spirit appeared for the first time in a wooden canoe and next to her was Acayel’s spirit.

2.4.2 El Cajete Island and its historical-cultural importance.

The area of La Barra de Santiago consists of several parts, one of them is El Cajete Island. This is a place of historical and cultural importance for the country. El

¹⁸ Ministerio del Medio Ambiente, “Barra de Santiago impulsa la protección y conservación de los recursos costero-marinos”, February 20, 2020.

¹⁹ Aleyda Reyes, n.d. “Chasca la virgen del agua: leyenda de amor”

Cajete island is located within the mangroves of Barra de Santiago. This area has remains of a ceremonial center with approximately 13 mounds, where 20 structures belonging to the early postclassic period (900 - 1200 AD) are located. (Reyes, n.d).²⁰

El Cajete Island obtained an archaeological survey and evaluation on

February 9, 1983, carried out by the American archaeologist Paul Amaroli in company with other researchers. This recognition was due to the vestiges found in the island.

Although the survey only covered the western half of the island, locals stated that the majority of the ancient structures were located in this area.

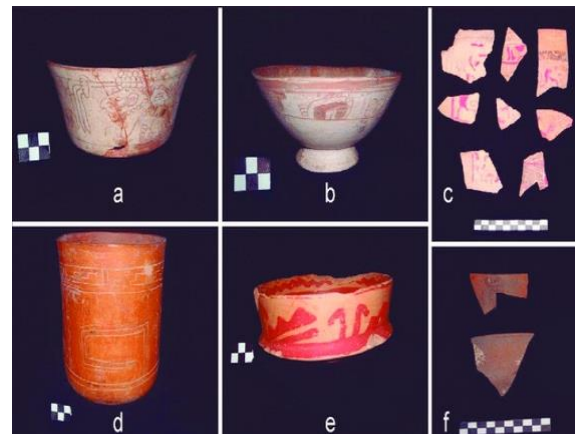


Figure 32: Evidencia arqueológica en la Isla El Cajete. [Digital image]. <https://guanacos.com/barra-de-santiago-Isia-el-cajete/>

Some of the results that resulted from this recognition were:

- The archaeological site was found to have been looted, some recently visited.
- Pots, prismatic slats and obsidian nuclei were found, as well as ceramic pieces of the same which had already been identified in the archaeological sites of Cihuatán and Santa María.
- The shape of most structures was clearly rectangular, but there was a round one with heights between half a meter and five meters. (Reyes, n.d).²¹

2.4.3 Gastronomy

Gastronomy is about much more than food. It reflects the culture, heritage, traditions and sense of community of different peoples. It is a way of promoting understanding among different cultures, and of bringing people and traditions closer together. (UN Tourism, n.d)²²

²⁰ Aleyda Reyes, n.d. "Barra de Santiago y la Isla El Cajete"

²¹ Aleyda Reyes. "Barra de Santiago y la Isla El Cajete"

²² UN Tourism, n.d Gastronomy.



Figure 33: Sopa de Pata. (photograph).
<https://guanacos.com/sopa-de-pata-salvadorena/>

The cuisine of Ahuachapán, like that of many regions in El Salvador, is rich and varied, reflecting a blend of Indigenous and Spanish traditions. Some of the most emblematic dishes of the area are:

- ❖ Pupusas: This is the most representative dish of El Salvador. They are corn or rice tortillas filled with various ingredients such as cheese, beans, or chicharrón. This food is accompanied with curtido and tomato sauce.
- ❖ Tamales: Tamales are often prepared with corn dough and they are filled with chicken, pork and vegetables or beans. This kind of food is wrapped in banana leaves.
- ❖ Sopa de Pata: A hearty soup made with cow's feet, yuca, plantain, and other vegetables, reflecting traditional cooking influences.
- ❖ Yuca con Chicharrón: A simple yet delicious dish that combines boiled or fried yuca with chicharrón and pepesca (small fried river fish) often served with curtido and tomato sauce.

The cuisine of Ahuachapán is also characterized by the use of fresh, local ingredients, and many dishes are prepared in families, highlighting the importance of tradition and community in Salvadoran gastronomy.

2.5 Principles of Sustainable Tourism

Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. (UN Tourism, n.d.)²³ Ayoxalli Airbnb, takes into account the principles of sustainable tourism to reduce the negative impacts in the zone, including natural resources.

First, we prioritize local communities. Destinations need to put the interests of local communities before tourists. It is important to ensure that tourism growth does not have a negative impact on the host communities or that it is minimal (García López,

²³ UN Tourism, n.d., "Sustainable Development".

November 19, 2023).²⁴ Prioritizing local communities in sustainable tourism involves not only considering the economic impact, but also the social and environmental. It is an approach that seeks to create a balance between tourism development and respect for people and the environment, promoting a form of tourism that is beneficial and respectful for all involved.

Second, we protect nature. One of the primary benefits of sustainable tourism is its focus on preserving natural resources and ecosystems. By adopting eco-friendly practices such as reducing carbon emissions, minimizing waste, and protecting wildlife habitats, sustainable tourism helps to mitigate the environmental damage caused by traditional tourism activities. (Vitory, February 23, 2024).²⁵ Protecting nature seeks to balance the tourist experience with the need to conserve and protect the environment. By following these principles, we promote tourism that is not only beneficial to people but also respects and preserves the beauty and health of natural ecosystems.

And last, but no least, we produce and consume responsibly. As airbnb, we ensure that fish products come from sustainable fishing practices that do not deplete fish stocks or damage marine ecosystems. Also, we implement policies and practices that reduce waste generation, promote reuse and facilitate recycling in all areas of tourism, from accommodation to activities.

By applying these principles in tourism, a balance can be achieved between meeting the needs of tourists and protecting natural and cultural resources, thus contributing to a more sustainable future for all.

2.6 Strategic Plan

Ayoxalli Airbnb has designed its own strategic quality plan with the purpose to maintain its customers and attract new ones. See figure 1.

Ayoxalli cares about the customer experience. As the first point, it is important to create a unique experience so customers can have contact with the environment, turtle species and sanctuaries.

²⁴ Raúl García López, "Diez principios para ser un destino sostenible", November 19, 2023. ²⁵ Amelia Vitory, "Sustainable Tourism Practices: Promoting Responsible Travel and Environmental Conservation", February 23, 2024)

As a second point, customer service must be excellent, therefore we tailor our Airbnb to our customer's needs so we can enhance better client relationships. By giving excellent customer service; leads us to point number three, Customer satisfaction. By addressing and resolving all clients' issues and concerns as quickly as possible will help to maintain the level of customers' satisfaction higher.

The next point is to have continuous improvement, this will be possible with the opinion of our customer referrals or suggestions based on experience, so that we can identify what to improve and keep.

And last, but not least, we care about our customers' loyalty. Besides offering quality services, we also reward the loyalty of our customers with benefits and exclusive booking offers.

Figure 1: It describes the Strategic Plan we will focus on to improve our customer service.



Table 1: It describes the actions, roles and improvements we as AYOXALLI Airbnb will take to distinguish ourselves from others.

ACTION	ROLES	IMPROVEMENTS
<p>Implement effective guest communication such as quick responses or automated messages through all communication channels available. (Whatsapp and emails).</p>	<p>Kenia González Reservations and Customer Service Manager.</p> <p>Responsible for customer communication, answer and reply promptly to clients' questions or inquiries and manage all booking information in our accommodation.</p>	<ul style="list-style-type: none"> • Exclusive promotions for our guests who book two months in advance to participate in our sea turtle release. They will enjoy a 10% discount on our accommodation and will have the opportunity to experience something unique and be part of the community that preserves our marine life. • Book a stay of five nights that include weekends (both Saturday and Sunday) and you will receive one free night with no additional cost to continue exploring and adventuring.
<p>Make use of social media; Instagram, Facebook, X and TikTok to promote and make people aware of the environment and the turtles.</p>	<p>Sara Peña. Digital Media Coordinator</p> <p>She will be responsible for managing social media (Instagram, facebook and tiktok) by sharing photos and videos. Updating different information through our posts such as our exclusive promotions for our sea turtle season and off-season so guests know the best time to book.</p>	<ul style="list-style-type: none"> • Off-season promotions: Guests will be able to take a piece of our art and culture by enjoying special promotions when there is no turtle release: Giveaways of special souvenirs created by our local artisans.
<p>Use Airbnb platform (App and website) to reach and connect with both local and foreign customers.</p>	<p>Xenia Vanegas. Web and Mobile App Manager</p> <p>She will be responsible for managing the Airbnb web platform and app. The main duties will include continuous maintenance to ensure all information is accurate and up-to-date by updating it when necessary and continuously sharing our special promotions for our subscribers.</p>	<ul style="list-style-type: none"> • Guests who subscribe to our community platform will enjoy exclusive discounts on our web bookings through Airbnb. • Referral program benefits: Refer your friends through our platform to our accommodation by using promotional unique codes and you will receive a 15% discount on your next reservation.

CHAPTER III:
ENTREPRENEUR
RESPONSIBILITY

3.1 Entrepreneur profile

An entrepreneur is an individual who identifies a business opportunity and takes the initiative to create it and manage it, often facing financial risks in the process, they are characterized by their innovation, creativity, and willingness to take risks to bring new products, services, or processes to global market, most of times entrepreneurs play a vital role in driving economic growth, creating jobs, and fostering innovation. Entrepreneurs can operate in various sectors, from technology, services, food to social enterprises and beyond.

Entrepreneurs are generally seen as those taking high-yield risks that require a lot of money, thus their financing typically comes from investors.(Davis, 2023)²⁵ The word entrepreneur comes from the French verb 'entreprendre' which means 'to undertake'.

An aspiring entrepreneur actively seeks a particular business venture, and it is the entrepreneur who assumes the greatest amount of risk associated with the project. As such, this person also stands to benefit most if the project is a success. (Stanford, n.d)²⁷

3.1.2 Type of entrepreneur

The First Republic Bank recognizes small business, scalable startup, large company, innovation and social as the main types of entrepreneurships. (Davis, 2023)

Small businesses are usually recognized for having fewer employees than a company, also privately owned and operated.

Scalable startups are the ones looking for things that are missing in the worldwide market and try to create and give solutions, specifically for the opportunity areas in the global market.

It is considered a large company entrepreneurship when the company has a finite number of life cycles, usually the owners are part of a large team of executives

²⁵ Darreona Davis, June 23, 2023. Here's What an Entrepreneur Is—And How You Can Become One. ²⁷ Stanford, (n.d). What is entrepreneurship?

and continue innovating day by day, for example: Toyota, Apple, Google and Coca Cola.

Innovative Entrepreneurship focuses on creating and developing new products or services that did not exist. These kinds of entrepreneurs are constantly trying to come up with the next big idea or mixing existing ones.

Social Entrepreneurship focuses on funding and implementing solutions to social, cultural, or environmental issues. This kind of entrepreneurship develops products and services, sometimes as nonprofit, but making a positive impact on people.

3.1.3 Competences and characteristics of the entrepreneur

Skills	Characteristic	Description
Leadership	Organize the team, workers, ideas and money.	Plan things, prioritizing tasks based on urgency and importance. Provide guidance to the team and help continue the original plan.
	Optimism when facing difficulties with Airbnb.	Helps stay always positive and be focused on the progress, supporting the plans of the team.
Ambition	Responsibility with the entrepreneurs and clients.	Guide all the team to be responsible for the roles assigned, to achieve good results.
	Resilience when facing downs.	Despite difficulties, this helps continue going with the plan and face obstacles no matter the situation.
	Motivation to continue improving.	Helps keep focused on the goal, despite the situation, pushing between the main goal and the achievements at the moment.

Perseverance	Discipline to keep the goal in mind.	This is one of the most important characteristics not only in business; help being focused, despite the challenges, on the goal set.
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3.1.4 Barriers to entrepreneurship

In a society that is composed of enterprises and it is growing day by day it is easy to be part of this world, but not everything is easy way; In spite of all the efforts made by individuals and the government to promote entrepreneurship, some societies are unable to produce sufficient numbers of successful entrepreneurs. (Shaina, n.d)²⁶

There are some economic, social, political and psychological barriers to entrepreneurs; One of the biggest barriers to entrepreneurs is related to financial constraints. Starting any kind of enterprise requires a significant amount of money that can be used for materials, supplies, workers, etc. Entrepreneurship in any society increases with the increase in the supply of capital. Thus, lack of availability of capital with any society or nation acts as a serious barrier for promoting entrepreneurship in that society. (Shaina, n.d).

Entrepreneurs are always facing obstacles, which can make it difficult to overcome barriers and achieve success. Most of the time, young and new entrepreneurs are particularly vulnerable to these challenges, for example, even a business with solid goals and vision may struggle to enter the entrepreneurial world without the necessary expertise, help and resources.

There are some barriers not related to world itself, are more related to each individual, we as humans have personal barriers when creating not only an enterprise but also when manage or guide the idea of the business, for example:

- Lack of motivation.
- Ambiguity.
- Inability to dream.
- Impatience when solving problems.
- Avoid risks.

²⁶ Shaina K, (n.d). What are the Barriers to Entrepreneurship

- Lack of clean perception.

3.1.5 Factors that contribute to success.

There are a lot of factor that can contribute to an entrepreneur to be successful, but according to Never Giving Up: despite the challenges and sometimes failure, keep the goal in mind.

Building The Right Team: work with people who understand you and to whom you understand and can be a support in every step and achieve.

The Creation of a Supportive Atmosphere: It assures that in difficult times, even in lost events, the team can count on each other.

Consistency: being consistent rather than hopping between ideas or trying to jump the line is key. (Zavary, n.d)²⁷

A Clear Business Model: Having a clear vision, mission and values, help implementing the model proposed since the creation of the business.

A Commitment to Being Client-Centric: By deeply understanding each client's unique challenges and goals, we deliver tailored strategies that drive real value and lasting impact. (Mann, n.d)

Investing in Customer Success: Knowing there is not only one enterprise or business dedicated to what we do, investing in having customer satisfaction is one of the best ideas to be successful.

Customer Feedback: fulfill customer expectations and raise them up, is a key to succeed in the business.

The Ability to Change Lanes: be ready to change, adapt or move something that is not working for the company and do not think because of that is a failed attempt.

A Focus on Strategic Scalability: this approach ensures we can meet growing demand while maintaining high-quality service, driving sustained growth and market leadership. (Hunt, n.d)³⁰

²⁷ Umair Zavary, Netline Group (n.d) 20 Key Factors That Contribute to Business Success. ³⁰ Mick Hunt, Mick Unplugged (n.d) 20 Key Factors That Contribute to Business Success.

3.2 Entrepreneurial responsibility

In recent years, the global business landscape has witnessed a paradigm shift towards sustainability, with an increasing number of entrepreneurs recognizing the importance of eco-friendly practices. Eco-entrepreneurship, also known as green or sustainable entrepreneurship, involves building businesses that prioritize environmental responsibility alongside financial success. (B-eco, n.d)²⁸

Responsible entrepreneurship entails taking responsibility for socio-ecological impacts generated in all phases and aspects of entrepreneurial activities. (Kollnig, 2023)²⁹ So, it is important to take into account certain responsibilities to be a good entrepreneur.

3.2.1 Environmental responsibility

We, as a business located in a protected area, it is important to care about the environment and create awareness to the customers that visit our airbnb. As an eco-business, we have a strong foundation of environmental awareness and commitment and being entrepreneurs we must be genuinely dedicated to minimizing our ecological footprint and mitigating the impact of our operations on the environment.

This commitment extends beyond mere compliance with regulations, encompassing a proactive approach to sustainable practices. These practices prioritize resource utilization efficiency, waste reduction, emission mitigation, and the integration of renewable energy sources. Utilizing renewable resources, instituting energy-efficient procedures, recycling and reusing materials, and minimizing the carbon footprint of production activities are crucial components. (Arena, n.d)³³

3.2.2 Responsibility to customers

Responsibility to customers refers to the responsibility of the entrepreneur and the work team to comply with predefined service standards, resolve problems promptly and maintain transparency.

It is important to be attentive to customers, for that we take into consideration the following points:

²⁸ B-eco, n.d. Embracing Eco-Entrepreneurship: Key Characteristics of Eco-Businesses.

²⁹ Sarah Kollnig, March 9th, 2023. What is responsible entrepreneurship?

³³ Arena, n.d. Sustainable practices definition.

- ❖ Effective communication and a high customer service quality is a must. It is important to address the customer in a clear way to make sure the information provided was understood in a correct way and it is necessary to be beyond customers' expectations.
- ❖ Be honest in the descriptions of products and services offered to the customer. This avoids misleading advertising and maintains transparency.
- ❖ Active listening is very important, as being open to customer opinions and complaints gives way to continuous improvement.

- Social responsibility

Ayoxalli airbnb does not seek a profit of its own, but also seeks to benefit small businesses around in the Barra de Santiago. Contribute to the well-being of communities through job creation and support for local causes. Also maintain integrity in business relationships, treating employees and customers fairly.

3.3 Niche Market

3.3.1 Definition

Niche is a term in marketing used to refer to the portion of a market segment where individuals possess certain similar characteristics and needs, and where they are not fully covered by the general market supply. (Chirinos, 2011)³⁰

A niche market is a specific group of consumers, sharing homogeneous characteristics and very specific needs which are not met by companies that target a mass audience. (Conecta 361, n.d)³¹

The definition of niche market may vary depending on the company, however, its central focus will always be a small segment with specific needs and where only companies that go hand in hand with innovation can meet these particular needs.

³⁰ Chirinos, C. (2011). Nicho de mercado: El enfoque desde el océano azul. *Ingeniería Industrial*, (29), 171-179. Retrieved from: http://revistas.ulima.edu.pe/index.php/Ingenieria_industrial/article/view/233/209.

³¹ Conecta 361, "Nichos de mercado: Definición, tipos y estrategias", Conecta361, <https://conecta361.com/nichos-de-mercado-que-son/>

However, in order to be successful there are many points to take into account, such as the fact that the segment is not so wide, that it is profitable and where competition is minimal.

3.3.2 Characteristics of the niche market

As we know the niche market is a strategy that allows industries to fall in on small segments that tend to be customized. This is important for companies seeking to find overall market success, and it is important to know the following elements in order to create one on our own:

1. There is little or no competition

To be considered a niche market, there must be few or no companies offering products or services aimed at them. (The Power Education, n.d.)³²

In other words, these segments are characterized by certain peculiarities that are considered out of the ordinary and require companies to have a more complex specialization to meet their needs, so that being so, competition is fairly low or non-existent.

2. Similar tastes or characteristics

Niche markets share certain specifics, perhaps complex and particular wishes or needs. (The Power Education, n.d.)³³

The target audience of a niche market generally has particular needs and with some degree of complexity, similar characteristics or specific tastes that attract their attention, they will therefore be prepared to invest more economically in order to satisfy these wishes.

3. Consumers are willing to pay higher prices

The public is usually people with a high economic capacity and, as there is so little supply and services according to their needs, are willing to pay more for products which are offered by innovative companies that engage in specific market niches.

³² The Power Education. (n.d.). *Aprende a reconocer tu nicho de mercado: Todo lo que tenés que tener en cuenta para realizar una buena segmentación*. Retrieved from <https://thepower.education/blog/aprende-a-reconocer-tu-nicho-de-mercado-todo-lo-que-tenes-que-tener-en-cuenta-para-realizar-una-buena-segmentacion>

³³ The Power Education. (n.d.). *Aprende a reconocer tu nicho de mercado*.

4. Large enough to be cost-effective

It is a small segment but must be large enough to be profitable. (The Power Education, n.d.)³⁴

This characteristic refers to the fact that being an approach to a group of consumers with specific or particular needs, it must have a suitable profile to generate profits for a company, in other words, which is profitable. The large number of people interested in a product or service will enable the company to get off the ground, have investment opportunities and make profits. This will provide opportunities for growth and financial stability.

3.3.3 How to identify our niche market?

Within the world of entrepreneurship, it is important to keep in mind niche market strategies to succeed. However, there are many companies that choose to start a business without taking these measures into account and eventually fail, either because the market niche is too wide or because strategies for providing success are too limited.

Here we present one strategy that helps define strategies to succeed:

3.3.4 Blue Ocean Strategy

The Blue Ocean strategy focuses on increasing differentiation and simultaneously reducing costs to open new markets and create demand. The main objective of this strategy is to be able to exploit all those market segments which have not been explored and where competition is not more relevant, that is to say, they are discriminated against by large industries or companies. In other words, the idea that there are no market boundaries and industrial structures are not fixed but can be modified by different perceptions. This term arises in 2005, in the entrepreneur's sphere, and refers to a so-called "ocean" of opportunities in unexplored markets, which arise when a new innovative industry emerges.

The term "blue ocean" was coined by INSEAD business school professors Chan Kim and Renee Mauborgne in their book *Blue Ocean Strategy: How to Create*

³⁴ The Power Education. (n.d.). *Aprende a reconocer tu nicho de mercado.*

Uncontested Market Space and Make the Competition Irrelevant (2005). The authors define blue oceans as those markets associated with high potential profits.

(Investopedia, nd).³⁵

To understand how this strategy works, companies compete with each other for every available market share. Those companies that are unable to stay afloat in the market are called red oceans, meaning that their market is completely saturated by competition. On the other hand, blue oceans are those companies that decide to innovate in order to find a market where competition is not completely saturated. The advantages of a blue ocean industry are substantial as they maintain and set prices without limitations or restrictions of competition and retain much flexibility to take their services or products in different directions.

To implement this strategy, Ayoxalli Airbnb chose *La Barra de Santiago* as a tourist destination because it offers experiences focused on the protection and conservation of the environment and the sea turtle species, which allows to create an unexplored market segment in the field of ecotourism. This will also help us to move away from the competition in the hotel sector and focus more on sustainable tourism where guests can interact and collaborate directly in eco-tourist activities. These innovative ideas will positively impact the customer experience and will provide high value to our accommodation in the market, which will represent us as something greater than only the stay.

3.3.5 Elements to choose market niche

Niche marketing is a powerful strategy that allows companies to target specific market segments with tailored products and messages. Ayoxalli Airbnb has determined its strategy with five essential niche marketing elements, providing valuable insights for companies looking to refine their niche strategies and improve overall success. (Subscribed, n.d.)³⁶

³⁵ Investopedia. (n.d.). *Blue ocean*. In *Investopedia*. Retrieved from https://www.investopedia.com/terms/b/blue_ocean.asp#:~:text=A%20blue%20ocean%20describes%20an,large%20share%20of%20the%20market.

³⁶ Subscribed. (n.d.). *5 elements of niche marketing: Core components of successful niche market strategies*. Retrieved from <https://subscribed.fyi/blog/5-elements-of-niche-marketing-core-components-of-successful-niche-market-strategies/>

- **Identify the target audience:** It is important that companies can identify the interests and needs of customers to offer products that have a positive impact.

Our target audience are tourists, children, adolescents and adults who have an interest in the ecosystem and its preservation, especially of the species of sea turtles found in La Barra de Santiago.

- **Crafting Unique and Valued Propositions:** A compelling value proposition is essential for niche success. (Subscribed, n.d.)³⁷

Industries seek to offer a product or service as something unique and valuable that makes the difference between competitors. This is achieved by identifying the particular needs of the public that are not being met by other industries, which generates more consumer attraction and creates a sense of loyalty and will allow for success and high-value service.

- **Tailoring Products or Services:** The niche market must offer products or services that meet the specific needs of the target audience.

Companies can improve their business-customer relationship, increase customer satisfaction, and loyalty by offering customized solutions, which will help them advance ahead of the competition.

- **Effective Communication Channels:** Effective communication isn't just about the channel; it's about understanding your niche's language, values, and aspirations. Be authentic, listen actively, and adapt your approach as needed. (*FasterCapital*, n.d)³⁸

Communication channels are essential to reach the niche market audience more effectively. Channels are all those media or platforms through which business and customer interactions take place. These channels can be determined according to the interests of the niche audience, from the use of social networks or media a little more classic types such as emails or blogs. Once the channel is determined, you must identify the type of content and format to use to connect with the audience, generating constant interaction with high value for the audience.

³⁷ Subscribed. (n.d.). *5 elements of niche marketing*.

³⁸ FasterCapital. (n.d.). *Niche marketing: How to find and serve a niche market for retail marketing*. Retrieved from <https://fastercapital.com/content/Niche-Marketing--How-to-Find-and-Serve-a-Niche-Market-for-Retail-Marketing.html#Effective-Communication-Channels-for-Niche-Markets>

- **Community building and participation:** The niche market creates high value according to community building.

The audience feels part of something big and important, which will generate more public interaction and participation and thus long-term loyal relationships, as well as promote referrals or positive feedback to other people with the same needs.

3.3.6 Ayoxalli niche market

Ayoxalli is an enterprise that is committed to creating unique eco-tourism experiences that can teach something of high value, that contributes to sustainable tourism and creates awareness in the care and preservation of the environment and its species of turtles. We are ranked as a high quality personalized accommodation that seeks constant innovation and focuses on effective connection with its consumers. In order to assure success, Ayoxalli will work with the following characteristics to choose its own niche market:

3.3.7 Niche market characteristics for my product

- **Identify the target audience**

Ayoxalli Airbnb is characterized by being a family accommodation located in La Barra de Santiago. It is the third largest mangrove in El Salvador and a Ramsar site. Its vital ecosystem protects a rich biodiversity and is ideal for exploring its fauna and flora in an impressive natural environment. (*Origo Mesogo Group*, n.d.)³⁹ With this in mind, the demographic to be chosen includes people of all ages who have an interest in ecotourism, environmental conservation and outdoor activities. Our company also promises to be a pet friendly accommodation, so our target audience will also be those people who love animals.

- **Crafting Unique and Valued Propositions**

According to Jorge Oviedo, executive director of the Fondo de Inversión Ambiental de El Salvador (FIAES), Barra de Santiago was one of the pioneers in the Marine Turtle Conservation program in El Salvador, which FIAES funds. (Román,

³⁹ Origo Mesogo Group. (n.d.). *Ecoturismo en La Barra de Santiago*. Retrieved from <https://origomesogroup.com/ecoturismo-en-la-barra-de-santiago/>

2021)⁴⁰ This special characteristic allows to set the competition apart, by promoting tourism activities that go hand in hand with the education and training of the local community and its ecosystem. Our accommodation will allow access to the turtle sanctuary, as well as active participation in the release of different species found in the locality.

- **Tailoring Products or Services**

Various packages are offered to suit the needs of the clients, including accommodation and different ecotourism activities according to the season, such as a visit to the turtle sanctuary, informative talks and workshops and recreational activities that have a positive impact on the public and the natural environment, as well as creating a positive and pet-friendly experience.

- **Effective Communication Channels**

The use of platforms such as Instagram, Facebook and Tiktok will be implemented to show high value content, such as photographs, videos of our recreational activities and important information that speaks about turtle conservation, Ecotourism, which creates a connection with the public and encourages active participation and attracts more target audiences. In addition to other communication channels such as e-mail and WhatsApp, which allow a personalized service and quality to positively impact customer satisfaction.

- **Community building and participation**

The sense of community and loyalty towards Ayoxalli Airbnb will be encouraged where guests feel free to share their experiences that create recommendations to ensure growth and achieve better financial stability. In addition to creating a much more personalized connection by implementing various workshops and educational activities on the ecosystem preservation that invite guests and the local community to participate and be part of something of high value.

⁴⁰ Román, M. (2021, 22 de septiembre). *Habitantes de la Barra de Santiago, guardianes de las tortugas marinas*. La Prensa Gráfica. Retrieved from <https://www.laprensagrafica.com/elsalvador/Habitantes-de-la-Barra-de-Santiago-guardianes-de-las-tortugas-marin-as-20210922-0066.html>

3.4 Customer Management

Customer management is a strategic approach businesses use to handle and nurture customer interactions and relationships effectively. It involves a combination of processes, practices, and technologies designed to understand, engage, and serve customers throughout their entire journey with a company. (QuestionPro, n.d)⁴¹

Effective customer management in the hospitality industry is really important for building loyalty and enhancing customer experience.

3.4.1 Strategies for the effective management of tourist service customers in the hospitality industry.

- ❖ Tailored Experiences. By using customer data, we can offer personalized services, such as room preferences or special amenities.
- ❖ Loyalty Programs. Develop programs that reward frequent guests with personalized offers and discounts.
- ❖ Staff Training. Investing in comprehensive training for staff is important to ensure they provide attentive and knowledgeable service.
- ❖ Empower Employees. Allow staff to make decisions that enhance the guest experience, such as resolving complaints on the spot.
- ❖ Effective Communication. Sending personalized emails or messages before arrival will help to confirm details and offer services.
- ❖ Feedback Mechanisms: Encourage guest feedback through surveys or direct communication to understand their needs better.

⁴¹ QuestionPro, n.d. Customer Management: What it is, Elements & Processes to follow.

- ❖ **Technology Integration.** By using the website, the mobile app Airbnb or any other of our social media will help to track customer preferences and interactions. Also, through the website or Airbnb app will be easier for customers to book, request for services and keep in touch with the staff.
- ❖ **Prompt Response:** Address complaints quickly and effectively to prevent discomfort and dissatisfaction in the customer.
- ❖ **Resolution Follow-Up:** After resolving an issue, following up is important to ensure satisfaction and be sure that the customers don't have more doubts or complaints.

3.5 Strategic Alliances

A strategic alliance is a clearly defined partnership between two businesses with shared goals. In these business relationships, each company stays independent, while pooling resources together to reach new markets, strengthen both of their brands, increase market share, and get results they might not be able to see on their own. The best strategic alliances offer clear benefits to the audiences of both brands. When a partnership appeals to both audiences, then the two businesses are able to expand their reach and generate more sales. (Huhn,2024)⁴²

Strategic alliances can be categorized into several types based on their structure, objectives, and the nature of the collaboration. Depending on the business goals and objectives, companies can adopt different types of agreements, each of which has a different approach to meeting the shared goals.

For Ayoxalli Airbnb, it is better to create alliances that could enhance its appeal, operational efficiency and sustainability.

⁴² Jessica Huhn, April 4th, 2024. 10 Strategic Alliance Examples From Top Brands.

3.5.1 Selection criteria for alliance partners

When selecting strategic alliances for an Airbnb located in a protected area, it is important to establish clear criteria to ensure that partnerships align with your goals and values.

- ❖ **Alignment of Values and Goals.**

Ayoxalli Airbnb is committed to take care of the environment, flora and fauna around La Barra de Santiago. So, it is important that potential partners share our commitment to environmental sustainability and responsible tourism practices. Also, we look for partners whose objectives complement ours, whether that's enhancing guest experiences, promoting local culture, or increasing visibility.

- ❖ **Community Connection**

Local engagement is crucial for the growth and development; partnerships that align culturally with the local community can enhance our Airbnb connection to the area, attracting customers interested in authentic experiences. Looking for partners who actively engage with and support local initiatives can amplify our impact in the community.

- ❖ **Customer Service Standards**

High customer service standards help ensure a consistent and positive experience for guests, which is crucial for maintaining our Airbnb's reputation. When all partners adhere to similar service standards, it meets or exceeds guest expectations, leading to higher satisfaction and loyalty.

- ❖ **Legal Considerations**

As we are located in La Barra de Santiago, that is a protected area. We ensure that potential partners comply with local regulations and standards related to tourism and environmental practices.

3.5.2 Benefits

Alliances are important because they create opportunities for growth, resilience, and enhanced service, benefiting all parties involved.

For Ayoxalli Airbnb, some of the benefits that we could get by having alliances are the following:

- Ecotourism Promotion. Partnering with local conservation organizations can attract environmentally conscious travelers and enhance Airbnb's appeal.
- Support the local economy. Collaborating with nearby businesses like extreme games, boat rentals, guided boat tours through the mangroves, can provide customers with unique experiences and support the local economy.
- Expert Guidance. Alliances with environmental experts can help create informative content about the wetland ecosystem, wildlife in Barra de Santiago, enriching customers' stays.
- Marketing Synergies. Joint marketing efforts with local attractions or events can increase visibility and bookings.
- Sustainability Practices: Working with sustainability consultants can help implement eco-friendly practices that resonate with customers and reduce operational costs.
- Safety and Compliance: Collaborating with local authorities can ensure compliance with regulations related to wetland conservation and guest safety.

Overall, these alliances can enhance the guest experience while promoting conservation and community engagement.

3.6 Logo



The logo of a company is an essential element that represents the identity of a company. It is a look at the essence of a company, a glimpse into its core values and the promise it makes to its customers. (Citysem, n.d)⁴³. Logos are a point of identification; they are the symbol that customers use to recognize a brand. (Tailor Brands, n.d)⁴⁴.

The main purpose and reason why it is important to have a logo is so that people can

relate it to what identifies us as a company and how it makes them feel.

The Ayoxalli Airbnb logo is composed by the following elements:

- Company Name: Ayoxalli, it comes from the Nahuatl **Ayotl** meaning turtle and **calli** meaning "Home". Which makes a reference to turtle house or sanctuary.
- Symbols: The sea turtle symbolizes the main image of our eco-tourist service, referring to the fauna and the different species of sea turtles of the area where our accommodation is located.
- Colors:
 - a. Blue and White: The color scheme was chosen to symbolize the country of El Salvador. The turtle's shell has white and blue spots that symbolize indigo in our Salvadoran culture.

3.7 Slogan

A slogan is defined as a short and original formula used in advertising or political propaganda. (Real Academia Española, nd)⁴⁵. The slogan is an essential part that

⁴³ Citysem, "What is a company logo?" Citysem, Retrieved from <https://citysem.es/que-es-un-logo-de-empresa/>

⁴⁴ Tailor Brands, "The importance of having a good logo," Tailor Brands, <https://www.tailorbrands.com/es/logo-maker/la-importancia-de-tener-un-buen-logo>

⁴⁵ Real Academia Española, [*Eslogan*], in *Diccionario de la lengua española*, 23.^a ed., <https://dle.rae.es/>

goes together with your logo, its main objective is to convey a message to the public that understands the values and the fundamental goal of our company.

“Sleep by the sea, set turtles free”

Ayoxalli decided to create the following slogan that defines us as a company that cares not only for providing quality accommodation but also, that cares about the environment and its species of turtles:

3.8 Mission

The mission of an enterprise is defined as the main reason why it exists, that is, what its purpose or objective is and what its function within society is. (Santander Open Academy, 2022)⁴⁶. A corporate mission will always be essential, as it will make known our current commitments. Ayoxalli Airbnb is committed to represent not only our company, but also to our guests and our environment.

For this reason, our mission conveys the following message:

Provide high-quality accommodation that encourages and integrates sustainable tourism and protects endangered sea turtle species which contributes to the protection and preservation of our environment.

3.9 Vision

The vision defines the path to follow in order to achieve the proposed goals. (Santander Open Academy, 2022)⁴⁷. It should represent in a clear and realistic way the principles that give an identity to this company and define what is intended to be achieved, where the company is headed and where we want to be in the future and how we will achieve it. Ayoxalli is committed to the following:

⁴⁶ Santander Open Academy, "Mission, vision, and values: What they are and how to define them," Santander Open Academy, January 13, 2022, <https://www.santanderopenacademy.com/es/blog/mision-vision-y-valores.html>

⁴⁷ Santander Open Academy, "Mission, vision, and values: What they are and how to define them," Santander Open Academy, January 13, 2022, <https://www.santanderopenacademy.com/es/blog/mision-vision-y-valores.html>.

Our commitment is to educate, inspire, and promote responsible tourism that protects marine life, providing a welcoming environment that respects and celebrates the natural beauty of La Barra de Santiago and surroundings.

3.10 Values

The values of a company are defined as the pillars that support it. They must be defined, established and promoted internally and externally.

Corporate values are dynamic and living things that need to be worked on constantly, and this is something every organization should take into account. (OBS Business School, 2023)⁴⁸. Ayoxalli Airbnb has defined its own values as it follows:

- a. Hospitality: We consider hospitality one of the most important values that represent us as a company in the hotel industry, we are focused on making our guests feel at home, and receive services that suit their needs to generate loyalty among customers.
- b. Sustainability: Our commitment is to give a responsible tourism approach that protects the environment and the different species of turtles in the area. We want to maintain a positive impact on local communities and the environment to align with the global nature conservation approach.
- c. Innovation: We want our customers to have unique and innovative experiences. By adapting innovation as one of our values, we are committed to offering services that stand out from our competition, implementing ecotourism activities and a personalized accommodation service with guests.
- d. High-quality: Ayoxalli seeks to offer a service that exceeds the expectations not only of our guests, but also of our team. We want to ensure a high standard that includes the impeccable and continuous cleaning of the accommodation, quality customer service and quality in the development of ecotourism activities.
- e. Organization: Our Airbnb seeks to ensure a positive and structured experience that allows our daily operations to run smoothly. We ensure order and preparation to help our clients enjoy various activities without any hassle or

⁴⁸ OBS Business School, "What is the true importance of corporate values?" OBS Business School, March 27, 2023, <https://www.obsbusiness.school/blog/cual-es-la-verdadera-importancia-de-los-valores-empresariales>.

stress. The organization within our company also ensures that internal processes are managed more effectively to ensure our growth.

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