

**UNIVERSITY OF EL SALVADOR  
SCHOOL OF ARTS AND SOCIAL SCIENCES  
FOREIGN LANGUAGES DEPARTMENT**



**TOPIC**

**TOURIST SERVICE OR PRODUCT: WANDER SOUL TOURS**

**PRODUCTO O SERVICIO TURISTICO: ALMA VIAJERA TOURS**

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## **Abstract**

This project introduces Wander Soul Tours, a tour operator based in El Salvador dedicated to providing authentic, meaningful, and personalized travel experiences. The initiative responds to the growing demand from modern travelers who seek not only leisure but also genuine connections with the local culture, people, and natural environment. Wander Soul Tours designs tailor-made itineraries that reflect each client's personal interests whether they are focused on adventure, culture, nature, or gastronomy ensuring that every journey becomes a unique and memorable experience.

A central value of the company is its firm commitment to sustainability and responsible tourism. This is achieved through close collaboration with local communities and service providers who uphold environmentally friendly practices and ethical standards. By prioritizing local partnerships, Wander Soul Tours contributes directly to the preservation of cultural heritage, the protection of natural resources, and the strengthening of local economies. The company's approach promotes mutual respect between visitors and host communities, fostering cross-cultural understanding and long-term benefits for all stakeholders involved.

Ultimately, Wander Soul Tours aims to redefine the travel experience in El Salvador by combining comfort, safety, and authenticity with environmental and social responsibility. Through its dedication to sustainable tourism and community support, the project aspires to serve as a model for conscious travel in the region, inspiring visitors to explore the country in a way that leaves a positive and lasting impact.

**Keywords:** Personalized Tourism, Sustainable Tourism, Responsible Travel, El Salvador, Cultural Immersion, Community Support, Ecotourism, Adventure Tourism

## **Introduction**

Traveling has always been more than just moving from one place to another it's a way to discover, connect, and grow. As Ibn Batuta once said, "Traveling, it leaves you speechless, then turns you into a storyteller." Over time, tourism has evolved into a meaningful experience that allows travelers to explore cultures, landscapes, and traditions while promoting sustainability and social responsibility. In this context, Wander Soul Tours emerges as a tour operator in El Salvador committed to offering personalized travel experiences that combine authenticity, quality, and respect for the environment.

The first chapter presents the profile of the tourism product, which includes the main objectives and justifications behind its creation. It describes the tourism product or service offered by Wander Soul Tours, detailing the activities that the operator will develop to meet travelers' expectations while fostering environmental and cultural awareness. Additionally, it explores the types of tourism that the company promotes. This chapter also explains the application of human development and sustainability strategies, emphasizing how responsible practices and ethical tourism can support both local economies and the preservation of natural and cultural heritage.

The second chapter focuses on the elements necessary to design a high-quality tourism product or service, beginning with the theoretical framework that supports the project. It then delves into Resources and Destination Areas in El Salvador, describing the country's diverse landscapes, types of soil, and natural wealth that serve as the foundation for tourism development. Cultural identity plays a central role, with sections dedicated to activities, religious celebrations, Gastronomy, life stories, and

guiding principles that shape El Salvador's rich heritage. Furthermore, this chapter outlines the Principles for Sustainable Tourism, the Strategic Plan, and the Action Plan, which together establish guidelines for responsible management and long-term sustainability in tourism operations.

The third chapter explores the concept of entrepreneurship as a key factor in strengthening the tourism sector. It discusses the importance of entrepreneurship and the various ways entrepreneurs contribute to economic development, especially within local communities. The section on the Profile of an Entrepreneur and the Wonders of Tourist Entrepreneurship Profile highlights the characteristics and values that define innovative tourism leaders. Furthermore, topics such as Market Niche, , and social responsibility are analyzed to demonstrate how sustainable business practices align with market needs. Finally, the chapter presents the company's logos, mission, vision, and values, which reflect Wander Soul Tours' identity and commitment to responsible tourism.

In conclusion, this study reflects the evolution of tourism as a transformative force that unites culture, sustainability, and human development. Through the chapters presented, Wander Soul Tours reaffirms its dedication to creating travel experiences that inspire, educate, and empower both travelers and local communities. Each journey becomes an opportunity to promote respect for nature, celebrate cultural diversity, and contribute to a more sustainable and conscious world.

# **CHAPTER I: TOURIST PRODUCT PROFILE**

## **1.1 Objectives**

### **1.1.1 General Objective**

- To provide memorable and high-quality travel experiences that meet the diverse needs and expectations of customers while promoting sustainable and responsible tourism.

### **1.1.2 Specific Objective**

- Develop personalized travel experiences that match the interests and needs of each type of traveler, ensuring comfort, safety, and satisfaction throughout the journey.
- Establish relationships with providers and destinations that implement sustainable practices, such as the responsible use of resources, conservation of the natural environment, and respect for local culture.
- Implement high standards of quality control across all aspects of the travel experience, from accommodations to activities, ensuring consistency and reliability in every service provided.

## **1.2 Justification**

Nowadays, tourism is at a pivotal moment in its evolution. Travelers are seeking more than just tourist destinations; they are looking for authentic experiences that allow them to connect with local cultures, enjoy pristine natural environments, and, above all, travel responsibly. The expectations of modern travelers are changing, and at the same time, there is a growing awareness of the environmental and social impact of tourism activities. In this context, there is an increasing need to develop projects that not only meet travelers' demands for memorable experiences but also promote respect for the environment and local communities.

This project is conceived as a response to this growing need, aiming to strike a balance between tourist satisfaction and sustainability. The project focuses on creating personalized experiences that cater to the diverse preferences and expectations of clients, while ensuring that every aspect of the journey aligns with responsible and sustainable principles. Designing itineraries that respect the natural environment, local culture, and responsible tourism practices not only enhances the quality of service but also promotes the ethical development of tourist destinations.

Collaboration with providers and destinations that adopt sustainable practices is key to ensuring that all elements of the trip, from transportation to accommodation, are in harmony with principles of conservation and respect for nature. This not only enhances the traveler's experience but also contributes to preserving natural resources for future generations. Additionally, the active involvement of local communities in tourism activities plays a crucial role in fostering the economic development of regions and strengthening local traditions and customs. By creating opportunities for tourists to interact respectfully with

communities, a tourism model is promoted that benefits both travelers and destination inhabitants.

This approach not only enhances the traveler's experience but also helps position the destination as a leader in sustainable tourism, attracting travelers who value sustainability and are willing to invest in experiences that respect the environment and local communities.

Thus, the project contributes to the creation of a more ethical, conscious, and responsible tourism model, benefiting both tourists and communities, as well as the planet.

### 1.3 Description of the Tourist Service

Wander Soul Tours is a tour operator dedicated to providing personalized tourism services to various destinations within El Salvador. The goal is to offer unique and memorable experiences, with a strong focus on quality service, comfort, and customized attention according to each client's interests.

#### 1.3.1 Name of the tourist service

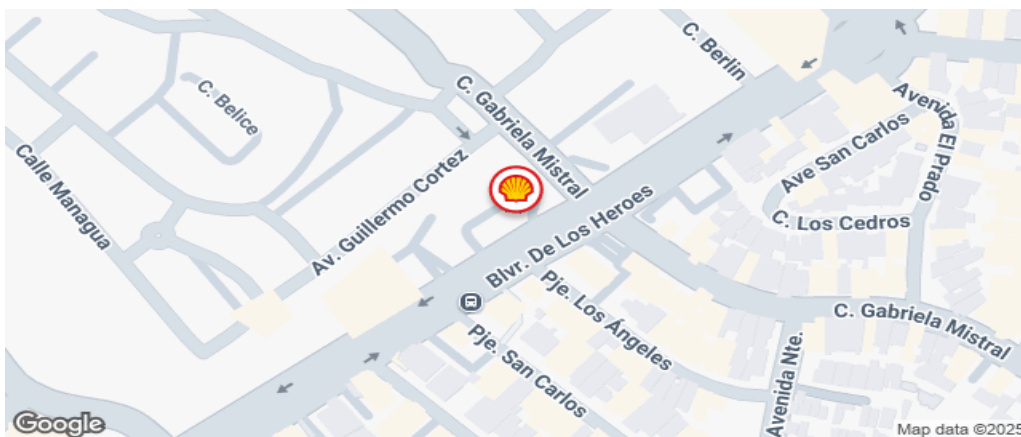
The present tourist service is denominated Wander Soul Tours.

#### 1.3.2 Location

- Online service through social media platforms makes booking and communicating directly with clients easy.
- Physical meeting points: One of the main ones will be at Shell Gas Station Gabriela Mistral, due to its strategic location and easy access.

**Figure 1**

*Tour Operator Location*



**Note.** Image showing where the tour operator is located. Retrieved from: Google m

## **1.4 Product attributes**

### **Personalization**

- Personalization is the foundation of Wander Soul Tours' service model. The company designs customized itineraries based on the traveler's preferences, such as adventure, culture, gastronomy, or relaxation. This client-centered approach ensures that each experience aligns with individual motivations, enhancing satisfaction and emotional connection with the destination.

### **Comfort and safety**

- Comfort and safety are prioritized throughout every stage of the journey. Wander Soul Tours collaborates with certified transportation providers and accommodations that meet safety and quality standards. The company's safety protocols and constant monitoring guarantee travelers a secure and enjoyable experience.

### **Sustainability and Responsibility**

- Sustainability is embedded in the operational philosophy Wander Soul Tours. The company partners with local service providers that implement eco-friendly practices, use resources responsibly, and promote environmental conservation. This commitment not only reduces the ecological footprint but also reinforces the ethical dimension of the travel experience.

### **Authenticity and local immersion**

- Wander Soul Tours promotes authentic interactions between travelers and local communities. The itineraries are designed to include traditional activities, cultural exchanges, and visits to community-based projects that highlight El Salvador's cultural richness and diversity. This attribute contributes to the preservation of cultural heritage and promotes mutual respect between visitors and hosts.

### **Memorable experiences**

- The essence of the service lies in creating meaningful and memorable experiences. Beyond sightseeing, Wander Soul Tours aims to evoke emotional responses through activities that connect travelers with local people, traditions, and natural landscapes. These experiences foster long-term appreciation for El Salvador's natural and cultural wealth.

### **Cultural respect and community support**

- Wander Soul Tours encourages responsible interaction with local populations, ensuring that tourism becomes a tool for community empowerment. By supporting local artisans, family-owned businesses, and cultural initiatives, the company helps strengthen local economies and preserve traditions.

## **Expert Guidance**

- All tours are conducted by professional and knowledgeable guides specialized in El Salvador's geography, history, and culture. Their expertise guarantees that visitors not only explore destinations but also gain a deeper understanding of their significance.

## **Accessibility and convenience**

- Through its online platforms and social media channels, Wander Soul Tours simplifies the booking process and communication with clients. Moreover, the establishment of strategic physical meeting points facilitates logistics and improves accessibility for national and international travelers.

## **High-quality service**

- Quality assurance is a continuous process in Wander Soul Tours' operations. Constant evaluation, feedback collection, and staff training ensure that the service maintains high standards of excellence and customer satisfaction.

### **1.5 Activities the teleoperator will perform**

The Wander Soul Tours teleoperator will carry out various activities to ensure a complete, high-quality travel experience for tourists:

#### **Planning and Designing Personalized Experiences**

- Creating travel itineraries tailored to each traveler's interests and needs.
- Developing themed tour packages (adventure, culture, gastronomy, relaxation, etc.).

### **Logistics and Service Coordination**

- Arranging safe and efficient transportation.
- Booking accommodations with providers that follow sustainable practices.
- Organizing guided tours and tourist activities.

### **Customer Support and Guidance**

- Offering detailed information and personalized recommendations.
- Maintaining communication with travelers before, during, and after the trip.
- Solving questions or issues quickly and effectively.

### **Promotion of Sustainable and Responsible Tourism**

- Partnering with destinations and providers that respect the environment and local culture.
- Encouraging respectful interaction with local communities.
- Educating tourists on responsible travel practices.

### **Quality Control and Supervision**

- Monitoring the quality of all services (transportation, lodging, guides).
- Collecting customer feedback to continuously improve the service.

## 1.6 Tourism typology

### **Adventure tourism**

- The combination of physical activity, exploration, and interaction with nature characterizes adventure tourism. It appeals to travelers who seek excitement and challenge while discovering new landscapes. Activities include hiking in natural reserves, canopy or zip-lining in forested areas, rafting on rivers, and exploring volcanic formations. These experiences foster not only physical engagement but also environmental appreciation, as they often take place in protected natural areas. For Wander Soul Tours, adventure tourism represents an opportunity to promote safe, guided, and sustainable adventure, balancing thrill and environmental respect.

### **Cultural tourism**

- Cultural tourism focuses on discovering and experiencing the cultural heritage of a destination through its people, traditions, gastronomy, and artistic expressions. This form of tourism encourages travelers to go beyond passive observation and participate actively in cultural exchanges.

Examples include visits to traditional markets, artisan workshops, festivals, and heritage sites. Wander Soul Tours incorporates cultural tourism into its itineraries by including interactions with local communities, cooking classes, folklore presentations, and guided tours of historical towns. This approach strengthens cultural identity and local pride, while also generating economic opportunities for artisans and small businesses.

## **Nature and ecotourism**

- Nature and ecotourism emphasize contact with natural environments under principles of conservation, education, and low environmental impact. Travelers engage in activities such as birdwatching, hiking in national parks, and visiting eco-lodges managed by local communities. Ecotourism in Wander Soul Tours' model encourages travelers to appreciate biodiversity, understand environmental challenges, and support conservation efforts through responsible travel practices. This typology aligns directly with the Sustainable Development Goals (SDGs), particularly those related to environmental protection, sustainable communities, and responsible consumption.

In summary, these typologies enable Wander Soul Tours to offer integrated tourism experiences that balance enjoyment, learning, and responsibility. Each trip contributes not only to personal enrichment but also to the socioeconomic and ecological well-being of El Salvador's destinations.

## **1.7 Application of Strategy for Human Development and Sustainability**

### **Sustainable Development Goal Number 8: Decent Work and Economic Growth.**

The connection with this SDG will be made by developing and offering tourism services. Through these services, direct and indirect jobs will be created in the communities to be visited. This will include creating jobs for specialized guides, transportation staff, and photographers, as well as supporting local shops, hotels, artisans, and producers.

### **Sustainable Development Goal number 10: Reduced Inequalities.**

The service will be designed to be inclusive and open to everyone interested in exploring El Salvador, with the goal of making it widely accessible. Personalized travel experiences will be offered, which will make it possible to adapt to the different needs and interests of each traveler. This will promote fairer access to quality tourism.

### **Sustainable Development Goal number 11: Sustainable Cities and Communities**

The plan will include a commitment to build relationships with suppliers and destinations that use sustainable practices. This will involve using natural resources responsibly, protecting the environment, and showing deep respect for local culture. In addition, tours will be designed to actively respect nature and local traditions, ensuring that places are not just visited, but are also preserved for future generations.

## **Sustainable Development Goal number 12: Responsible Consumption and Production.**

The efficient use of resources will be promoted in all operations, and partners will be encouraged to do the same. This approach will align with the need to adopt practices that reduce the ecological footprint. Furthermore, a key part of the plan will be to promote local culture and products. Doing so will not only enrich the traveler's experience but will also support local economies and encourage a model of consumption that values authentic and sustainable products.

**CHAPTER II: ELEMENTS  
FOR THE DESIGN OF  
A TOURISM PRODUCT OR  
SERVICE**

## 1.8 Theoretical Framework

Tourism has emerged as one of the fastest-growing industries globally, significantly shaping cultural exchanges, economic growth, and social transformation. Its importance lies not only in its contribution to national economies but also in its capacity to connect societies through shared cultural and natural experiences. Tourism is an interdisciplinary phenomenon that intersects with geography, economics, sociology, history, and environmental studies, making its study relevant across multiple academic fields. Understanding the historical evolution of tourism, both globally and in the context of El Salvador, is essential to contextualize contemporary trends, challenges, and opportunities (Hall & Page, 2014)<sup>1</sup>

This theoretical framework explores several key aspects of tourism. First, it examines the general history of tourism worldwide, highlighting the main stages of its evolution from ancient civilizations to contemporary trends. Second, it analyzes the specific development of tourism in El Salvador, emphasizing the socio-political and economic factors that have influenced its growth. Additionally, the framework addresses the role of natural resources in tourism, outlining principles for sustainable tourism development to ensure environmental preservation and long-term viability. It also discusses strategic planning aimed at enhancing service quality and visitor satisfaction, providing guidelines for improving the tourism experience. By linking global and local perspectives, this framework offers a comprehensive foundation for analyzing tourism's role in El Salvador within the broader international context.

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<sup>1</sup> Hall, C. M. (2014). *The geography of tourism and recreation: Environment, place and space* (4th ed.). Routledge.

## 1.9 General History of Tourism

### Tourism in Ancient Civilizations

**Figure 2**

*Ancient Civilizations*



**Note.** Vintage objects illustrating the concept of tourism in ancient civilizations. <https://roldanylaregion.com.ar/contenido/8315/la-historia-del-turismo>

In Ancient Egypt, Greece, and Rome, individuals traveled for religious, cultural, and leisure purposes. Egyptian society organized journeys to visit temples and monumental structures, such as the pyramids of Giza, which were regarded as wonders of the world (Towner, 1996)<sup>2</sup>. In Greece, events such as the Olympic Games attracted thousands of visitors, combining sports, religion, and cultural exchange (Urry & Larsen, 2011)<sup>3</sup>. Similarly, in Rome, leisure tourism flourished with

citizens visiting coastal resorts like Pompeii and Herculaneum and participating in spectacles at the Colosseum.

<sup>2</sup> Towner, J. (1996). *An historical geography of recreation and tourism in the Western world 1540–1940*. John Wiley & Sons.

<sup>3</sup> Urry, J., & Larsen, J. (2011). *The tourist gaze 3.0*. SAGE Publications.

## Tourism During the Middle Ages

**Figure 3**

*Middle ages*



**Note:** The rustic scene in the image suggests a journey along roads and the potential need for such infrastructure.

<https://manuscriptminiatures.com/4882/14171#image>

During the Middle Ages, pilgrimages became the dominant form of tourism. Routes such as the Camino de Santiago in Spain contributed to the development of inns, roads, and marketplaces, laying the groundwork for modern travel networks (Nolan & Nolan, 1992)<sup>4</sup>. Religious tourism was also present in Islam, with the Hajj pilgrimage to Mecca mobilizing large populations, demonstrating the global nature of faith-driven travel.

### ➤ Tourism in the Renaissance and Industrial Era

The Renaissance (14th–17th centuries) marked the revival of cultural tourism through the Grand Tour, exposing young aristocrats to classical art, architecture, and history (Towner, 1985).<sup>5</sup> By the 19th century, the Industrial Revolution democratized tourism through innovations in transportation, such as railways, steamships, and automobiles. Organized travel agencies like Thomas Cook & Son institutionalized mass tourism (Butler, 2004).<sup>6</sup>

<sup>4</sup> Nolan, M. L., & Nolan, S. (1992). Christian pilgrimage in modern Western Europe. University of North Carolina Press

<sup>5</sup> Towner, J. (1985). The Grand Tour: A key phase in the history of tourism. *Annals of Tourism Research*, 12(3), 297–333. [https://doi.org/10.1016/0160-7383\(85\)90002-7](https://doi.org/10.1016/0160-7383(85)90002-7)

<sup>6</sup> Butler, R. W. (2004). *The tourism area life cycle in the twenty-first century*. Channel View Publications.

➤ **Globalization and Technological Innovations**

The 20th century saw rapid globalization and technological innovations. Air travel shortened travel times, and paid vacations enabled wider access to tourism (Hall & Page, 2014). Organizations like the UNWTO promoted international cooperation and tourism development.

➤ **21st Century Tourism and Digital Transformation**

In the 21st century, tourism has diversified into ecotourism, cultural tourism, medical tourism, and adventure tourism. Sustainability and environmental concerns are central, while digital platforms such as Airbnb, Booking.com, and TripAdvisor have transformed the industry, allowing tourists to personalize experiences (Hall & Page, 2014).<sup>7</sup>

➤ **Early Development**

Tourism in El Salvador began to take shape in the early 20th century, primarily aimed at domestic travelers. The country's natural beauty, including its volcanoes, lakes, and beaches, attracted local visitors seeking recreation and relaxation. However, international tourism was limited due to infrastructure challenges and political instability (The Business Year, 2025).<sup>8</sup>

➤ **Growth in the Mid-20th Century**

During the 1950s and 1960s, El Salvador's tourism sector experienced modest growth. The government recognized the potential of the country's natural attractions and began

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<sup>7</sup> Hall, C. M. (2014). *The geography of tourism and recreation: Environment, place and space* (4th ed.). Routledge.

<sup>8</sup> The Business Year. (2025). *Tourism in El Salvador: Building a sustainable future*. The Business Year: El Salvador 2025. Retrieved from <https://www.thebusinessyear.com/el-salvador>

promoting destinations such as San Salvador, Suchitoto, and the Ruta de Las Flores. Despite these efforts, tourism remained a niche industry with limited international recognition (The Business Year, 2025).

### ➤ **Civil War and Tourism Decline**

The Salvadoran Civil War (1979–1992) had a devastating impact on the country’s tourism industry. Widespread violence and insecurity led to a significant decline in both domestic and international visitors. Many tourism infrastructure projects were halted, and the country's international image suffered (ReVista, 2025)<sup>9</sup>.

### ➤ **Post-War Recovery**

**Figure 4**

*Joya de Cerén*



**Note:** Excavations at Joya de Cerén, a key Mayan site for El Salvador's tourism recovery.

<https://www.hilariobooks.com/la-voz-de-los-expertos/joya-de-ceren-la-pompeya-de-america>

After the end of the Civil War, El Salvador embarked on a process of reconstruction and recovery. The government and private sector collaborated to rebuild tourism infrastructure, focusing on safety and promoting the country’s rich cultural heritage. Efforts were made to revive interest in destinations such as Joya de Cerén, a UNESCO World Heritage Site, and the country’s pristine beaches (ReVista, 2025).<sup>10</sup>

<sup>9</sup> ReVista. (2025). Tourism in post-war El Salvador: Recovery and transformation. Harvard Review of Latin America. Retrieved from <https://revista.drclas.harvard.edu/>

<sup>10</sup> ReVista. (2025). Tourism in post-war El Salvador: Recovery and transformation.. Retrieved from <https://revista.drclas.harvard.edu/>

➤ **Rise of Surf Tourism**

In the 2000s, El Salvador began gaining recognition in the global surfing community. The Pacific coast, with its consistent right-hand breaks, became a hotspot for surfers worldwide. Towns like El Tunco and El Zonte attracted international surf tourists, leading to the development of surf schools, accommodations, and related services (ReVista, 2025).

➤ **The "Surf City" Initiative**

**Figure 6**

*Surf City*



**Note.** The image shows the iconic 'Surf City El Salvador' sign, which is the name of the governmental project launched in 2019.

<https://corsatur.gob.sv/todo-listo-para-el-continental-de-surf-en-playa-las-flores-que-busca-potenciar-el-turismo-en-el-oriente-del-pais/>

In 2019, the Salvadoran government launched the “Surf City” initiative, aiming to transform the country’s coastal regions into a premier surfing destination. The Strategy focused on developing infrastructure, improving safety, and promoting sustainable tourism practices. The initiative drew international

attention, culminating in the organization of the International Surfing Association (ISA) World Surfing Games in 2023 (The Business Year, 2025).<sup>11</sup>

<sup>11</sup> The Business Year. (2025). Tourism in El Salvador: Building a sustainable future. The Business Year: El Salvador 2025. Retrieved from <https://www.thebusinessyear.com/el-salvador>

➤ **Recent Developments and Achievements**

The “Surf City” initiative has led to significant milestones in El Salvador’s tourism sector:

- **Record Tourism Growth:** In 2024, El Salvador welcomed a record 3.9 million visitors, a 46% increase from the previous year. This surge was attributed to improved safety, infrastructure, and international events such as the World Surf League (WSL) competitions.
- **International Recognition:** El Salvador’s commitment to sustainable tourism and surf culture has earned praise and recognition in global travel publications. Beaches such as Punta Roca and El Zonte now rank among the world’s top surfing destinations.
- **Economic Impact:** Tourism has become a significant contributor to El Salvador’s economy, representing 14% of GDP in 2024. Tourism growth has generated employment across hospitality, transportation, and local businesses
- **Community Engagement:** The “Surf City” initiative has emphasized community participation, promoting local entrepreneurship and ensuring tourism benefits are distributed fairly among coastal communities. This approach has fostered a sense of pride and belonging among residents.

➤ **Challenges and Considerations**

Despite its successes, rapid tourism growth presents challenges:

- **Environmental Concerns:** Increasing tourist activity has raised concerns about preserving natural resources, including coastal ecosystems and biodiversity. Sustainable practices are essential to mitigate negative impacts (ReVista, 2025).<sup>12</sup>
- **Infrastructure Pressure:** The growing number of visitors has put pressure on existing infrastructure, requiring continued investment in facilities and services to meet rising demand.
- **Cultural Preservation:** Balancing tourism development with the preservation of local cultures and traditions is crucial to maintaining the authenticity of El Salvador's destinations (ReVista, 2025).

➤ **Future Perspective**

**Figure 7**

*Punta Mango: Expansión Surf City*



**Note.** Aerial view of Punta Mango, a key point for the expansion of the "Surf City" initiative towards the eastern coastal regions.

Looking forward, El Salvador aims to continue its trajectory as a leading surf tourism destination. Plans include expanding the "Surf City" initiative to other coastal regions, enhancing digital marketing efforts to attract International tourists, and partnerships with global surf organizations. By focusing on sustainability, community engagement, and cultural preservation, El Salvador

seeks to ensure tourism remains a positive force for development (The Business Year, 2025).<sup>13</sup>

<sup>12</sup> ReVista. (2025). Tourism in post-war El Salvador: Recovery and transformation. Harvard Review of Latin America. Retrieved from <https://revista.drclas.harvard.edu/>

<sup>13</sup> The Business Year: El Salvador 2025. Retrieved from <https://www.thebusinessyear.com/el-salvador>

## 1.10 Natural resources in destination areas

Tourism in El Salvador finds in its natural resources one of the main motivations for national and international visitors. Volcanic landscapes, crater lakes, beaches, and protected areas are attractions of great ecological, aesthetic, and recreational value. These spaces not only represent scenes of natural beauty but also facilitate the development of sustainable tourism activities, thereby strengthening the local economy and promoting environmental preservation.

### 1.10.1 Santa Ana Volcano

#### Figure 8

##### *Ilamatepec Volcano*



**Note.** Image showing the Santa Ana Volcano.  
<https://elsalvador.travel/destination/santa-ana-volcano-ilamatepec/>

The Ilamatepec volcano, also known as the Santa Ana volcano.

Located in the department of Santa Ana, this colossus has an altitude of 2,381 meters above sea level, making it the highest in El Salvador. Its last Eruptions occurred in 2005.

It is part of the Los Volcanes Complex in the Apaneca mountain range, within a tropical mountain cloud forest, in a

coffee-growing region about 65 kilometers west of the capital. The main activities in the region are agriculture and tourism. Sthe experience with the flora and fauna will be incredible. Once at the top of this imposing colossus, you will have spectacular views of the Izalco volcano and Lake Coatepeque. (*Volcán De Santa Ana Ilamatepec / El Salvador*, n.d.)<sup>14</sup>

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<sup>14</sup> Volcán de Santa Ana -El Salvador. (n.d.)Retrieved August 21, 2025, from <https://elsalvador.travel/destination/santa-ana-volcano>  
30

### 1.10.2 Cerro Verde

**Figure 9**

*Cerro verde*



**Note.** Image retrieved from:

<https://elsalvador.travel/destination/cerro-verde/es/>

Cuntetepeque is the Nahuatl name for Cerro Verde, meaning “Hill of Clouds or Mist.” It is located in the department of Santa Ana, 77 kilometers from San Salvador, approximately 1 hour and 40 minutes by car from El Salvador del Mundo.

It was founded by Don Raúl Contreras and opened to the public in 1955, forming part of the “Los Volcanes Complex,” established as a priority area for environmental conservation in El

Salvador. Cerro Verde encompasses an area of 54 blocks, where the interpretive trails “Las Flores Misteriosas” (The Mysterious Flowers) and “Una ventana a la naturaleza” (A Window to Nature) are situated. These tourist attractions allow visitors to appreciate the biodiversity of flora and fauna.

In addition, Cerro Verde has viewpoints, recreational areas, abundant flora and fauna, modern restrooms, parking, cafeterias, a restaurant, and more. (*Parque Recreativo Cerro Verde / El Salvador, n.d.*)<sup>15</sup>

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<sup>15</sup> Parque Recreativo Cerro Verde | El Salvador. (n.d.). El Salvador Travel. Retrieved August 21, 2025, from <https://elsalvador.travel/destination/cerro-verde/es/>

### 1.10.3 Izalco Volcano

**Figure 10**

*Izalco Volcano*



**Note.** Image retrieved from <https://elsalvador.travel/destination/izalco-volcano>

level, with an angle of inclination of around 45°, towering imposingly above the thick vegetation of the area. The climb is of medium difficulty (6/10), with a climate that varies from the highest to the lowest temperatures, and it is considered one of the most visited in the country. (*Volcán De Izalco | El Salvador*, n.d.)<sup>16</sup>

Its name in Nahuatl means “place of black sands,” which characterizes it to this day. It is also known as the Lighthouse of the Pacific, because ships used this natural colossus for orientation, thanks to its constant eruptions and lava flows.

This volcano remains active and stands at 1,950 meters above sea

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<sup>16</sup> Volcán de Izalco | El Salvador. (n.d.). El Salvador Travel. Retrieved August 21, 2025, from <https://elsalvador.travel/destination/izalco-volcano/>

## 1.10.4 Coatepeque Lake

**Figure 11**

*Coatepeque Lake*



**Note.** Retrieved from:

<https://www.visitcentroamerica.com/visitar/lago-coatepeque/>

Lake Coatepeque is volcanic in origin and is located 18 km south of the city of Santa Ana. It has an altitude of 745 meters above sea level and a surface area of 25.3 square kilometers. In addition, it has a depth of 115.

The caldera was formed as a result of a large explosive

eruption that occurred between 57,000-72,000 BC. Then, cinder cones and lava flows formed in the western part of the caldera. The formation of the most recent dome began around 8000 BC.

The most important features of Lake Coatepeque are the two small peninsulas called “Los Anteojos” and Isla del Cerro, where the Pipil indigenous people had a temple and a monolith representing the goddess Itzcueye. On its shores are rock formations called “Los Anteojos.” The northern dome is 25 meters in diameter and 25 meters high, and the southern dome is 150 meters in diameter and 25 meters high. Lake Coatepeque is ideal for ecotourism, observing resident and migratory birds, hiking around the lake, and mountain biking. Fishing and diving are also popular activities on the lake, and you can explore its waters by kayak, jet ski, or boat.

*(Lago Volcánico De Coatepeque En El Salvador, Un Lugar Para Disfrutar., n.d.)*<sup>17</sup>

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<sup>17</sup> Lago volcánico de Coatepeque (n.d.) Retrieved August 21, 2025, from <https://www.visitcentroamerica.com/visitar/lago-coatepeque/>

### 1.10.5 El Tunco Beach: Tamanique: La Libertad

**Figure 12**

*El Tunco beach*



**Note.** Iconic image about El Tunco beach. Retrieved from <https://elsalvador.travel/destination/el-tunco/>

El Tunco Beach (a very Salvadoran word for pigs) is the most iconic surfing destination in El Salvador. Its name comes from a huge rock, half-submerged in the beach, which in ancient times resembled the shape of this friendly animal.

Visited weekly by hundreds of local and foreign tourists, what was once a small hamlet next to

a quiet estuary in the 1970s and 1980s has become a must-see destination for international surfers and those seeking to immerse themselves in the bohemian and carefree surf culture. Located just 7 kilometers west of the port of La Libertad, El Tunco is a microcosm where you can breathe a cosmopolitan atmosphere, and fun abounds. The warmth, familiarity, and spirit of service of its people are like the icing on the cake. This surfing community offers everything imaginable for a spectacular trip. (*El Tunco | El Salvador*, n.d.)

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<sup>18</sup> El Tunco | El Salvador. (n.d.). El Salvador Travel. Retrieved August 21, 2025, from <https://elsalvador.travel/destination/el-tunco/>

### 1.10.6 Costa del Sol- La Paz

**Figure 13**

*Costa del sol*



Note. Retrieved from <https://elsalvador.travel/destination/costa-del-sol/>

Costa del Sol Beach is a natural gem located in the department of La Paz, in the central region of El Salvador. Costa del Sol offers visitors a perfect combination of attractions that make it a world-class beach destination. If you are looking for a place to enjoy the sun from sunrise to sunset, an

endless white sand beach, all types of accommodations, a wide variety of Salvadoran and international cuisine, and the added attractions of being surrounded by a huge navigable estuary and waves for good surfing, this should be your choice.

The best time of year to surf the Costa del Sol is from November to January, when the waves of the South Pacific Ocean are not as big and powerful, allowing the waves to break more slowly and gently. There are even pools where the waves are small and foamy, ideal for beginners to this exciting sport. (*Costa Del Sol | El Salvador*, n.d.)<sup>19</sup>

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<sup>19</sup>

Costa del Sol | El Salvador. (n.d.). El Salvador Travel. Retrieved August 21, 2025, from <https://elsalvador.travel/destination/costa-del-sol/>

### 1.10.7 Montecristo National Park: Metapán: Santa Ana

**Figure 14**

*Montecristo National Park*



**Note.** Retrieved from <https://elsalvador.travel/destination/parque-nacional-montecristo>

A unique cloud forest that envelops you with its magic and charm, you will find yourself surrounded by pine trees, cypresses, oaks, and flowers. This is Montecristo National Park in Metapán, the ideal place for lovers of nature, adventure, and cool weather, as its temperature ranges between 6° and 18°C. Where you can also breathe in the fresh air while listening to the sounds of nature,

making it a great experience that you will want to repeat more than once. It is part of the Trifinio Transboundary Biosphere Reserve and was the first protected area declared in El Salvador. The highest point is at Punto Trifinio, where three countries meet: El Salvador, Honduras, and Guatemala.

At this destination, you will find camping areas, cabins, a soccer field, and starting points for hikes to viewpoints, rivers, and the 100-Year Garden, where you can appreciate different species of ancient plants, ferns, and orchids. (*Parque Nacional Montecristo | El Salvador*, n.d.)<sup>20</sup>

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<sup>20</sup> Parque Nacional Montecristo | El Salvador. (n.d.). El Salvador Travel. Retrieved August 21, 2025, from <https://elsalvador.travel/destination/parque-nacional-montecristo/>

## 1.11 Types of Soil in El Salvador

El Salvador is characterized by its diversity of ecosystems and richness in natural resources, in which its soils stand out, since agriculture is a common sustainable practice in most rural areas. Soils differ according to their fertility, the properties they possess, and the response they give to different natural factors.

There are different types of soil depending on the region or climate of the country. The most common in El Salvador are alluvial soils, regosols, grumosols, halomorphic soils, red latosols, and andisols.

### Figure 15

#### *Alluvial soils*



**Alluvial soils:** Alluvial soils are the result of materials transported by rivers, streams, or lakes that are deposited on the coasts or valleys of the country. These soils are very fertile due to the accumulation of sediments and are used for intensive agriculture.

**Note.** Image retrieved from

<https://www.circuitogastronomico.com/viticultura-que-son-los-suelos-aluviales-y-como-influyen-en-el-vino/>

## Figure 16

### *Regosol soils*



**Note.** Image showing the type soil. From:

[https://www.madrimasd.org/blogs/universo/ngg\\_tag/paisajes-de-regosoles-y-afloramientos-rocosos](https://www.madrimasd.org/blogs/universo/ngg_tag/paisajes-de-regosoles-y-afloramientos-rocosos)

**Regosols:** These soils are characterized by their sandy texture and by being young and deep, with a high content of organic matter. They are found in desert areas, mountains, and dry tropics. This type of soil does not have very high agricultural activity, since it is not good at retaining moisture. However, they can be very useful for growing cereals or pastures.

## Figure 17

### *Grumusol soil*



**Note. Retrieved from:**

<https://www.elsv.info/principales-tipos-de-suelos-el-salvador>

**Grumosols:** These are clay soils ranging in color from gray to black, difficult to cultivate, becoming sticky and swollen when in contact with moisture, and very hard and cracked when exposed to heat. For these reasons, they are not ideal for permanent crops of high commercial value.

**Figure 18**

*Halomorphic soils*



**Note.** Image retrieved from:

<https://www.madrimasd.org/blogs/universo/2013/12/30/144797>

**Halomorphic soils:** Halomorphic soils are those affected by salts or with the potential to be affected. They have limitations for agriculture due to their low fertility and unfavorable physical and water properties. Salts can enter from the surface or the bottom of the soil profile, with capillary rise from groundwater being the main route.

**Figure 19**

*Red Latosols*



**Note.** Image retrieved from:

[https://www.wikiwand.com/es/articles/Tierra\\_colorada\\_%28suelo%29](https://www.wikiwand.com/es/articles/Tierra_colorada_%28suelo%29)

**Red latosols:** These soils are composed of reddish clay, usually found in the upper parts of mountains and hills. This type of soil is characterized by its firmness and structure. They are suitable for almost all crops.

**Figure 20.**

*Andisol soils*



**Note.** Image retrieved from:

<https://www.madrimasd.org/blogs/universo/2011/11/23/140258>

**Andisols:** Andisols are formed from volcanic ash deposits. Andisols allow for a variety of crops to be grown, including sugar cane, tobacco, potatoes, tea, vegetables, wheat, and rice, among others. These soils are an essential source of food, as well as sustaining valuable ecosystems in the mountain ranges, Andean forests, and moorlands, to which they provide nutrients and allow them to regulate their water cycle. (Herrera, 2018)<sup>21</sup>

Each of these soil types presents unique characteristics that directly influence their agricultural potential and the ecosystems they

support. The diversity of soils in El Salvador is a fundamental pillar of its natural wealth and sustains a deep-rooted tradition of sustainable agriculture.

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<sup>21</sup> Herrera, H. (2018, April 24). Suelos andisoles: Importancia y amenazas. AIDA Americas. Retrieved August 21, 2025, from <https://aida-americas.org/es/blog/suelos-andisoles-importancia-y-amenazas>

## 1.12 Cultural Identity

In addition to its landscapes and natural beauty, El Salvador has a rich intangible cultural heritage that complements its tourist attractions. Festivals, religious celebrations, traditional cuisine, and legends passed down from generation to generation are part of the national identity and enrich the experience of those who visit the country. These cultural elements allow tourists not only to observe, but also to participate and interact with the living traditions of each community.

### ➤ August Festivities

**Figure 21**

*Festivities of San Salvador in El Salvador*



**Note.** This amusement park is known as Sívarland, a temporary park that is set up annually in San Salvador. From <https://univonews.com/por-que-las-fiestas-agostinas-son-en-honor-al-divino-salvador-del-mundo/>

El Salvador celebrates the Fiestas Agostinas, the largest and most traditional festivities in the country. With music, fireworks, parades, and characters from Salvadoran folklore, this Fiestas Agostinas are held in honor of the Divine Savior of the World. He is the patron saint of San Salvador, and this manifestation of Jesus is celebrated specifically on August 6 with a solemn mass in the Metropolitan Cathedral. (*Las Fiestas De Agosto: Tradición, Cultura Y Diversión | El Salvador*, n.d.)<sup>22</sup>

<sup>22</sup> Las Fiestas de Agosto: tradición, cultura y diversión | El Salvador. (n.d.). El Salvador Travel. Retrieved August 21, 2025, from <https://elsalvador.travel/article/las-fiestas-de-agosto-tradicion-cultura-y-diversion/en/>

## ➤ San Miguel Carnival

**Figure 22**

*San Miguel Carnival*



**Note.** The image shows the mail parade with the coronation candidates. From <https://www.eldiariodehoy.com/arte-y-cultura/carnaval-de-san-miguel-2025-todo-lo-que-debes-saber-antes-de-la-gran-fiesta/42392/2025/>

Every year, the San Miguel Carnival takes place on the last Saturday of November, the month in which the city's patron saint festivities are celebrated. The largest celebration in the eastern region of El Salvador, the San Miguel Carnival, celebrates 15 years since being declared a Cultural Asset on November 5, 2008, by the Legislative Assembly through Decree No. 746.

The festivities begin a month in advance with the Correos parade, and as the days go by, a series of carnival celebrations take place in the different neighborhoods, colonies, and cantons of the municipality. One of the important events is the election and coronation of the Queen of the San Miguel Carnival, in which around 17 contestants from the department compete for the award. In addition, the celebration includes a parade of floats that travels through the main streets of the city, music, and dancing. (*MINISTERIO DE CULTURA, 2023*)<sup>23</sup>

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<sup>23</sup> MINISTERIO DE CULTURA. (2023, November 3). MINISTERIO DE CULTURA. Retrieved August 21, 2025, from <https://www.cultura.gob.sv/carnaval-de-san-miguel-tiene-quince-anos-de-ser-bien-cultural/>

## 1.13 Religious celebrations and syncretism

**Figure 23**

*Stations of the Cross*



**Note:** The image depicts the Stations of the Cross. From. <https://www.laprensagrafica.com/elsalvador/FOTOS-Y-VIDEOS-Asi-se-vivio-el-via-crucis-en-el-Centro-Historico-de-San-Salvador-20240329-0032.html>

### ➤ Holy Week

Holy Week in El Salvador is a highly cherished time of religious and cultural significance. The week leading up to Easter Sunday is characterized by vibrant processions, deep-rooted traditions, and widespread community participation.

This sacred period begins with Palm Sunday, marking Jesus Christ's entry into Jerusalem. It continues with

Holy Thursday and Good Friday, commemorating the Last Supper and the Crucifixion of Jesus, respectively, culminating in the joy of the Resurrection on Easter Sunday. Holy Week takes place during the week preceding Easter Sunday. The dates are not fixed but depend on the lunar calendar, aligning the week with the spring equinox. Generally, this period can occur between late March and mid-April. (Martinez, 2024)<sup>24</sup>

<sup>24</sup> Martinez, S. (2024, October 16). Vivo latam. Retrieved August 19, 2025, from <https://www.vivolatam.com/es/blog/una-celebracion-vibrante-semana-santa-en-el-salvador-d30a6cfe>

➤ **Day of the Cross**

**Figure 24**

*Day of the cross*



**Note.** The image shows a decorated cross surrounded by a fruit offering. <https://univonews.com/celebracion-del-dia-de-la-cruz/>

of tissue paper and confetti, and various seasonal fruits are placed at the foot of the cross, such as mangoes, jocotes, and Ayotes, mostly fruits that are native to the area, although nowadays we can see a greater variety. Tradition tells us that if you want to take a fruit from the altar, you must kneel and make the sign of the cross to take the fruit you like best. (Renderos, 2024)<sup>25</sup>

Day of the Cross: May 3

In El Salvador, the tradition of the Day of the Cross is celebrated every May 3; a holiday in which a cross made of wood from the jiote tree (*Bursera simaruba*) is placed outside homes, in courtyards, in schools, and in workplaces.

This cross is decorated with chains made

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<sup>25</sup> Renderos, L. M. (2024, May 3). El Día De La Cruz: El 3 De Mayo. Transforma EDU. Retrieved August 21, 2025, from <https://transformaedu.fusalmo.org/3-de-mayo-el-dia-de-la-cruz/>

## 1.14 Gastronomy

### ➤ Pupusas

#### Figure 24

#### *Pupusas*



**Note.** The image shows the typical dish of El Salvador, accompanied by tomato sauce and curtido. From <https://www.kiwilimon.com/receta/guarniciones/pupusas-salvadorenas>

Pupusas are considered one of El Salvador's most exceptional traditional dishes, delighting the palates of both Salvadorans and foreigners alike, as they are prepared with ingredients to suit all tastes. The traditional pupusa specialties are revueltas, cheese, beans with cheese, chicharrón, cheese with loroco, and squash.

However, the ingenuity of Salvadoran chefs has expanded the recipe book for this delicious traditional food and created a variety of flavors with ingredients such as edible herbs, chicken, and even seafood. Every Salvadoran knows that pupusas are made with corn or rice dough and served with tomato sauce and curtido. (Puente, 2022)<sup>26</sup>

<sup>26</sup> Puente, L. (2022, July 21). Retrieved August 20, 2022, from <https://www.elsalvador.com/h-vida/h-gastronomia/pupusas-el-salvador-gastronomia/969486/2022/>

## ➤ Fried Cassava

**Figure 25**

### **Fried Cassava**



**Note.** Image retrieved from <https://www.tipicosmargoth.com/producto/yuca-frita-o-salcochada/>

Cassava yuca is a very popular traditional dish in El Salvador. Although it is not considered a complete meal as such, but rather a “snack” or appetizer, it is quite common to find stalls selling ready-to-eat yuca, especially in places such as popular markets. Cassava can also be found or purchased at markets to prepare at home, and it can be made in different ways: fried or boiled.

Either of these two preparation methods can be accompanied by a myriad of ingredients, which can include: pork rinds, pepescas (small dried fish), tomato sauce, curtido, sliced tomato, and cucumber, and

almost anything. You just need to be creative to combine any flavor with this delicious dish, as it tastes great with most ingredients. (Diaz, 2018)<sup>27</sup>

<sup>27</sup>

Diaz, E. (2018, December 4). Comidas Típicas de El Salvador. Retrieved August 20, 2025, from <https://elblogdejhonidiaz31218.home.blog/2018/12/04/la-yuca-frita-el-platillo-mas-exquisito-en-todo-el-salvador/>

➤ **Tamales**

**Figure 26**

*Tamales*



**Note.** Image retrieved from: <https://guanacos.com/los-tamales/>

There are several types of tamales in Salvadoran cuisine. They can be sweet or savory, or even a combination of both. They can be filled with chicken, pork, or duck, as well as vegetables, among other ingredients. They

are wrapped in corn husks, banana leaves, aluminum foil, or plastic. Salvadoran tamales can be served with tomato sauce and curtido, like pupusas, or with dairy products such as cream and fresh cheese. This varies depending on the region of the country and local customs. The preparation and consumption of tamales is an ancient custom among Salvadorans. In the past, it was common to prepare tamales for celebrations such as weddings, baptisms, birthdays, or events such as wakes, especially in rural areas of the country. (Reyes, 2022)<sup>28</sup>

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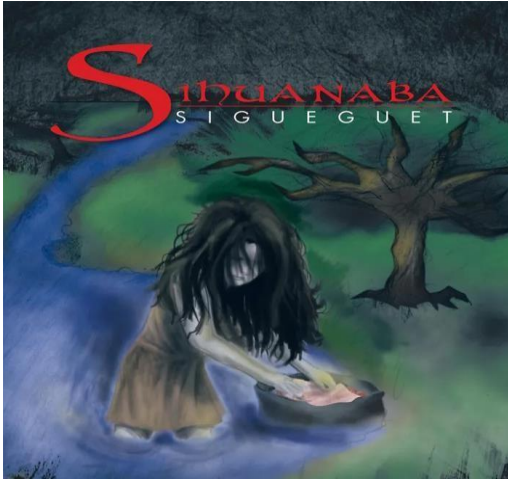
Reyes, A. (2022, November 16). Los Tamales, platillo típico de El Salvador. Guanacos. Retrieved August 21, 2025, from <https://guanacos.com/los-tamales>

## 1.15 Legends and stories

### ➤ La Siguanaba

Figure 27

#### La siguanaba



**Note.** Image retrieved from:  
<https://www.barnesandnoble.com/w/la-siguanaba-mario-orellana/1113807729>

Originally called Sihuehuet (beautiful woman), she had an affair with the son of the god Tlaloc, which resulted in her becoming pregnant. She was a bad mother, leaving her son alone to satisfy her lover. When Tlaloc discovered what was happening, he cursed Sihuehuet, calling her Sihuanaba (ugly woman). She would be beautiful at first glance, but when men approached her, she would turn around and become a hideous

creature. The god condemned her to wander the countryside, appearing to men traveling alone at night. They say she is seen at night in the rivers of El Salvador, washing clothes and always looking for her son Cipitío, who was granted eternal youth by the god Tlaloc as punishment for her.

According to legend, all night owls are likely to encounter her. However, she pursues men in love more insistently, the Don Juan who flaunts their romantic conquests. To these, she appears in any water tank late at night, or on the banks of rivers, according to others versions. They see her bathing with a golden bowl and combing her beautiful black hair with a comb of the same metal, her beautiful body shining through her nightgown. (Alemán, 2019)<sup>29</sup>

<sup>29</sup> Alemán, M. (2019, July 9) Retrieved August 21, 2025, from <https://chaltenango.sv/la-siguanaba>

➤ **El cipitio**

**Figure 28**

**El cipitio**



**Note.** Image retrieved from:  
<https://www.scribd.com/document/328741523/CIPITILLO>

He would never grow up and would never become a man. He would symbolize the god of illicit romances and would remain until the end of time as a cipote, that is, always a child, always Cipit. Of so many stories and anecdotes, here are two: They say that a few years ago, when our grandparents were young, it was more common to find a child's footprints in the ashes of the wood in the oven. He is characterized as a small, pot-bellied being with a huge hat on his head. His feet are backwards, meaning his toes point backward, so when people tried to chase him, they followed his footprints in reverse. It was common to find his footprints around sugar mills and grinding mills, or in the ashes of old earthen ovens. This mischievous little spirit would hide in the bushes on the banks of rivers and streams to spy on the girls who came to wash or bathe half-naked. (González, 2022)<sup>30</sup>

According to ancient beliefs, Cipitio was the son of Zigueguet, the queen of the moon, who betrayed her husband with a morning star, receiving a terrible curse from Teolt, the God of Gods. The curse fell on her son, who would be the result of her treacherous love affair.

<sup>30</sup> González, M. (2022, March 4. Retrieved August 21, 2025, from <https://guanacos.com/el-cipitio-su-leyenda-donde-vive-y-quien-es>

➤ **El cadejo**

**Figure 29**

**El cadejo**



**Note.** Image retrieved from <https://www.elsalvadormipais.com/el-cadejo-leyenda>

The legend of the Cadejo tells of an animal that comes out at night to protect or torment people who stay out late or get drunk while wandering through lonely places; in general, it is considered a protective spirit. This legendary creature is described as a ghostly-looking dog, large in size, with shaggy

fur, enormous claws, glowing eyes, and chains that drag behind it as it walks.

In each region, the story of the legend has its variations, but in most cases, there are two Cadejos: one white and one black; the former represents good, while the latter represents evil. In some stories, there is a gray one in charge of protecting homeless children. (González, 2022)<sup>31</sup>

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31

González, M. (2022, March 11). La Leyenda del Cadejo: Su origen y significado. Guanacos. Retrieved August 21, 2025, from <https://guanacos.com/leyenda-del-cadejo-cuando-se-creo-que-significado-tiene/>

## 1.16 Principles for Sustainable Tourism

According to the World Tourism Organisation (UNWTO)<sup>32</sup>, sustainable tourism is tourism that "fully takes into account the current and future economic, social and environmental impacts to meet the needs of visitors, the industry, the environment and host communities".

Tourism has become one of the fastest-growing sectors in the global economy, connecting people across cultures while generating development opportunities. Beyond leisure and recreation, tourism holds a powerful role in advancing the United Nations 2030 Agenda for Sustainable Development. The Agenda has 17 Sustainable Development Goals, ranging from poverty eradication to combating climate change, education, gender equality, environmental protection, and urban design. The concept of Tourism for (SDGs) emphasizes how responsible and inclusive tourism practices can contribute to social progress, economic growth, environmental protection, and cultural preservation.

**Figure 30**

*Principles for Sustainable Tourism*



**Note.** Image retrieved from: <https://alexandregarrido.blog/2019/09/06/the-principles-of-sustainable-tourism-new-version/>

<sup>32</sup> The World Tourism Organization (UNWTO). (n.d.). Sustainable Development Goals. TOURIST FOR SDGS. <https://tourism4sdgs.org/>

The principles for sustainable tourism serve as a foundation for balancing three interconnected dimensions: economic viability, social equity, and environmental responsibility. These principles outline how tourism activities should be planned and managed to protect ecosystems, preserve cultural heritage, empower communities, and generate fair economic benefits.

Below is a detailed description of each of the principles for sustainable tourism.

**Figure 31**  
*No poverty*

### SDG 1 – No poverty

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**Note:** Image retrieved from:  
<https://smartcitysweden.com/global-goals/no-poverty/>

As one of the largest economic sectors in the world and one of the fastest growing, tourism is well positioned to promote economic growth and development at all levels and generate income through job creation. The development of sustainable tourism and its impact on communities can be linked to national poverty reduction goals, those related to the promotion of entrepreneurship and small businesses, and the empowerment of disadvantaged groups, particularly women and young people

**Figure 32**

*Zero hunger*



**Note.** Image retrieved from: <https://ggiindia.in/goal-2-zero-hunger/>

### **SDG 2 – Zero Hunger**

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Tourism can stimulate agricultural productivity by promoting the production, use, and sale of local products in tourist destinations and their full integration into the sector's value chain. In addition, agrotourism, a growing segment, can complement traditional agricultural activities. Income growth in local communities can lead to more resilient agriculture while adding value to the tourist experience.

**Figure 33**

*Good health and well-being*



**Note:** Image retrieved from: <https://chile.iom.int/en/sdgs/sdg-3-good-health-and-well-being>

### **SDG 3 – Good Health And Well-Being**

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Tourism's contribution to economic growth and development can also have a knock-on effect on health and well-being. Foreign exchange earnings and taxes from tourism can be reinvested in health care and services, which should contribute, among other things, to improving maternal health, reducing infant mortality, and preventing disease.

**Figure 34**

*Quality Education*



**Note:** Image showing a book and a pencil related to education

[https://commons.wikimedia.org/wiki/File:Sustainable\\_Development\\_Goal\\_4.png](https://commons.wikimedia.org/wiki/File:Sustainable_Development_Goal_4.png)

**SDG 4 – Quality Education**

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For tourism to thrive, a properly trained and competent workforce is needed. The sector can provide incentives to invest in education and vocational training and help labour mobility through cross-border agreements on qualifications, standards, and certifications. In particular, resources dedicated to education should benefit young people, women, older people, indigenous people, and people with special needs, as tourism can promote inclusiveness, the values of a culture of tolerance and peace, and the interactivity of citizenship on a global scale.

**Figure 35**

*Gender Equality*



**Note:** Image showing some marks related to equality <https://greece.iom.int/sdgs/sdg-5-gender-equality>

**SDG 5 – Gender Equality**

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Tourism can empower women in many ways, particularly by providing jobs and income-generating opportunities in large, medium, and small tourism-related businesses. As one of the sectors with the highest percentage of female employees and entrepreneurs, tourism can serve to unleash women's potential and help them participate fully and in all areas of society.

**Figure 36**

*Clean water and sanitation*



**Note:** Image related to the use of water  
<https://www.essity.com/sustainability/sdg/goal-6/>

**Figure 37**

*Affordable and clean energy*



**Note:** Image showing the importance of clean energy  
<https://globalgoals.org/goals/7-affordable-and-clean-energy/>

## **SDG 6 – Clean Water And Sanitation**

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Tourism can play a crucial role in achieving access to water and safety, as well as hygiene and sanitation for all. Efficient water use in the tourism sector, combined with appropriate safety measures, wastewater management, pollution control, and technological efficiency, can be key to safeguarding our most precious resources.

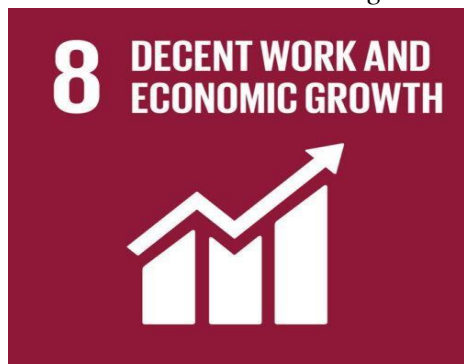
## **SDG 7 – Affordable And Clean Energy**

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As a sector that requires substantial energy input, tourism can accelerate the shift towards renewable energies and increase their share in the global energy mix. Therefore, by promoting sound, long-term investments in sustainable energy sources, tourism can help reduce greenhouse gas emissions, mitigate climate change, and implement new and innovative energy solutions in urban, regional, and remote areas.

**Figure 38**

*Decent work and economic growth*



**Note:** image showing economic growth

[https://commons.wikimedia.org/wiki](https://commons.wikimedia.org/wiki/File:Sustainable_Development_Goal_8.png)

[/File:Sustainable\\_Development\\_Goal\\_8.png](https://commons.wikimedia.org/wiki/File:Sustainable_Development_Goal_8.png)

## **SDG 8 – Decent Work And Economic Growth**

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Tourism is one of the driving forces behind global economic growth and is currently responsible for creating 1 in 11 jobs. By providing access to decent work opportunities in the tourism sector, society, and in particular young people and women, can benefit from improved skills and professional development. The sector's contribution to job creation is recognised in target 8.9: 'By 2030, develop and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.'

**Figure 39**

*Industry Innovation and Infrastructure*



**Note:** Image showing forms related to infrastructure

<https://www.shutterstock.com/es/image-illustration/9-industry-innovation-infrastructure-17-sdg-2292160705?trackingId=6ff735fe-02ab-4e76-b1df-eafb484da481>

## **SDG 9 – Industry Innovation And Infrastructure**

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Tourism development relies on good public and private infrastructure. The sector can influence public policy for infrastructure upgrade and retrofit, making them more sustainable, innovative, and resource-efficient and moving towards low-carbon growth, thus attracting tourists and other sources of foreign investment.

**Figure 40**

*Reduced inequalities*



**Note:** image showing a magenta background with simple white arrows pointing inward and outward, symbolizing reducing gaps and promoting equality.

<https://www.gu.edu.eg/SDGs/single-goal-page.php?goal=10>

**SDG 10 – Reduced Inequalities**

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Tourism can be a powerful tool for reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism can contribute to urban renewal and rural development by giving people the opportunity to prosper in their place of origin. Tourism serves as an effective means for economic integration and diversification.

**Figure 41**

*Sustainable Cities And Communities*



**Note:** image showing different buildings referring to communities

[https://commons.wikimedia.org/wiki/File:Sustainable\\_Development\\_Goal\\_11.png](https://commons.wikimedia.org/wiki/File:Sustainable_Development_Goal_11.png)

**SDG 11 – Sustainable Cities And Communities**

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A city that is not equipped for its citizens is not equipped for tourists. Sustainable tourism has the capacity to improve urban infrastructure and universal accessibility, promote the regeneration of declining areas, and preserve cultural and natural heritage, assets on which tourism depends. Greater investment in green infrastructure (more efficient transport, less air pollution, conservation of heritage sites and open spaces, etc.) should result in smarter and greener cities that would benefit not only their inhabitants but also tourists.

**Figure 42**  
*Responsible Consumption And Production*



**Note:** image showing a mustard-yellow background with a white circular arrow symbolizing sustainable use of resources.

<https://www.un.org/sustainabledevelopment/sustainable-consumption-production/>

## **SDG 12 – Responsible Consumption And Production**

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The tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability. Tools to monitor sustainable development impacts for tourism, including for energy, water, waste, biodiversity, and job creation, will result in enhanced economic, social and environmental outcomes.

**Figure 43**  
*Climate Action*



**Note:** Image showing a world and an eye to take care of them

<https://www.unoosa.org/oosa/sk/ourwork/space4sdgs/sdg13.html>

## **SDG 13 – Climate Action**

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Tourism contributes to climate change and is also affected by it. It is therefore in the sector's own interest to play a leading role in the global response to climate change. By reducing its carbon footprint, energy consumption and using renewable sources, especially in the transport and accommodation sectors, tourism can help address one of the most pressing challenges of our time.

**Figure 44**  
*Life Below Water*



**Note:** Image is showing a fish that presents the live in the water  
[https://wsa-global.org/un\\_sdg/sdg-14-life-below-water/](https://wsa-global.org/un_sdg/sdg-14-life-below-water/)

## **SDG 14 – Life Below Water**

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Coastal and maritime tourism, the largest tourism segment, especially for small island developing states (SIDS), depends on healthy marine ecosystems. Tourism development should be part of integrated coastal zone management to help conserve and preserve fragile marine ecosystems and serve as a vehicle for promoting the blue economy, in line

with target 14.7: ‘By 2030, increase the economic benefits to small island developing states and least developed countries from the sustainable use of marine resources, in particular through sustainable management of fisheries, aquaculture and tourism.’

**Figure 45**  
*Life on land*

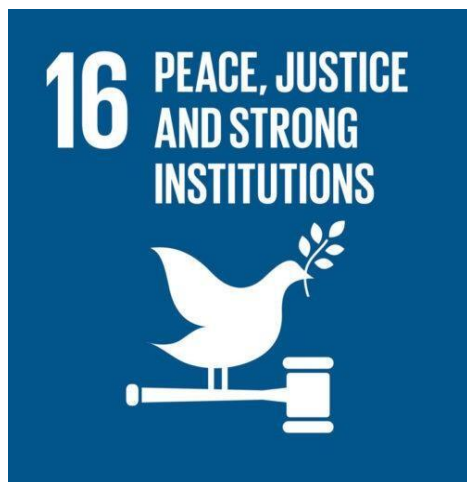


**Note:** Image showing nature, trees that represent nature  
<https://sdgs.un.org/goals/goal15>

## **SDG 15 – Life On Land**

Enjoying majestic landscapes, abundant biodiversity, and sites classified as natural heritage sites is often one of the main reasons tourists visit a destination. Sustainable tourism can play an important role not only in the conservation and preservation of biodiversity, but also in respecting land ecosystems, through its efforts to reduce waste and consumption, the conservation of native flora and fauna, and its awareness-raising activities.

**Figure 46**  
*Peace Justice And Strong Institutions*



**Note:** Image showing a pigeon that represents peace  
<https://smartcitysweden.com/global-goals/peace-justice-strong-institutions/>

**Figure 47**  
*Partnerships for the goals*



**Note:** image showing o-rings that represent goals  
<https://www.unoosa.org/oosa/de/ourwork/space4sdgs/sdg17.html>

## **SDG 16 – Peace Justice And Strong Institutions**

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As tourism revolves around billions of encounters between people of diverse cultural backgrounds, the sector can foster multicultural and inter-faith tolerance and understanding, laying the foundation for more peaceful societies. Tourism, which benefits and engages

local communities, can also consolidate peace in post-conflict societies.

## **SDG 17 – Partnerships For The Goals**

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Due to its cross-sectoral nature, tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals. Indeed, cooperation and public-private partnerships are a necessary and essential foundation for the development of tourism, as is greater awareness of the role of tourism in fulfilling

the post-2015 development agenda. The World Tourism Organization (UNWTO). (n.d.).<sup>33</sup>

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<sup>33</sup> The World Tourism Organization (UNWTO). (n.d.). Sustainable Development Goals. TOURIST FOR SDGS.  
<https://tourism4sdgs.org/>

## 1.17 Strategic Plan

- **Strategic plan:** Quality control, customer satisfaction.

**Figure 48**

*Strategic Quality Plan*



**Note:** Diagram provided by team members, explaining the strategies of the plan for quality and customer loyalty.

**1. Customer Service:** The service provides personalized customer support 24 hours a day, 7 days a week through WhatsApp and social networks such as Facebook, TikTok, and Instagram. The attention is characterized by a warm, welcoming, and friendly approach that fosters a comfortable and satisfying environment for customers. Additionally, instant messaging via chatbot is available to handle complaints and emergencies efficiently.

**2. Alliances:** The tour operator provides a complete experience through arrangements with allied restaurants, offering exclusive deals and authentic local flavors. Guided tours are conducted by certified tour guides who share valuable cultural and historical insights. Comfortable local transportation is included to ensure safe exploration of each destination, while partnerships with local entrepreneurs promote and showcase their unique products and services.

**3. Advertising:** The service enhances visibility and customer engagement through high-impact digital content created to showcase destinations in an appealing way. A biweekly blog is managed to share travel tips, cultural insights, and unique experiences. To reach a broader audience, paid advertising on social media is utilized, while monthly giveaways are organized to foster participation, loyalty, and brand connection.

**4. Feedback and suggestions:** The touristic service is committed to continuous improvement through the implementation of a quick post-tour survey for every experience. The results are compiled into a monthly feedback summary to monitor performance and identify opportunities for growth. To ensure transparency, visible and communicated changes are carried out based on traveler input. Travelers are also provided with an anonymous space to share honest opinions, while an internal ranking system motivates staff to deliver exceptional service.

**5. Customer loyalty:** The tour operator service rewards customer loyalty through a points program that can be redeemed for future experiences. Word-of-mouth growth is encouraged with a referral system that benefits both existing and new clients. To maintain engagement and excitement, an exclusive travel raffle is organized, offering participants the opportunity to win unforgettable trips.

### 1.18 Strategic Action Plan

This plan outlines specific actions, roles, and improvements.

<b>ACTION</b>	<b>ROLE</b>	<b>IMPROVEMENTS</b>
<p>Provide personalised attention and follow-up to each customer from the first contact until after the tour. Use WhatsApp Business and voice messages to build trust.</p>	<p>This action will be in charge of Maritza Erazo, Teleoperator and Customer Service Coordinator of the enterprise. Her duties will include:</p> <ul style="list-style-type: none"> <li>● Respond promptly to inquiries via WhatsApp Business.</li> <li>● Greet potential clients in a friendly, professional, and personalized manner.</li> <li>● Gather basic client information (name, preferences, travel dates, expectations).</li> </ul>	<p>We accompany our customers every step of the way: before booking with warm attention and guidance, the day before with practical information, and after the tour with a request for feedback to improve.</p> <p>If you confirm within the next 24 hours, you get a 5% discount.</p> <p>If you have already travelled with us, your next booking gets a 10% direct discount.</p>

<p>Creation of promotional campaigns on social media for each season (vacations, public holidays, long weekends). Show real photos and testimonials from travellers.</p>	<p>This action will be in charge of Mario Rivera, Marketing and Promotions Manager. His duties will include:</p> <ul style="list-style-type: none"> <li>• Develop a specific content calendar for each season and share advertising content with current seasonal promotions on different social media platforms.</li> <li>• Adapt content to fit different platforms (Facebook, Instagram, TikTok, etc.).</li> </ul>	<ul style="list-style-type: none"> <li>• 12% discount on family tours booked 15 days in advance.</li> <li>• If two adults are travelling, one child under the age of 3 travels free of charge.</li> <li>• Special promotions on key dates such as Father's Day, August Festivals or Halloween.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Collect and post photos and videos with real testimonials from travelers and their experiences with the tour operator.</li> </ul>	
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<p>Designing local-focused experiences for small groups: coffee plantation visits, hiking, food tours, or cultural workshops.</p>	<p>This action will be in charge of Andrea Alvarado, Experience Designer. Her duties will include:</p> <ul style="list-style-type: none"> <li>● Create itineraries tailored to small-group dynamics (flexible, interactive, immersive).</li> <li>● Adjust activities to fit different customer profiles (families, couples, adventurers).</li> <li>● Evaluate and coordinate logistics: group size limits, transportation needs, safety, and accessibility.</li> </ul>	<ul style="list-style-type: none"> <li>• Groups of at least 4 people receive a free photography tour (digital souvenir photos).</li> <li>• If the customer refers to another group, they receive a \$5 coupon for their next booking.</li> </ul>
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**CHAPTER III LOCAL  
DEVELOPMENT  
THROUGH A TOURISTIC  
PRODUCT**

## 1.1 Entrepreneurship

An entrepreneur is an individual who organizes and runs a business. They risk exploring new ideas, developing products, or laying out services. The entrepreneur identifies market gaps and innovatively fills them. Profit-making remains their primary focus while applying the most efficient resource utilization method (Nandedkar, 2025).<sup>34</sup>

Entrepreneurship is the process of designing, launching, and managing a new business or venture. It typically involves innovation, risk-taking, and the goal of achieving financial and social value. (*What Is Entrepreneurship? Definition, Concept & Examples, 2025*)<sup>35</sup>

### ➤ Key characteristics of entrepreneurship

**Innovation:** Introducing new ideas, technologies, or ways of doing business.

**Risk tolerance:** Navigating uncertainty with resilience and adaptability.

**Opportunity recognition:** Identifying market gaps or emerging trends.

**Vision:** Creating and communicating a clear sense of purpose and direction.

**Autonomy and drive:** Taking initiative and staying motivated without needing external direction.

**Growth orientation:** Scaling ideas into long-term, sustainable ventures.

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<sup>34</sup> Nandedkar, S. (n.d.). Social Responsibility of Entrepreneur: Benefits & Community Impact. Plutus Education. Retrieved October 15, 2025, from <https://plutuseducation.com/blog/social-responsibility-in-business-ethics/>

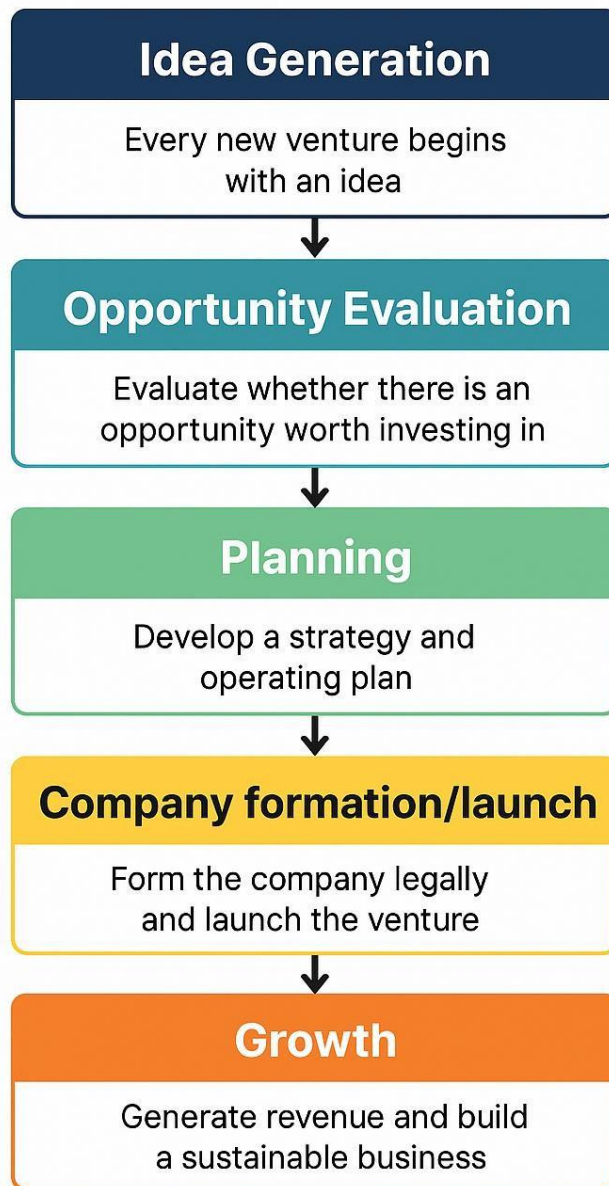
<sup>35</sup> What is entrepreneurship? Definition, concept & examples. (2025, June 24). ESMT Berlin. Retrieved October 14, 2025, from <https://esmt.berlin/knowledge/what-is-entrepreneurship>

## 1.2 Cycle of Entrepreneurship

**Figure 49**

*Cycle of entrepreneurship*

# CYCLE OF ENTREPRENEURSHIP



**Note.** Infographic Provided by team members, explaining the cycle of *entrepreneurship*

### ➤ **Idea Generation**

This phase marks the beginning of the entrepreneurial journey. The entrepreneur identifies a problem, a market need, or a new concept that could create value. Ideas can come from personal experience, observation, innovation, or trends. The purpose of this stage is to generate a potential solution that could eventually become a business opportunity.

### ➤ **Opportunity Evaluation**

Once the idea is formed, it must be examined carefully to determine if it is worth pursuing. This includes analyzing the target market, customer demand, possible competitors, available resources, and financial feasibility. The entrepreneur also considers the risks and benefits. The goal is to validate whether the idea has real potential before investing time and money.

### ➤ **Planning**

In this stage, the entrepreneur develops a structured plan that explains how the idea will become a functioning business. This includes defining goals, designing strategies, estimating costs, organizing operations, assigning roles, and predicting challenges. The planning stage often produces a business plan that serves as a guide for decision-making and investor communication.

### ➤ **Company Formation/Launch**

Here, the entrepreneur makes the business official. This may involve registering the company, choosing a legal structure, obtaining permits, and setting up finances. After the legal and administrative steps, the product or service is launched to the public.

## ➤ Growth

At this point, the business is already functioning, and the main objective becomes expansion and sustainability. The entrepreneur works on increasing sales, improving the product or service, retaining customers, and entering new markets if possible. Growth also involves strengthening the business model and adapting to changes to ensure long-term success. (*The Entrepreneurial Process – The Duke Entrepreneurship Manual*, n.d.)<sup>36</sup>

### 1.3 Importance of Entrepreneurship

Entrepreneurship plays a vital role in economic development. According to Schumpeter, J. A. (1934)<sup>37</sup> a nation's economic progress depends on its capacity for innovation, which in turn relies on the distribution of entrepreneurial talent within its population. He emphasized that technical advances alone do not guarantee economic development; they must be effectively utilized by entrepreneurs who organize and apply capital, labor, and technology efficiently.

Entrepreneurs contribute to both creating new businesses and revitalizing existing ones, which strengthens the economic structure and promotes innovation, competition, and productivity.

### 1.4 Ways Entrepreneurs Contribute to Economic Development:

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<sup>36</sup> The Entrepreneurial Process – The Duke Entrepreneurship Manual. (n.d.). Sites @ Fuqua. Retrieved October 14, 2025, from [https://sites.fuqua.duke.edu/dukeven/selected-topics/the-entrepreneurial-process/?utm\\_source=chatgpt.com](https://sites.fuqua.duke.edu/dukeven/selected-topics/the-entrepreneurial-process/?utm_source=chatgpt.com)

<sup>37</sup> Schumpeter, J. A. (1934). *The Theory of Economic Development: An Inquiry into Profits, Capital, Credit, Interest, and the Business Cycle* (Redvers Opie, Trans.). Harvard University Press. (Original work published 1911)

1. **Capital Formation:** Entrepreneurs mobilize idle savings from the public and channel them into productive uses through investments and industrial activities. This process increases the formation of capital, which is essential for rapid economic growth.
2. **Increase in Per Capita Income:** By transforming unused or underutilized resources such as land, labor, and capital into goods and services, entrepreneurs generate national income and wealth. This contributes to a higher Net National Product and increases the average income per person, improving the overall economic well-being of the population.
3. **Employment Generation:** Entrepreneurs create direct employment through their own businesses and indirect employment by supporting related industries and services. This not only reduces unemployment but also provides opportunities for skill development and self-employment.
4. **Balanced Regional Development:** Entrepreneurs help reduce economic disparities between regions by establishing industries in underdeveloped areas. Governments often support these efforts with incentives, which encourages investment in less developed regions and promotes a more balanced national growth.
5. **Improvement in Living Standards:** The establishment of industries by entrepreneurs leads to increased production of essential goods and new products. Mass production and the growth of small-scale industries make products more affordable and accessible, thereby improving the standard of living for society.

6. **Economic Independence:** Entrepreneurship promotes self-reliance by producing local substitutes for imported goods and encouraging exports. This reduces dependence on foreign countries and strengthens the nation's economic autonomy.
  
7. **Backward and Forward Linkages:** Entrepreneurial initiatives create a chain of economic activities. For example, the establishment of a major industry like a steel plant stimulates demand for raw materials, machinery, and services, which in turn supports other related industries and creates a self-sustaining economic ecosystem. (*Importance of Entrepreneurship, 2023*)<sup>38</sup>

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<sup>38</sup> Importance of Entrepreneurship. (2023, December 13). GeeksforGeeks. Retrieved October 14, 2025, from <https://www.geeksforgeeks.org/business-studies/importance-of-entrepreneurship/>

## 1.5 Entrepreneur Profile: Wander Soul Tours

An entrepreneur is someone who turns ideas into reality through effort, creativity, and determination. To succeed, it's essential to develop certain qualities that define a strong and inspiring entrepreneurial spirit.

**Figure 50**

*Profile of the entrepreneur*



**Note.** Diagram provided by team members, explaining the profile of the entrepreneur

**Vision:** The ability to see future possibilities and set clear goals to achieve them.

**Creative Ability:** The skill to generate new and innovative ideas or solutions.

**Leadership:** The capacity to guide, motivate, and inspire others toward a common goal.

**Perseverance:** The determination to keep going despite challenges or setbacks.

**Organization:** The talent to plan, manage, and coordinate tasks efficiently.

**Ethics and Responsibility:** Acting with honesty, integrity, and accountability in all actions.

**Passion for What You Do:** Loving your work and putting enthusiasm into every effort.

## 1.6 Wander Soul Tours Entrepreneurship Profile

**Business Name:** Wander Soul Tours

**Industry:** Tourism and Travel Services

**Type of Business:** Tour Operator specialized in cultural, ecological, and inclusive tourism within El Salvador.

### ➤ **Entrepreneurship Background**

Wander Soul Tours was founded by a team of tourism enthusiasts who identified the need to promote sustainable and inclusive travel experiences in El Salvador. The idea emerged from the growing recognition that tourism can serve as a key driver of economic development while preserving cultural heritage and protecting natural resources. The team combined their academic background in English language studies and tourism with practical knowledge of customer service and intercultural communication to create an enterprise that connects travelers with authentic Salvadoran experiences.

### ➤ **Business Concept**

The business concept focuses on providing personalized travel experiences that showcase El Salvador's natural beauty, cultural diversity, and local traditions. Wander Soul Tours offers guided tours, eco-adventures, and cultural immersion programs that highlight community-based initiatives and support small local enterprises. This approach promotes responsible tourism, encourages environmental awareness, and creates opportunities for local development.

### ➤ **Entrepreneurial Motivation and Objectives**

The entrepreneurial team was motivated by a shared vision to transform the way tourism is experienced in El Salvador. Their main objective is to establish a tour operator that not only provides enjoyable travel experiences but also contributes to the country's sustainable growth. The project seeks to empower local communities, encourage national tourism, and improve the international perception of El Salvador as a safe and culturally rich destination.

Furthermore, the team aims to inspire travelers to explore responsibly and appreciate the country's cultural and natural resources. By promoting inclusivity, Wander Soul Tours ensures that travel opportunities are accessible to people of different ages, backgrounds, and abilities.

### ➤ **Business Structure and Management**

Wander Soul Tours operates under a collaborative management structure, where responsibilities are distributed among team members according to their skills and expertise. This structure promotes efficiency, creativity, and accountability. The business collaborates closely with local guides, transport services, and accommodation providers to ensure quality, safety, and sustainability in all tour operations.

### ➤ **Innovation and Competitive Advantage**

The company's innovation lies in its inclusive and sustainable approach to tourism. Unlike traditional tour operators, Wander Soul Tours prioritizes the integration of cultural learning, environmental protection, and social responsibility into every travel experience. The use of digital platforms for marketing and customer interaction enhances communication with clients and expands the company's reach to both national and international audiences.

The combination of authenticity, inclusivity, and sustainability forms the core of Wander Soul Tours' competitive advantage. Each tour is designed to offer travelers not only recreation but also meaningful cultural engagement and community connection.

Wander Soul Tours exemplifies a new generation of socially responsible entrepreneurs in El Salvador's tourism industry. Through innovation, teamwork, and commitment to sustainability, the business contributes to the country's image as a vibrant and welcoming destination. The team's initiative reflects how entrepreneurship can create positive social, cultural, and environmental impact while fostering economic growth and national pride.

## **1.7 Market Niche**

Wander Soul Tours is dedicated to offering authentic tourism experiences in El Salvador, combining culture, nature, and local gastronomy. The company focuses on providing travelers with meaningful and memorable experiences, fostering connections with local communities and promoting sustainable tourism. The services are designed to meet the needs of individuals who want to explore the country in an authentic, safe, and accessible way, catering to both domestic and international visitors.

### **1.7.1 Target Audience Profile**

The target audience of Wander Soul Tours includes people of all ages, from young adults to families, with a particular focus on the 20 to 40-year-old group, who stand out for their energy, dynamism, and willingness to participate in active and cultural recreational activities. This main group includes singles, couples, groups of friends, and solo travelers,

while maintaining an inclusive approach so that anyone interested in discovering El Salvador's cultural and natural richness can enjoy the offered services.

➤ **Interests and Motivations**

Travelers seeking Wander Soul Tours are interested in exploring the country's culture and history, discovering its nature, including beaches, volcanoes, reserves, and trails, and participating in authentic, recreational, and educational experiences. They also value the opportunity to engage in sustainable tourism that respects the environment and supports local communities, generating a positive impact in the destinations they visit.

➤ **Needs Addressed by Wander Soul Tours**

The company provides well-planned and easily accessible experiences, adapted to different traveler profiles and age groups. Tour packages include safe, comfortable, and flexible options that allow travelers to access destinations and activities beyond traditional tourist circuits. This ensures that both domestic and international visitors can fully enjoy their visit to El Salvador, regardless of their preferences, budget, or prior travel experience.

➤ **Benefits of Wander Soul Tours**

Wander Soul Tours offers inclusive and personalized experiences, with dynamic options tailored to the priority group of 20 to 40-year-olds. Visitors enjoy direct engagement with the country's culture, gastronomy, and natural attractions, while also supporting local communities and protecting cultural and natural heritage. Services are reliable, safe, and high-quality, with professional assistance and easy booking options via digital platforms and social media

The niche market of Wander Soul Tours comprises people of all ages, both national and international, with a special focus on the 20 to 40-year-old group due to their energy and willingness to actively participate in recreational and cultural experiences. This approach allows the company to provide inclusive, engaging, and safe tours that promote the culture, nature, and economy of El Salvador while delivering authentic and memorable experiences for all travelers.

## **1.8 Social Responsibility (Wander Soul Tours)**

### **1.8.1 What is Social Responsibility?**

Social responsibility refers to the duty of all persons and organizations to positively impact society. It means making decisions that influence people and the environment for the better. This calls for a balance between profit-making and doing good for humanity by companies and entrepreneurs. Social responsibility includes sustainable development, ethical practices, and socially responsible corporate behavior.

Many companies are beginning to engage in Corporate Social Responsibility (CSR) initiatives. It ranges from charity contributions to education and equal opportunity promotion. Companies practicing ethical conduct can gain customers and achieve long-term success. (Nandedkar, n.d.)<sup>39</sup>

### **1.8.2 Ethics and Social Responsibility of an Entrepreneur**

An entrepreneur's ethical and socially responsible behavior is relevant to business. Entrepreneurs need to apply moral values to their business dealings. Ethical business conduct encompasses integrity, fairness, and transparency in business operations.

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<sup>39</sup> Nandedkar, S. (n.d.). Social Responsibility of Entrepreneur: Benefits & Community Impact. Plutus Education. Retrieved October 15, 2025, from <https://plutuseducation.com/blog/social-responsibility-in-business-ethics/>

Ethical entrepreneurs bring favorable publicity to their brands. Good in the eyes of consumers, employees, and investors. Ethical standards also limit the legal liability risks and maximize the potential profit for the foreseeable future.

**Honesty and Integrity:** They should maintain the truth regarding their products and services.

**Fair Trade Practices:** Ensures that fair wages and safe working conditions are maintained for the employees.

**Environmental Responsibility:** One should always attempt to minimize waste while complying with sustainable business practices.

**Customer Respect:** One earns loyal customers through good-quality delivery of products and services.

**Community Engagement:** One's dedication to local communities through charitable efforts is that of an ethical entrepreneur.

#### ➤ **Benefits of Social Responsibility of Entrepreneurs**

It is, however, confirmed that the numerous benefits of social responsibilities reflect on the entrepreneur. Responsible businesses attract customers, retain employees, and develop competitive advantage. Ethical standards and contributions to society will establish and build trust in any industry.

Social responsibility is beyond mere moral obligations; it is a strategic advantage. Entrepreneurs should combine social responsibility into their business models. It will experience growth, stability, and public goodwill. As consumers become more aware, businesses that turn their back on ethics and sustainability go out of business in the long run.

➤ **Brand Image and Reputation**

Customers prefer doing business with organizations that care about social and environmental concerns. A good reputation results in high customer satisfaction and trust. Responsible organizations place themselves in the long run for success. They adapt to society's high expectations of the day. Sustainability practices make businesses more resilient and flexible.

➤ **Higher Employee Satisfaction and Retention**

Companies consider employees' well-being and ethical practices. It motivates and engages workers, reducing turnover and increasing productivity. Ethical businesses attract responsible investors looking for sustainable and socially responsible companies. These businesses attract more investors ready to support their long-term sustainability goals.

➤ **Better Customer Relations and Sales Growth**

Consumers are more likely to support businesses that contribute to society. Such initiatives have increased customers' likelihood to invest in a company. They comply with ethical and social responsibility guidelines. This mitigates the business's legal issues, fines, and penalties risk. It is also essential to ensure the legality of the operation in terms of laws ruling their geography of its operation.

➤ **Competitive Advantage**

Socially responsible companies differentiate themselves from competitors. They do, making their identity strong in the market. These firms can explore new markets. That usually has a broader, more diverse customer base. Sustainable and ethical products often appeal to conscious consumers.

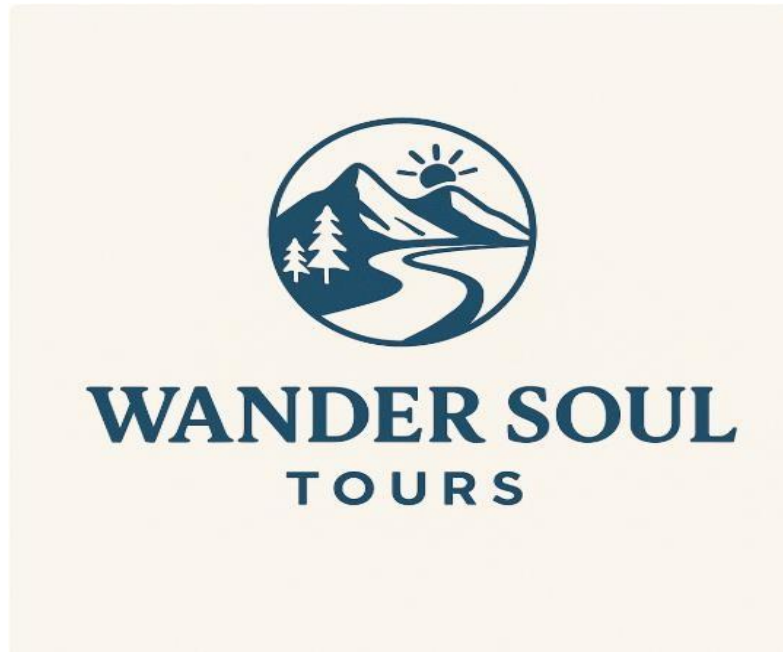
➤ **Cost Savings Through Sustainable Practices**

Adoption of Eco-friendly and energy-efficient processes results in minimizing operations costs. Renewable resources and waste reductions help increase the bottom line of business. Valid engagement with a local neighborhood nurtures goodwill. It can create a favorable business environment for the future. It looks better for charity, depending on the local schools and hospitals. (Nandedkar, n.d.)

## 1.9 Logo

**Figure 51**

*Logo Wander Soul Tours*



**Note.** Logo provided by team members, explaining the team logo

Our logo represents the essence of our tour operator: adventure, nature, and meaningful travel.

- **Mountains:** symbolize adventure and the natural destinations we offer.
- **Trees:** reflect our connection to nature and our commitment to sustainable tourism.
- **Pathway:** represents the journey and the guidance we provide to every traveler.
- **Sun:** conveys energy, renewal, and new experiences.
- **Circle:** expresses unity, safety, and harmony throughout each tour.
- **Blue color:** communicates trust and professionalism.

## **1.10 Slogan**

### **CONNECTING TRAVELERS WITH THE SOUL OF EL SALVADOR**

#### **➤ Meaning and Interpretation**

##### **“Connecting Travelers”**

Emphasizes the company’s role as a bridge between visitors and authentic experiences.

It conveys hospitality, personalized service, and meaningful human interaction.

It suggests that the company doesn’t just organize tours it builds relationships and creates emotional bonds between travelers and destination.

##### **“With the Soul of El Salvador”**

Refers to the authentic, cultural, and emotional essence of the country—its people, traditions, landscapes, and heritage.

It implies that the experiences offered go beyond surface-level tourism; they allow visitors to truly understand and feel the spirit of El Salvador.

## **1.11 Mission**

To create unforgettable experiences in El Salvador through personalized, affordable, and high-quality tourism services that connect travelers with the country’s beauty and culture.

## **1.12 Vision**

To be the most reliable and recommended tour operator, nationally and internationally,

by offering authentic, personalized, and sustainable travel experiences that celebrate culture, support local economies, and preserve heritage for future generations.

### **1.13 Values**

➤ **Respect for nature**

We care for the environment and promote sustainability in every tourist experience.

Quality and excellence in service .We provide personalized attention and well-planned experiences that make each visitor feel special.

➤ **Creativity and authenticity**

We design original tours that reflect the cultural and natural identity of the destinations.

➤ **Accessibility and inclusion**

We offer services that can be enjoyed by people of all ages and abilities.

➤ **Passion and commitment**

We are driven by our love of tourism and act responsibly, caring for our customers and the environment.

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