

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



TOURIST SERVICE ANCESTRAL TOURS
SERVICIO TURÍSTICO ARQUEOLÓGICO

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ABSTRACT

Our tour operator, named Ancestral Tour, is focused on providing cultural and educational experiences through guided tours of various archaeological sites located throughout our national territory of El Salvador, such as: Tazumal, Joya de Cerén, San Andrés, Cihuatán, Casa Blanca, and Ciudad Vieja.

The tour packages we offer are aimed at both national and international tourists, as well as educational institutions interested in learning about the customs, traditions, beliefs, and practices of our indigenous peoples. These elements must always be passed down through generations to preserve our cultural heritage and to value the contributions and legacy of our ancestors, thereby keeping El Salvador's identity alive.

Our tourism proposal is archaeological and cultural in nature. Through meaningful activities, quality service, sustainable development, and historical and cultural contexts, we aim to promote the cultural heritage of our country. In addition, this project seeks to increase tourism in these areas of the Salvadoran national territory and is designed for people of all ages—domestic and international tourists, students, and history enthusiasts who wish to enrich their cultural and historical understanding.

Ancestral Tour offers flexible payment options, comfortable transportation, qualified guides, and convenient schedules. Our tourist destinations are accessible, with excellent locations and natural surroundings ideal for conducting educational and exploratory activities at the different archaeological settlements.

This type of tourism is not only archaeological and cultural but also eco-touristic, historical, and religious, allowing visitors to study these protected areas. The implementation of these tours ensures sustainable tourism through good practices and responsible visits to the main archaeological sites and nearby communities. It also provides support to local guides, artisans, and small businesses that are included in the development of these tourist activities. Finally, in this section we outline various strategies to: Protect the historical cultural legacy of archaeological sites, promote local and cultural identity, maintain responsible use of resources, and foster economic inclusion to preserve and respect our cultural heritage.

Keywords: Cultural and educational experiences, archaeological sites, customs, traditions, beliefs, and practices, tour packages.

INTRODUCTION

Tourism is a fundamental part of the recreational development of our society. This implies the need to leave our everyday surroundings and discover new places that we find fascinating and interesting. Tourism can have a very positive impact on our minds because we can learn more about the culture and history of the places we visit, delve into their traditions and native languages, and connect our minds with the nature and environment that the tourist destination offers.

In El Salvador there is a rich cultural heritage of archaeological sites in different parts of the country. This implies the need for and development of this tourism, which is so fundamental to our society and allows us to learn more about our ancestors. Therefore, we offer our tourism service as a tour operator through these sites to all national and international tourists, offering an unforgettable experience that connects them more deeply with the historical culture of our ancestral roots.

The first part of this tourism profile contains Chapter I: Beginning with the general and specific objectives of this tourism service. Then, the reason behind our tourist service is explained, as well as its importance for the development of archaeological cultural tourism and all the benefits that enrich our knowledge of El Salvador's history. Third, we have a description of this tourism service, where we can find the name of our tour operator, where it is located and where our clients can contact us, the different activities offered through the types of tours our service offers, as well as the qualities or attributes that characterize our company. It also explains the type of tourism our service offers to tourists, as well as a brief description of other types of tourism that other tour operators may offer. Finally, in this Chapter I, we explain the types of strategies our tourism service applies for sustainable and responsible development.

Chapter II begins with a step-by-step overview of the history of tourism in general, from its origins to its current state. It then delves into the history of tourism in El Salvador, highlighting its economic importance and the key figures who spearheaded its development. Furthermore, it describes the natural resources located near each destination along our tourist itinerary. Also, it details the different soil types found in El Salvador and the characteristics that distinguish them from one another. Building on these foundational elements, the chapter also explores the cultural identity that shapes the essence of each destination and influences visitor experiences. It further outlines the basic principles of sustainable tourism that will guide the design and operation of the proposed tour operator, ensuring responsible practices aligned with environmental and social well-being. Finally, it presents the strategic plan for quality design, which establishes the standards, actions, and guidelines necessary to deliver a high-value tourism product that meets both international expectations and local needs.

Chapter III shows us the profile of the entrepreneur and the entrepreneurship, focusing on our product: “Ancestral Tours”. This chapter as well contains the main characteristics such as passion, commitment, and responsibility. In addition as a company committed to tourism we mentioned the entrepreneurial cycle, which is fundamental to understanding how business initiatives are born, developed, and consolidated. Our tour operator plays a fundamental role in the economic and social development of societies around the world with entrepreneurship. Finally, it mentions the different market niches of our product, the responsibility of the entrepreneur, and the mission, vision, and values of our company committed to the cultural heritage in El Salvador.

CHAPTER I

**TOURIST SERVICE
PROFILE**

1.1 OBJECTIVES

1.1.1. General Objective:

- Develop archaeological cultural tourism through circuits implemented by our tour operator to offer national and international tourists and educational centers a deeper knowledge about our ancestors.

1.1.2. Specific Objectives:

- Design the activities that will be developed for tourists during their visits to the archaeological sites included in the tourist circuit.
- To provide a quality, inclusive and educational tourist service that combines entertainment with cultural content relevant to different types of audiences.
- To propose archaeological cultural tourism as a very important and necessary activity in the education of our country.

1.2 JUSTIFICATION

El Salvador has a valuable archaeological patrimony that reflects the historical and cultural richness of the pre-Hispanic civilizations that inhabited the region. Despite having important sites such as Tazumal, Cihuatán, San Andrés, Casa Blanca, Joya de Cerén (UNESCO World Heritage Site) and Ciudad Vieja, the tourism potential of these places has not yet been explored in an integrated and specialized manner.

The creation of a tour operator focused exclusively on archaeological routes responds to a real need to diversify the Salvadoran tourist offer, providing experiences with educational, historical and cultural value. Through structured circuits, trained guides and an experience that highlights the ancestral identity of the country, we seek to attract both national and international tourists who value knowledge and authenticity in their travels.

In addition, this project meets the growing demand for tourism experiences with historical and educational value, especially among students, researchers, cultural travelers and history lovers.

The importance of this project lies in its cultural relevance, economic impact, educational value and contribution to the sustainable development of the country, in line with current trends in responsible tourism and national heritage preservation policies.

1.3. PRODUCT DESCRIPTION

1.3.1 Name of the tourist service

The name we have selected for our tourist service is called Tour Operator: **Ancestral Tours** (Tours Ancestrales) offering tours with personalized itineraries, and a high knowledge of the archaeological tourist destinations to visit: Cihuatán, Ciudad Vieja, Joya de Cerén, San Andrés, Tazumal and Casa Blanca (See figure 1).

Figure 1

Archaeological sites of El Salvador

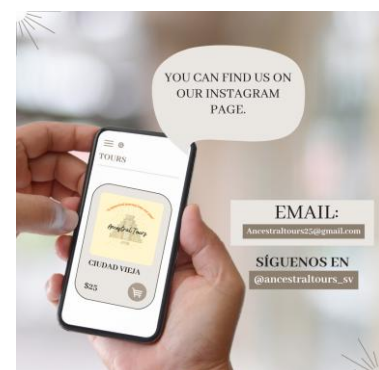


By Fundar (n.d), <https://fundar.org.sv/parques.html>

1.3.2. Location

Our tour operator Ancestral Tours will not have an office in connection with our location. In order to increase accessibility and convenience to national, international travelers and students, we will only operate online in a more efficient and dynamic way. For more information about our

Figure 2



archaeological tour packages, to make reservations or get individualized assistance, interested clients can contact us by email or through our official Instagram page.

1.3.3. Tourist circuits

Ancestral Tours will offer its services to both Salvadoran and international visitors. The tours are designed primarily for all ages who wish to have immersive and educational travel experiences that do not require a high level of physical fitness. We will visit 2 archaeological sites per circuit on the same day located in nearby areas. But in order to offer a quality group experience, each tour will require a maximum of 15 participants per trip.

Trip 1

Tourist circuit #1: Cihuatán and Ciudad Vieja.

CIHUATÁN AND CIUDAD VIEJA			
TIME	ACTIVITIES	LOCATION	NOTES
8:00 am	Minibus	BINAES, Centro Histórico, San Salvador, located at 2da Avenida Sur and 4ta Calle Oriente #124	Friendly reminder: Arrive on time at least 15 minutes in advance
8:50 am - 10:30 am	<ul style="list-style-type: none"> • Arrival at Cihuatán • Entrance to the Antonio Sol Museum located at Cihuatán • Tour through the pyramids and cancha de pelotas maya 	Cihuatán - Aguilares	Guided tours through Cihuatán to learn the complete history of the remains of this heritage
10:30 am - 11:10 am	Move to Ciudad vieja located at Suchitoto	From Cihuatán - Aguilares to Ciudad Vieja - Suchitoto	Friendly reminder: Please return to your seats on time
11:10 am - 12:15 md	<ul style="list-style-type: none"> • Tour through the buildings of Ciudad Vieja • Educational talk about Ciudad Vieja, which was the second settlement that occupied the town of San Salvador 	Ciudad Vieja - Suchitoto	You will be able to ask questions to the guides in charge and take your photographs.
12:15 md - 1:15 pm	Rest and lunch in the area, included the complimentary drink	Lunch in the surroundings of Ciudad Vieja	Please bring your food, complimentary drinks will be delivered here.
1:15 pm	Return to BINAES, Centro Histórico de San Salvador	From Ciudad vieja - Suchitoto to BINAES, Centro Histórico, San Salvador	Friendly reminder: Please be ready 15 minutes before
2:15 pm	Arrival to San Salvador	BINAES, Centro Histórico, San Salvador	-

Notes: Please bring your own food, comfortable clothing, hats, or sunscreen. Don't forget water for guided tours. Professional or semi-professional cameras are permitted.

Trip 2

Tourist circuit #2: Joya de Cerén and San Andrés.

JOYA DE CERÉN AND SAN ANDRÉS			
TIME	ACTIVITES	LOCATION	NOTES
8:00am	Minibus	BINAES, Centro Histórico de San Salvador, 2a Avenida Sur y 4a Calle Oriente #124	Please arrive at the meeting place at least 15 minutes in advance.
9:am-10:30am	<ul style="list-style-type: none"> • Arrival at Joya de Cerén. • Visit to the archaeological park: The ancient villages. • Visit to the museum. • Visit to the Temazcal (steam bath). 	Joya de Cerén	Remember that you can take pictures and videos but be careful with the objects on the site.
10:30am-10:40am	Move to San Andrés.	San Juan Opico	Get ready, the arrival at the San Andres archaeological site will be very quick from Joya de Ceren.
10:40am-12:00pm	<ul style="list-style-type: none"> • Arrival at San Andrés. • Visit to the pyramids. • Visit to the museum. • Tour on the cocoa trail. • Enjoy the picnic areas. 	San Andrés	Remember that you can take pictures and videos but be careful with the objects on the site.
12:pm-1:00pm	Let's have lunch	San Andrés	There are no cafeterias within the archaeological site so you must bring your own lunch.
1:00pm	Return to San Salvador	-	Please be ready 15min before.
2:00pm	Arrival to San Salvador	BINAES, Centro Histórico	-

Notes

Notes: Personalized circuits on Saturday and Sunday, duration of the circuit 6h from 8:00am to 2:00pm. Wear comfortable clothes. You can bring your own food but pick up your trash and respect the rules within the archaeological sites.

Trip 3

Tourist circuit #3: Tazumal and Casa Blanca.

TAZUMAL AND CASA BLANCA			
TIME	ACTIVITIES	LOCATION	NOTES
8:00am	Minibus	BINAES, Centro Histórico de San Salvador, 2a Avenida Sur y 4a Calle Oriente #124	Please arrive at the meeting place at least 15 minutes in advance.
9:00am - 10:30am	<ul style="list-style-type: none"> Arrival at the archaeological site. Explore the pyramids. Visit the museum, where you can see artifacts discovered in the area. 	Tazumal	Remember that you can take pictures on site.
10:30am - 10:45am	Move to Casa Blanca	Chalchuapa	Respect the seat you came in.
10:45am - 12:00md	<ul style="list-style-type: none"> Explanation of the importance of Casa Blanca, one of the oldest Mayan cities in El Salvador Tour of the structures in the area: pyramids and details about the architecture, the vestiges found in the area, and the daily life of the Mayas. 	Casa Blanca	Time for photographs and questions.
12:00md - 1:00pm	Rest and lunch.	Picnic area inside Casa Blanca.	It is recommended to bring your own food and drink.
1:00pm	Return to San Salvador	-	Please be ready 15min before.
2:00pm	Arrival to San Salvador	BINAES, Centro Histórico	-

Notes: Personalized circuits on Saturday and Sunday, duration of the circuit 6h30min from 8:00am to 2:30pm. Wear comfortable clothes. It is important that you bring your lunch because there is no food for sale inside the place.

Our tourist offer includes the following details for our clients:

- Comfortable transport by a private minibus
- Tour guide
- Entrance to the archaeological sites
- Complimentary drink

Expenses not included in our offer

- Lunch and snacks
- Souvenirs

Payment and trips policy

- There are two payment methods for our tourism services: The first is by credit or debit card and by bank transfer.
- To confirm your place on this tour, our customers must pay at least 24 hours before the trip.
- The minimum number of tourists required to guarantee this trip is 10; otherwise, the trip will be rescheduled or the money will be refunded.
- The tour operator is not responsible for objects damaged within archaeological sites by tourists.
- No refunds or rescheduling will be made if our clients cancel their trip 24 hours before it is due to take place (regardless of the reason).
- If the customer does not show up on the day of trip or at the departure time and the transportation has already departed from the starting point, there will be no refund or rescheduling.

- The integrity of our customers is our priority, so it is prohibited to drink or smoke in the vehicle, otherwise we will be forced to deny entry.

1.3.4. Product attributes

1. Historical and cultural values

Ancestral Tour focuses on providing historical and cultural values, is a company committed to understanding the history and cultural identity of the native peoples of El Salvador.

2. Payment flexibility:

The payment flexibility in our tour packages is adapted to the needs of our customers and their individual circumstances, in addition, in case of cancellation or rescheduling of the tour we guarantee full refund of payment without excessive penalties.

3. Well-equipped and comfortable transportation:

In all our tours we offer well-equipped and comfortable means of transport, which enable safe and effective transport, and especially to ensure an excellent travel experience

4. Efficient schedules:

We are punctual in the time of departure and our travel schedules ensure that people of all ages can accommodate them. Usually the trips depart in the morning and return in the afternoon.

5. Accessibility:

The location, and the attractiveness of the archeological sites also play an important role in our tours. That's why we offer these impressive tourist sites with spectacular nature and a pleasant climate suitable for any type of activity, through the vegetation of the area away from the urban area.

1.4. TOURISM TYPOLOGY

Being part of the tours offered by Ancestral Tour is considered part of and **cultural tourism** activities with a focus primarily on: **Archaeological tourism, ecotourism, historical tourism, and religious tourism**: our trips are focused on the experience and knowledge of the culture of the Mayan settlements, including an interest in history, the different life style of our ancestors, and the archaeology of the time.

1. **Archaeological tourism or archaeotourism** is a type of tourism that focuses mainly on the exploration and study of the vestiges of past civilizations. An experience that goes beyond just visiting a museum or reading a book detailing history; it is experiencing archaeological sites or parks firsthand through certified tours and guides. This is an alternative way to promote our cultural and natural heritage to both nationals and foreigners.
2. **Ecotourism**: Is a type of tourism that seeks to minimize environmental impact and promote nature conservation, while benefiting local communities. It focuses on tourists' experience with nature, allowing them to observe, study, or enjoy the biodiversity and traditional culture of protected areas.

3. **Historical tourism:** Through our visits to historical monuments, archaeological sites, and monuments, seeks to learn about the history of our ancestors and the places we have chosen to visit, learning about their culture, architecture, and societies.
4. **Religious tourism:** As an option for travel or stays at religious sites, seeks spiritual experiences or participation in rituals and festivals. It encompasses diverse practices, from pilgrimages to visits to sacred and cultural sites such as museums, and is a type of tourism practiced worldwide.

1.5. APPLICATION OF STRATEGY FOR HUMAN DEVELOPMENT AND SUSTAINABLE

The implementation of this tour operator Ancestral Tours project in El Salvador applies a strategy focused on human development and sustainability by promoting responsible cultural tourism in six main archaeological sites: Tazumal, Cihuatán, San Andrés, Casa Blanca, Joya de Cerén and Ciudad Vieja. The initiative will create employment opportunities for local communities, encourage cultural pride, and support educational tourism experiences, especially for students and history enthusiasts.

Before starting each tour, a brief introductory talk will be given explaining the importance of sustainable tourism and how each visitor can contribute. Specific examples of good practices will be included during the tour (no littering, respecting marked trails, supporting local commerce, and others).

From a human development perspective, the project enriches local guides, artisans, and small businesses by integrating them in the tourism value chain, giving them equitable economic rewards while generating cultural exchange and knowledge. It highlights the importance of Salvadoran heritage, encouraging community participation and

intergenerational transmission of ancestral knowledge. The following strategies reflect our alignment with global sustainability objectives:

1.5.1. Protecting Heritage

Our operator is committed to protecting and promoting El Salvador's archaeological sites through responsible practices that respect and value cultural heritage. Through educational tours and partnerships with local communities, we seek to ensure that future generations can appreciate and learn from these historical treasures. This initiative aligns with Principle 5 of Sustainable Destinations, which highlights the need to safeguard culture and heritage as fundamental pillars of responsible tourism.

Friendly reminders will be given during the tour, such as the following phrase: “Let's remember that we are walking on a site with thousands of years of history. Let's keep it intact for future generations”.

1.5.2. Promoting Local Identity and Cultural Education

Each visit to sites such as Tazumal, Cihuatán, San Andrés, Casa Blanca, Joya de Cerén, and Ciudad Vieja is not only an experience for discovery but also a site of cultural connection. By incorporating certified local guides and community voices, we make sure that travelers gain a deeper understanding of El Salvador's ancestral legacy while also encouraging local pride and intergenerational knowledge-sharing.

This educational approach consolidates cultural identity, fosters community connection, and enhances visitor experience through authentic storytelling rooted in historical accuracy and Indigenous heritage.

1.5.3. Responsible Use of Resources and Environmental Respect

Preserving the natural environment surrounding each archaeological site is essential to ensure both environmental sustainability and the protection of cultural heritage. Our tour operator implements strategies that reduce environmental impact through practical actions such as avoiding single-use plastics, maintaining low noise levels, respecting local wildlife, and emphasizing to people the respect they should have for the site by not touching it because it may deteriorate.

In addition, we actively collaborate with site managers to promote sustainable tourism practices that preserve the integrity and authenticity of these historic sites. Not only do we aim to enhance the visitor experience, but we also seek to ensure that future generations can continue to learn and enjoy El Salvador's archaeological legacy.

1.5.4. Economic Inclusion and Local Empowerment

Inclusive economic growth is a fundamental pillar of sustainable tourism. Our tour operator is committed to supporting local development by prioritizing partnerships with nearby communities, whether through the use of certified guides. They will be trained not only in history and culture, but also in sustainable practices. They will act as role models of responsible behavior, gently correcting any visitor who violates an environmental or cultural norm.

By integrating these services into our tourism experiences, we help generate meaningful employment opportunities and ensure that tourism revenues circulate equitably among those who directly preserve and represent El Salvador's cultural and archaeological heritage.

CHAPTER II

“ELEMENTS FOR THE DESIGN OF THE TOURISM PRODUCT”

2.1. HISTORY OF TOURISM

To understand the origins of tourism, we must go back a long way and understand the different stages of evolution this phenomenon has undergone throughout history. According to (Morillo Moreno, 2011)¹, since times of antiquity, the first humans on earth constantly moved from one place to another due to factors such as climate changes in search of food, water, and clothing. This is how the first voyages arose, although these trips were not for fun or recreation, but rather for reasons of survival (Morillo Moreno, 2011).

Along these same lines, the Greeks of ancient Greece began to frequently participate in religious festivals where thousands of people gathered and athletic competitions were held, both in Athens and in Delphi, Corinth, and Olympia, where the Olympic Games originated (Acerenza, 2006)².

Also in the Roman Empire, during the summer, there were large movements of people from Rome to places located on the seashore, especially the holiday villages in the Baiae, places that can be considered the predecessors of today's beach resorts. The Romans also visited temples and sanctuaries, attended festivals, and went to thermal baths, which, curiously, they used as a means of healing after their battles to fully recover. It is also important to mention that with the adoption and spread of Christianity, numerous groups of pilgrims began to travel to places like the Holy Land. (Morillo Moreno, 2011).

According to (Acerenza, 2006), at this time, some itineraries and guides could already be found, in which they described the routes, the names of the roads, the distances, and the times required to travel between different points in the Empire. Although the Romans did not consider these activities to be tourism, it is undoubtedly important to highlight the existence,

¹ Morillo Moreno, M. C., (2011). Turismo y producto turístico. Evolución, conceptos, componentes y clasificación. *Visión Gerencial*, (1), 135-158.

² Acerenza, M.A., (2006). CONCEPTUALIZACIÓN, ORIGEN Y EVOLUCIÓN DEL TURISMO. P.11-67.

already in that period, of some factors that would become the basic pillars for the development of tourism in the future. It is also important to emphasize that all of this was possible thanks to the peace that existed, the development of communication routes, and the economic development enjoyed by the Roman Empire at that time (Acerenza, 2006).

Later, with the fall of the Roman Empire and the invasion and looting of the barbarians³, the mobilization of people declined due to the danger, however, with the arrival of the Middle Ages, a new type of trip arose, religious pilgrimages. As mentioned before, these had already existed in ancient times, but both Christianity and Islam would extend them to a greater number of believers, thus giving rise to the crusades⁴ (see figure 3), and the displacements would be greater, where the most famous expeditions were from Venice to the Holy Land and the pilgrimages along the Camino de Santiago (Acerenza, 2006).

The Crusades gave new development to travel and contributed to raising trade and due to the large movement of soldiers, pilgrims and merchants who traveled along the roads of Medieval Europe, maps, inns and all kinds of services for travelers were created, as well as the owners of the main inns in the city of Florence met to found the first "guild of innkeepers"⁵ and as a consequence the lodging became a very good business spreading later to many other cities (Acerenza, 2006).

³ According to (Jarus, 2022) For the ancient Greeks, a barbarian was someone from outside the city or who did not speak Greek, regardless of whether he had good or bad intentions.

⁴ Crusades, military expeditions, beginning in the late 11th century, that were organized by western European Christians in response to centuries of Muslim wars of expansion (Dickson, 2025).

⁵ The owners of Florence's main inns founded the first innkeepers' guild, with the aim of transforming lodging into a commercial activity, as it had previously been a charitable endeavor (MTZ,2024).

Figure 3

The Crusades and their importance in tourism.



Note. The Templars' battle to liberate the Holy Land during the Crusades. Taken by Las cruzadas de los templarios [Illustration], Pavon, 2023, <https://pacopavon.com/las-cruzadas-de-los-templarios/>

Another important period in the history of tourism was the modern age. During the Renaissance, maritime expeditions by the Spanish, British, and Portuguese arose, sparking curiosity and an interest in traveling and exploring new lands. Marco Polo was one of the first tourists, making his first voyage from Venice to China, returning with materials such as furs and essences. He later wrote the first book on tourism known as "The Travels of Marco Polo." Another historical traveler, Cristobal Colon also emerged, discovering America by mistake, and with him the conquistadors. (Morillo Moreno, 2011).

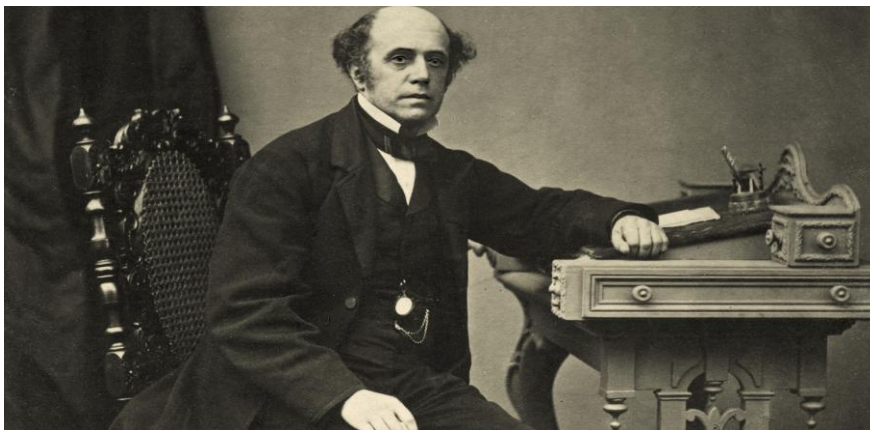
According to (Morillo Moreno, 2011), During this time, the Grand Tour also emerged, which consisted of sending young nobles or members of the upper bourgeoisie to countries such as France, Germany, and Italy after completing their studies in order to complement

their training and acquire certain experiences on long-term trips of between 2 or 3 years. With this term, the Grand Tour, the word tourism that is used today arose. During this time, the first accommodations were also known by the name of “hotel”, where the great personalities of the time stayed. (Morillo Moreno, 2011) also mentions that there was an important milestone during this time, which was the industrial revolution, which resulted in the development of tourism due to the improvement of communications and transportation, which caused an increase in travelers with new tastes and needs.

With the arrival of the contemporary age, and with the invention of the railway, the economy developed and therefore tourism by moving large masses of people, according to (Acerenza, 2006), Thomas Cook (see figure 4) was the precursor of current tourism by creating the first travel agency in 1851 (Thomas Cook and Son) with pre-paid transportation⁶ and hotels for tourists.

Figure 4

Thomas Cook, the precursor of modern tourism.



Note. Thomas Cook was an important figure in the history of tourism when he created the first travel agency. Taken by Thomas Cook: El Padre del Turismo [Photograph]MARPHIL TRAVEL, 2021,<https://marphiltravel.com.mx/noticias/cook.html>

⁶ On the occasion of an anti-alcoholism conference, Thomas transported 500 people by rail from Leicester to Harborough in England for the first time (soloagentes, n.d.)

In the mid-20th century, after the two world wars, tourism gained momentum with new technologies such as automobiles and the creation of commercial airplanes, which in the 1970s had the capacity to carry hundreds of people from one place to another through the air (Acerenza, 2006). With the introduction of new forms of marketing in the tourism industry, the approach to tourism marketing changed, and the concept of the tourism product was born. Along with air transport, this gave a new dynamic to this phenomenon as we know it today.

In current times, tourism has adapted to globalization and the information age, where tourists now have the possibility of purchasing their tourist packages through websites, a clear example of the change that this phenomenon has had over time (Morillo Moreno, 2011).

2.2. HISTORY OF TOURISM IN EL SALVADOR

The development of tourism in our country has a long history, beginning in 1924, when, during the administration of Dr. Alfonso Quiñónez Molina⁷ (see the figure 5) the government recognized the importance of tourism in El Salvador, not only for economic reasons but also to promote our country's cultural and historical aspects, as well as to establish new alliances that would benefit trade. This led to the creation of El Salvador's first Board for the Promotion, Tourism, and Agricultural and Industrial Promotion (Reyes, 2021).

Figure 5

Dr. Alfonso Quiñónez Molina during his term as President of El Salvador.



Note. Alfonso Quiñónez Molina gave the first initiative to promote tourism in El Salvador. Taken by Archivo:Alfonso Quiñónez Molina 1915.jpg, wikipedia,2009, https://es.wikipedia.org/wiki/Archivo:Alfonso_Qui%C3%B1%C3%B3nez_Molina_1915.jpg

⁷ Alfonso Quiñónez Molina was president of El Salvador three times during the 1910s and 1920s.

During 1930, (Reyes, 2021) mentions that under the administration of Dr. Pio Romeo Bosque, new communication routes were facilitated and thus the National Tourism Board was formed, which served as the link between the government and the Departmental Road Boards. Since access to the different tourist areas was easy, it was agreed to issue free tourist cards to all those who visited El Salvador for a period of 8 days, and these could be extended for up to a month by the consulates (ISTU, 2007)⁸.

The National Tourism Board remained in existence until 1939, due to the fact that during this same year a Board of Ornamentation was created in each of the 14 Departments of El Salvador, whose main function was to look after the country's tourist areas (ISTU, 2007).

During the year 1953, tourism increased in our country and the need to improve and expand infrastructure was seen, so the establishment of better hotels was considered and the "Hotel Industry Promotion"⁹ law was created, which resulted in the construction of the following tourist centers: Balboa Park, Los Chorros and Hotel Cerro Verde (ISTU, 2007).

Later in 1960, with the industrialization and integration of Central America in El Salvador, greater importance was given to tourism and for this reason new transportation emerged: road infrastructure was intensified and flights to the country increased due to the establishment of the Ilopango International Airport, which carried large numbers of tourists (ISTU, 2007).

In 1961, one of the most important components of tourism in El Salvador was created: the Salvadoran Tourism Institute (ISTU), the governing government agency for tourism. This institution's main tasks were the development of projects to promote and develop the tourism

⁸ Instituto Salvadoreño de Turismo.

⁹ Hotel Industry Development Law. Annex to Decree No. 1039: Minimum characteristics and standards that must be met by first-class hotels covered by Legislative Decree No. 1039 of May 19, 1953. El Salvador. Leyes, decretos, etc.. (1953). Ley de Fomento de Industria Hotelera : Decreto No.1039 ([No definido] ed.). Ministerio de Economía de El Salvador.

industry, as well as the regulation of tourism businesses, the management of tourism assets, and the presentation of reports on the impact of this sector (ISTU, 2007).

In 1967, under the government of Colonel Julio Adalberto Rivera,¹⁰ a development law was enacted, the main objective of which was to promote the tourism industry such as hotels, restaurants, travel agencies, and others with a tourism purpose (Reyes, 2021).

According to (ISTU, 2007), the first statistical bulletins began to be published in 1968, establishing the first data on the entry of tourists to El Salvador.

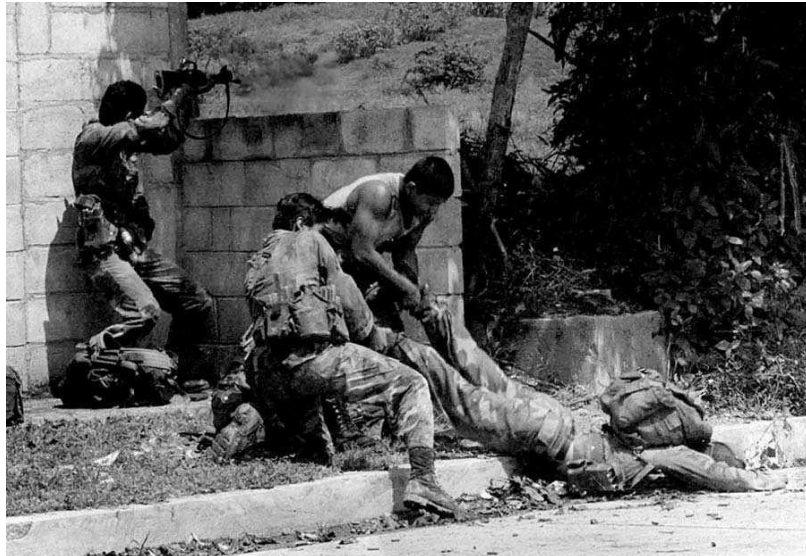
The greatest effort by the government to attract tourism to our country was in 1975 with the holding of the Miss Universe pageant in El Salvador, a program watched by millions of people through their television stations around the world, without a doubt it was a great positive impact on tourism, also in the following couple of years the golden age of tourism was seen due to its great economic stability and its relative political stability such as the construction of hotels such as Camino Real, Ritz, Alameda and Terraza. Likewise, the Cerro Verde Mountain Hotel began operations. Also, during this period, the construction of an infrastructure that highly benefited tourism took place, such as the Comalapa International Airport as well as the innovation of some roads (ISTU, 2007).

Tourism undoubtedly experienced one of its most difficult times in El Salvador, beginning in 1979 with the outbreak of the civil war (see the figure 6). The international press portrayed the country as a danger to tourists wishing to visit due to widespread violence (ISTU, 2007).

¹⁰ He was a Salvadoran military officer and politician who was President of El Salvador from 1962 to 1967 and founder of the National Conciliation Party in 1961.

Figure 6

The armed conflict in El Salvador affected many sectors, such as tourism.



Note. WOUNDED IN COMBAT A soldier was killed by a sniper shot. The soldier was leading the group in San Rafael, Chalatenango. Taken by De la guerra a la paz: las imágenes del difícil camino para lograr el cese del conflicto en El Salvador, el [salvador.com](https://historico.elsalvador.com/historico/797004/acuerdos-de-paz-guerra-civil-el-salvador.html), 2021, <https://historico.elsalvador.com/historico/797004/acuerdos-de-paz-guerra-civil-el-salvador.html>

According to information from (ISTU, 2007), from 1980 to 1990, El Salvador's tourism industry was unable to be promoted because the few foreign visitors who came were tied up with the war, including journalists, political party sympathizers, leftist forces, officials from international organizations, and the military. As a result, the armed conflict eliminated our country from the international tourism map. All of this resulted in very low tourism rates, and the (ISTU) tourism promotion planning was affected.

In the years following the civil war, tourism was a relatively unprofitable activity due to the political instability caused by the armed conflict. However, with the 1992 peace

agreements, tourism recovered in the country, albeit gradually, as the government had other priorities (Reyes, 2021).

In 1996, under the administration of President Calderón Sol, CORSATUR¹¹ was created to assist other public and private entities in promoting and transforming places into better tourist attractions (Reyes, 2021). At that time, ISTU also managed the country's tourist centers, which included water parks such as Ichamichen, Amapulapa, Sihuatehuacan, La Toma de Quezaltepeque, and others.

At the beginning of the 21st century, the tourism boom in El Salvador was boosted by the arrival of international tourists and the free circulation of the dollar in the country. However, all of this was affected by the earthquakes that occurred in 2001, which not only affected the economy but also the tourism sector (ISTU, 2007). According to (Reyes, 2021), in response to this impact on tourism in our country, the government decided to help by creating the Ministry of Tourism (MITUR) on June 1, 2004, under President Antonio Saca, to support other existing institutions such as CORTASUR and ISTU. From this date on, tourism gained greater relevance and was recognized as an important sector for generating better and greater productive alternatives such as: increased employment, wealth generation, decentralization, and local development. It is promoted as an important factor in eradicating poverty in the country (ISTU, 2007).

Tourism growth in 2005 was on the rise, and on December 10th, the tourism law was approved in that same year. Its main objective was to help El Salvador organize and promote tourism. The following year, the "2014 National Tourism Plan" law came into effect, seeking to place European and American tourists on the map and generate thousands of jobs in the coming years (ISTU, 2007). In March 2007, the Country Brand was launched, which was

¹¹ Corporación Salvadoreña de Turismo.

intended to be the new official image with which El Salvador would be recognized internationally by tourists.

Starting in 2009, a new project called Pueblos vivos was launched as an initial test. 56 municipalities across the country initially participated. However, due to its success, the government decided to maintain it permanently to promote sustainable domestic tourism (Reyes, 2021).

With the new government, El Salvador continues to promote itself internationally, making itself known as a tourist destination for fun and business. Visits from both national and international tourists continue to increase, with the help of projects implemented such as Surf City on the beaches of La Libertad in February 2021, and the remodeling of key roads has helped this sector to benefit greatly in recent years (Reyes, 2021).

2.3. NATURAL RESOURCES OF THE DESTINATION AREAS, LOCATION ON THE TOURIST MAP OF EL SALVADOR

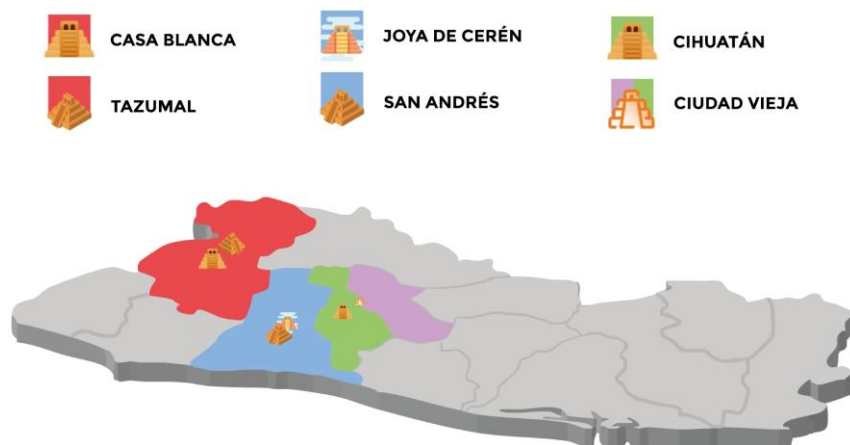
Natural resources are important elements for tourism, because many tourist experiences are enriched with the exploration of the natural environment, its biodiversity and its rich value in landscapes within the country. In the case of the archaeological destinations included in our tour operator “Ancestral Tours”, these are surrounded by natural areas of great ecological and cultural richness, which add value to the visitor's experience.

📍 Geographical location

The sites are located in different areas of El Salvador: Department of Santa Ana (Tazumal, Casa Blanca), Department of La Libertad (San Andrés, Joya de Cerén), Department of San Salvador (Cihuatán) and Department Cuscatlán (Ciudad Vieja).

Figure 7

Places we will visit with AncestralTours



Note. Photography created by us.

The department of Santa Ana not only stands out for its archaeological wealth, hosting emblematic sites such as Tazumal and Casa Blanca, but also for the presence of natural resources of great historical, ecological and touristic value. These elements complement the attractiveness of the area, making it an integral destination for cultural and sustainable tourism.

One of the closest natural resources to these archaeological sites is the Cuzcachapa Lagoon, located in the municipality of Chalchuapa. Of volcanic origin, this lagoon was used since pre-Hispanic times as a water source by the civilizations that inhabited the region. According to (Geográfico, 1995), the name comes from the Nahuatl language and means “lagoon like a jewel”. In addition to its environmental importance, it bears traces of the interaction between the natural environment and native cultures. However, recent studies warn of its contamination and the need for urgent protection measures. (Geográfico, 1995)

Another important water body in Santa Ana is Lago de Coatepeque, considered one of the most beautiful in the country and declared a Natural Protected Area in 2023 by the Ministry of Environment (MARN, 2023)¹² This volcanic lake is part of the Apaneca-Ilamatepec Biosphere Reserve and is located a short distance from the archaeological site of Chalchuapa. Its ecological richness, impressive landscapes, and potential for ecotourism make it an ideal complement for heritage trails that seek to integrate nature, culture, and nature conservation.

In the department of La Libertad, where the archaeological sites of San Andrés and Joya de Cerén are located, there are important natural resources such as Laguna Caldera and Río Sucio. Laguna Caldera is a volcanic water body surrounded by vegetation and wildlife, located at the foot of El Playón volcano, ideal for nature activities and landscape appreciation. On the other hand, the Sucio River, with its characteristic yellowish color due to

¹² Ministerio de Medio Ambiente y Recursos Naturales (2023).

the sulfur that comes from the Izalco volcano, flows through nearby protected areas, forming part of the ecosystem of El Boquerón National Park and providing water wealth and biodiversity to the area. Both resources strengthen the ecological and tourism value of the area surrounding the heritage sites.

Figure 8

Río Sucio, Quezaltepeque, El Salvador.



Note. Aerial view of the Sucio River, a natural resource that must be protected. Take by Ricardo Siman [Photography] El Salvador from the air, 2016, https://ricardosiman.com/el-salvador-desde-el-aire/i_1203198

The archaeological site of Cihuatán, located in the department of San Salvador, is located in a number of protected natural areas that enrich its value as a cultural and ecological tourist destination. One of them is the Colima Protected Natural Area, which is part of a conservation system that protects tropical dry forest ecosystems, with an important wealth of flora and fauna. This area also participates in reforestation, environmental education and ecosystem restoration projects, which contribute to the sustainable development of the region (Universidad de El Salvador, 2022).

In addition, near Cihuatán there are several natural resources that complement its cultural attraction. One of these is the Río Sucio, a tributary of the Lempa River that flows through areas of forested vegetation. Although its name comes from the volcanic sediments it

carries, its environment is of great ecological importance, as biodiversity and serves as a source of water for nearby communities.

Lago de Suchitlán, also known as the Reserva de Cerrón Grande, spans across the departments of Chalatenango, Cuscatlán, San Salvador, and Cabañas. It is the largest freshwater body in El Salvador, covering approximately 135 km². The lake was officially designated as a Ramsar Site in November 2005 due to its international ecological importance (Museo, 2019)¹³ It serves as a vital habitat for thousands of migratory and aquatic birds, including pelicans, ducks, and storks, as well as 12 of the 14 native freshwater fish species found in the country.

Figure 9

Lago Suchitlán, El Salvador.



Note. Panoramic view of Lake Suchitlan, which is one of the best-preserved natural resources. Take by de Ministry of Tourism of El Salvador [Photography] Turismo SV, 2025, https://turismo.sv/lagos/suchitlan#google_vignette

Located near the archaeological sites of Cihuatán and Ciudad Vieja, Lake Suchitlán is a valuable natural resource that enhances cultural tourism routes. In addition to its rich fauna

¹³ Museo del Agua Suchitoto. Humedal Ramsar (2019, febrero 7).

and vegetation, the reservoir offers ecotourism activities such as birdwatching, boat rides, and kayaking, providing visitors with the opportunity to connect with nature, cultural heritage, and the scenic beauty of El Salvador.

Laguna Caldera, on the other hand, is a body of water formed in the crater of an ancient volcano. Located between the departments of San Salvador and La Libertad, it stands out for its scenic, geological and ecological value. Its mountainous environment, cool climate and biodiversity make it an ideal site for ecotourism, nature contemplation and environmental research.

Another highlight is the El Salto Waterfall, a natural waterfall surrounded by vegetation, very visited by national tourists for its scenic beauty and peaceful atmosphere. Finally, Los Tercios Waterfall, located in the municipality of Suchitoto, stands out for its unique formation of basaltic stone columns, similar to rectangular prisms, which give it a unique and attractive aspect for both tourism and geology. This natural phenomenon makes the place a point of scenic, photographic and educational interest.

Figure 10

Aerial view of Los Tercios Waterfall in Suchitoto, Cuscatlán Department.



Note. Aerial view taken with a drone from one of the waterfalls in our country that can be visited. Take by J. Galvez [Photography] 2025,
<https://www.facebook.com/photo/?fbid=2156325187715882&set=a.398018230213262>

The archaeological site of Ciudad Vieja, located about 10 km south of Suchitoto, in the department of Cuscatlán, is located in an environment that combines heritage value and natural wealth. Together, these natural elements, along with the archaeological heritage of Cihuatán, make this area a complete destination for those seeking cultural, ecological and sustainable tourism.

2.4. TYPES OF SOIL IN EL SALVADOR

The soils of El Salvador are highly regarded for their agricultural value. They are distinguished by their high fertility, their diverse components, and their response to various natural factors.

According to (elsalvadormipais.com, 2019) in our country there are mainly 5 types of soil that we can distinguish.

Alluvial soils

Alluvial soils are the mixture of materials carried by rivers or lakes that are deposited on the country's coasts or in its valleys. This is where we typically find this type of soil. Given their properties, these soils are very suitable for agricultural practices (elsalvadormipais.com, 2019).

Figure 11

An example of alluvial soils in El Salvador.



Note. Alluvial Soil: This nutrient-dense soil, formed by river deposits, is highly fertile and well-suited for the successful cultivation of rice and wheat. Taken by adobe stock, n.d. [Photograph],

https://stock.adobe.com/search/images?k=%22alluvial+soil%22&asset_id=1045356149

Andisols

This soil, like alluvial soils, is of very good quality for agricultural activities, primarily for crops such as sugar and coffee, Andisol soils are formed by the ash expelled by our volcanoes (elsalvadormipais.com, 2019).

Figure 12

An example of an andisol in El Salvador.



Note. An andisol is a soil that forms on ash, rocks, glass, and other materials of volcanic origin. Taken by What is an andisol?, Lifeder, n.d., [Photograph], <https://www.lifeder.com/andisol/>

Lumpy soil

Lumpy soil is typically gray in color and is composed of a type of clay that swells when in constant contact with moisture and, conversely, cracks when exposed to excessive

heat. This is why this type of soil is not recommended for agricultural use due to its high instability (elsalvadormipais.com, 2019).

Red latosols

Red Latosol soils are typically composed of a reddish clay, which is their main characteristic and distinguishes them from other soils. These soils are often found in the upper parts of mountains and hills and are also distinguished by their great firmness and structure (elsalvadormipais.com, 2019).

Figure 13

An example of a Red latosol in El Salvador.



Note. A Latosol refers to a tropical soil type characterized by high acidity and the presence of iron and aluminum oxide clay. Taken by What is a Latosol, in the context of agriculture?, Ignacio, 2023, [Photograph], <https://lindafazenda.com/que-es-un-latosol-en-el-contexto-de-la-agricultura/>

Regosols soils

This soil can be distinguished by its sandy texture, the thickness of which depends on the depth of the soil. It is also characterized by its high organic matter content. It is found in the most desert-like areas of our country, in the mountains, and in the dry tropics. Regosol soils are not particularly suitable for agricultural activity due to their composition, as they do not retain moisture well, an important factor for this practice. However, they can be very useful for planting cereal (elsalvadormipais.com, 2019).

Figure 14

An example of a regosol in El Salvador.



Note. Regosols are soils that retain little moisture. Taken by Regosol: characteristics and uses, Lifeder, n.d, [Photograph], <https://www.lifeder.com/regosol>

2.5. CULTURAL IDENTITY

“Cultural identity is the set of sociocultural expressions such as beliefs, traditions, symbols, customs, and values that provide individuals within a community a sense of belonging and connection with others. That is, cultural identity is part of who we are and our own history, and it is built through social interaction and cultural learning” (Concepto, 2025)

ELEMENTS OF CULTURAL IDENTITY

“Every cultural identity is defined by some of the following elements:

Language: Language is considered one of the most important traits within the elements of cultural identity. This factor may include geographical and social dialects that differ from the national language.

Religion: Beliefs, values, moral and ethical stances are indispensable elements that define the cultural identity of a region and determine how individuals relate within society.

Ethnicity: It includes racial and ethnic origins, as communities have formed around shared ideas of race, culture, and geography.

Social class: This element allows its members to identify with each other through forms of speech, lifestyles, and perspectives.

Symbols: Objects and images that represent the identity or beliefs of a group.

History: These are essential elements that define a person's cultural identity, as they are tied to the memory of the past.

Customs and traditions: Passed down from generation to generation, such as festivities, rituals, and ceremonies” (Concepto, 2025).¹⁴

SALVADORAN FESTIVALS AND CELEBRATIONS

“El Salvador is a country rich in culture and traditions, where popular festivities play a crucial role in the lives of its people. These celebrations are a vibrant mix of indigenous, colonial, and modern heritages that reflect the identity and spirit of the Salvadoran people”

El Salvador hosts a wide variety of popular festivities and celebrations, both religious and civic in origin, which offer a great opportunity to learn more about the country's history, traditions, and cultural identity” (Todoturismo, 2024).

INDIGO FESTIVAL, SUCHITOTO, CUSCATLÁN

“Indigo is a plant from which a deep blue dye is extracted, forming part of our cultural identity due to its significant commercial value in the past” (El Salvador Travel, 2024).

“Indigo Day is one of the most popular celebrations in the city of Suchitoto¹⁵ department of Cuscatlán. Every September 6th, locals and foreigners join this colorful festivity held in the main streets of Suchitoto. The event promotes the trade of artisan products dyed with this natural pigment, including t-shirts, hats, bags, tablecloths, and more. The festival also features dyeing workshops, indigo-themed art exhibits, and various

¹⁴ Concepto, Identidad cultural (2025).

¹⁵ Suchitoto, is a colonial city located 47 kilometers from the capital of El Salvador.

gastronomic and cultural activities organized by local residents, offering participants first-hand insight into the process of extracting and crafting indigo-based products” (Montes, 2025).

Figure 15

Dyeing activity made at Indigo festival



Note. History tells us that indigo began to be produced in Central America around the middle of the 16th century, with El Salvador being its main producer in both quality and quantity. Taked by El Salvador travel [Photography] <https://elsalvador.travel/article/learn-more-about-anil/>

PATRON SAINT FESTIVITIES IN HONOR OF SAINT LUCIA AT SUCHITOTO

“Patron saint festivities are a deeply rooted tradition in Latin America, and in the context of El Salvador and Suchitoto, they manifest as a union of faith, community, and cultural identity. The patron saint festivities of Suchitoto in honor of the Virgin Saint Lucia¹⁶ are celebrated from December 6th to 13th. These festivities include religious, cultural, and recreational activities for both young people and adults, such as:

- **Religious:** Processions, masses, novenas, serenades.

¹⁶ Santa Lucia was a Christian martyr, she is venerated in the Catholic, Orthodox and Lutheran churches.

- **Recreational:** Carnival rides, float parades, masked dancers, dances, traditional games like the greased pole and ribbon races, fireworks, and the election of the festival queen.
- **Cultural:** Salvadoran cuisine, live traditional music, art exhibitions”
(Gaceta, 2024)¹⁷

Figure 16

Catholic parishioners carrying an image of the Virgin of Saint Lucia



Note. Photo of Patron Saint Festivities of Santa Lucia: A Legacy with Colonial Roots, taken by Gaceta Suchitoto periodical communitarian, [Photography] 2024

<https://gacetasuchitoto.com/2024/12/07/el-simbolismo-de-las-fiestas-patronales-en-suchitoto/>

¹⁷ Gaceta Suchitoto, el simbolismo de las fiestas patronales de Suchitoto (2024, Diciembre).

FISHING FESTIVAL, OR PATRON SAINT FESTIVITIES IN HONOR OF SAINT RAPHAEL THE ARCHANGEL, PATRON OF FISHERMEN, AT LA LIBERTAD, EL SALVADOR

“Both artisanal and industrial fishing are important activities in El Salvador. One of the traditional celebrations in the Port of La Libertad that highlights the value of fishing has been held since 1940 every October and is known as the Fishing Day or Patron Saint Festivities in honor of Saint Raphael the Archangel¹⁸ who is recognized by the Catholic Church as the patron saint of fishermen. The celebration includes gastronomic and recreational activities with music, dancing, maritime processions, and a wide variety of fresh seafood offered to both national and international tourists.

This celebration is a tradition with over 40 years of history and is an important event both for worshippers who honor Saint Raphael and for locals engaged in artisanal fishing commerce” (Montes, Fishing Festival, 2025).

Figure 17

Fishermen venerate Saint Raphael the Archangel



Note. Photo of Maritime procession of the patron saint of fishermen, Saint Raphael the Archangel. Taken by Mi paisito SV, [Photography] <https://www.mipaisitosv.com/mis-raices/pescadores-veneran-a-san-rafael-arcangel/>

¹⁸ Saint Michael the Archangel is a biblical figure, venerated in the Catholic Church.

PRE-COLUMBIAN CUISINE IN EL SALVADOR

“Pre-Columbian cuisine in El Salvador reflects the indigenous cultural heritage before the arrival of the Spanish. It is a blend of native ingredients from the region and traditional techniques that produce unique flavors and recipes, central to our cultural identity.

Before Spanish colonization, El Salvador was inhabited by different indigenous groups such as the Pipil, Lenca, and Maya¹⁹ these cultures had a close relationship with the land and made use of natural resources for food. Pre-Columbian cuisine was diverse and based on ingredients such as corn, beans, squash, chilies, cacao, and aromatic herbs” (Gastronomi Ancestral info sv, 2024).

TYPICAL DISHES OF EL SALVADOR PUPUSAS

“Pupusas are thick corn or rice flour tortillas traditionally filled with loroco, cheese, refried beans, pork cracklings, or squash. They are usually served with tomato sauce and curtido, a fermented vegetable mix that includes finely chopped cabbage, carrots, jalapeño peppers, and more” (Foods, 2023).

¹⁹ The Pipil, Lenca and Maya are indigenous people present in El Salvador.

Figure 18

Pupusas, the national dish of El Salvador



Note. Photo of typical dish of El Salvador Taken by Rio Grande Foods, [Photography] 2023 <https://www.riograndefoods.com/es/pupusas-el-plato-tipico-de-el-salvador/>

SALVADORAN EMPANADAS

“Salvadoran empanadas are a gastronomic attraction, a unique and traditional dish passed down through generations thanks to its distinctive preparation. “Salvadoran empanadas are generally filled with beans or milk custard. The dough is made from mashed ripe plantains, and to enhance the flavor, many restaurants sprinkle sugar and even cinnamon on top” (Herrera, 2024).

Figure 19

Photography of empanadas



Note. Photo of Salvadoran empanadas are part of the typical dishes of El Salvador, thanks to their preparation. Taken by Guanacos.com [Photography] 2024

<https://guanacos.com/empanadas-salvadorenas/>

ATOL CHUCO

“A traditional hot drink of El Salvador. Indigenous peoples used to prepare this ancestral beverage during community celebrations, calling it *Tákut-ayúxuac-ét*, which in the Mayan language²⁰ means “hot corn drink.” It is served in a gourd bowl with whole beans added and decorated with *aiguashte*, a ground toasted pumpkin seed—delightful in flavor and highly nutritious (Bueso, 2024).

²⁰ Maya language refers to a family of languages spoken in Mesoamerica by The Maya people.

Figure 20

Description about atol chuco recipe



Note. Atol chuco is a drink of Mayan origin. Taken by Buen provecho [Photography] 2024

<https://www.buenprovecho.hn/recipe/receta-atol-chuco/>

LEGENDS**LA DESCARNADA**

“This traditional Salvadoran legend tells the story of a young, stunningly beautiful woman who appears late at night on the roads between Santa Ana and Chalchuapa, hitchhiking rides from drunk or womanizing drivers. These men, charmed by her beauty, experience a terrifying ordeal when she reveals her true appearance: a sinister skeleton with flesh peeling off her bones. La Descarnada²¹ is a cautionary tale about the dangers of infidelity and reckless behavior” (Montes, The leyend of la descarnada, 2025).

²¹ La Descarnada is a popular story in several Latin America countries, especially in El Salvador.

Figure 21

Illustration of la Descarnada



Note. Photo of The story of the Descarnada. Taken by El independiente periodico de El Salvador, relato de la Descarnada por Prof. Mario Juarez [Illustration] 2021
[https://www.elindependiente.sv/2021/0The story of the gaunt2/10/relato-la-descarnada/](https://www.elindependiente.sv/2021/0The%20story%20of%20the%20gaunt2/10/relato-la-descarnada/)

EL CADEJO

“This legend tells of a supernatural animal that appears at night to protect— or torment— those who stay out late or drink excessively. Generally regarded as a protective spirit, it is described as a ghostly dog with large size, unkempt fur, massive claws, and glowing eyes. Two types are said to exist: one white, symbolizing good, and one black, representing evil and malevolence” (Gonzalez, 2025).

Figure 22

Illustration of el Cadejo



Note. Photo according to legends, the nahuales had the ability to turn into animals such as birds, jaguars, snakes, dogs or weasels. Taken by Guanacos.com cultura mitos y leyendas salvadoreñas, leyenda del cadejo, [Illustration] 2025, <https://guanacos.com/leyenda-del-cadejo-cuando-se-creo-que-significado-tiene>

2.6. BASIC PRINCIPLES FOR SUSTAINABLE TOURISM

PRINCIPLE 1

End poverty:

End poverty in all its forms everywhere. Economic growth must be inclusive, creating sustainable jobs and promoting equality.

PRINCIPLE 2

Cero room:

At the end of the day, keep food safe, improve nutrition and promote sustainable agriculture. The food sector and the agricultural sector offer key solutions for the development and its vitals for the elimination of the room and the poverty.

PRINCIPLE 3

Health and well-being

Guarantee a healthy life and promote well-being for all children. It is fundamental to guarantee a healthy life and promote universal well-being.

PRINCIPLE 4

Qualification education:

Guarantee an inclusive, equitable and qualified education and promote learning opportunities throughout life for all. Education is the basis for better life and sustainable development.

PRINCIPLE 5**Gender equality:**

Log the equality between the genes and carry all the women and girls. The connection between the genes is only a fundamental human derecho, if not the necessary basis to create a peaceful, prosperous and sustainable world.

PRINCIPLE 6**Clean and sane water:**

Guarantee the availability of water and its sustainable management and health for all. Water free from impurities and accessible to all is an essential part of the world we need to live.

PRINCIPLE 7**Sustainable and non-contaminating energy:**

Guarantee access to reasonable, safe, sustainable and modern energy for all. Energy is central for all major losses and opportunities when the world is in breach of the current situation.

PRINCIPLE 8**Decent work and economic growth:**

Promote sustainable, inclusive and sustainable economic growth, full and productive employment and decent work for all. We must reflect on this slow and slow progress, and review our new economic and social policies intended to err in the future.

PRINCIPLE 9**Industry, innovation and infrastructure:**

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

PRINCIPLE 10**Reducing inequalities:**

Reducing inequality within and between countries.

PRINCIPLE 11**Sustainable Cities and Communities:**

Make cities and human settlements inclusive, safe, resilient, and sustainable.

PRINCIPLE 12**Responsible Production and Consumption:**

Ensure sustainable consumption and production patterns. The goal is to do more and better things with fewer resources.

PRINCIPLE 13**Climate Action:**

Take urgent action to combat climate change and its impacts.

PRINCIPLE 14**Life Below Water:**

Conserve and sustainably use oceans, seas, and marine resources.

PRINCIPLE 15**Life on Land:**

Sustainably manage forests, combat desertification, halt land degradation, and halt biodiversity loss.

PRINCIPLE 16**Peace, Justice, and Strong Institutions:**

Promote just, peaceful, and inclusive societies.

PRINCIPLE 17

Partnerships for the Goals:

Revitalize the Global Partnership for Sustainable Development (ONU, 2023)

2.7. STRATEGIC PLAN: Action and Quality Control and Customer Satisfaction

Recommendations to improve

In order for Ancestral Tours to consolidate their position as an attractive option within the tourism sector, a series of strategic actions have been proposed focused on customer acquisition and strengthening brand positioning. These activities are designed to connect with people interested in cultural and sustainable tourism, specifically in the archaeological sites of El Salvador. As a fundamental part of the digital positioning strategy, Ancestral Tours will actively use the social networks Instagram and Facebook as the main channels of communication, promotion and connection with tourists. These platforms will allow us to visually showcase the cultural richness of the archaeological sites through regular publications with photographs, videos, cultural trivia, tourist testimonials and educational content.

One of the main strategies consists of creating interesting content about the tourist services offered by the company. Roberto Josué Rivas will be responsible for generating this content on Ancestral Tours' official social networks, such as Instagram and Facebook. His work will include the promotion of tour packages, the publication of images and videos of the archaeological sites, as well as the design of promotional strategies aligned with the cultural and sustainable values of the company. As an additional incentive, a 10% discount on a tour

during the August vacations will be offered to the first 15 people who share our social networks.

On the other hand, to facilitate access to information and resolve frequent customer questions, Katya Pocasangre will design an interactive FAQ section on our social networks. This tool will allow tourists to get quick answers about the services and tours available. In addition, a 5% discount will be granted to the first 10 users who consult this section and make a reservation.

Personalized attention will also be a fundamental pillar of the improvement strategy. Magaly Esmeralda Montes will be in charge of managing direct communication with clients via email and WhatsApp. Her role will include gathering personal information from tourists, providing tour details, and explaining available payment methods. As part of strengthening loyalty, each customer who books their first tour will be given a souvenir inspired by the archaeological sites they will visit. These souvenirs can be a collectible key chain with the names of the sites, or a limited-edition T-shirt with emblematic figures of Tazumal, Joya de Cerén or Cihuatán.

These actions are intended not only to attract new customers, but also to build a close relationship with them, based on the country's cultural identity and a memorable tourist experience.

Social networks will also function as a quick customer service channel, where direct messages, comments and queries will be answered, thus reinforcing the company's accessibility and closeness. This approach will allow Ancestral Tours to create an active and engaged community, positioning itself not only as a tour operator, but also as a bridge between the ancestral past and the modern traveler. In Table 5 we provide a summary of the actions to be carried out, as well as the respective responsible for each activity and the promotions that help to improve to be better positioned in the tourism sector.

Table 5*Actions and Activities to Position the Tour Operator*

Action	Person in Charge	Improvement
<p>Create interesting content about our tourism service through our social media channels such as Instagram and Facebook.</p>	<p>Roberto Josué Rivas: will be in charge of creating this content through our official Ancestral Tours websites. Promoting tour packages, sharing content about the archaeological sites through photos and videos, and designing promotional strategies that reflect the cultural and sustainable values of the company.</p>	<p>The first 15 people who share our social networks will receive a 10% discount on a tour during the August vacations.</p>
<p>Design an interactive FAQ section on Instagram and Facebook, with automatic answers.</p>	<p>Katya Pocasangre: She will be in charge of designing the FAQ section for tourists through our websites that will guide the client in a quick and easy way about our services and tours.</p>	<p>The first 10 users who check the FAQ section and complete their reservation will receive a 5% discount on their first trip with Ancestral Tours.</p>
<p>Manage direct communication with our clients through email and WhatsApp to further facilitate information such as reservations with our tour operator.</p>	<p>Magaly Esmeralda Montes: In charge of communication with tourists requesting their personal information and giving them all the details about the tour they wish to take, as well as the payment methods.</p>	<p>When purchasing or contracting the first tour with our company, clients will receive one of the following souvenirs inspired by the archaeological sites to be visited such as:</p> <ul style="list-style-type: none"> ● 1 Collectable keychain necklace with the names of the archaeological sites ● 1 limited edition T-shirt with either figures of: Tazumal, Joya de Cerén or Cihuatán.

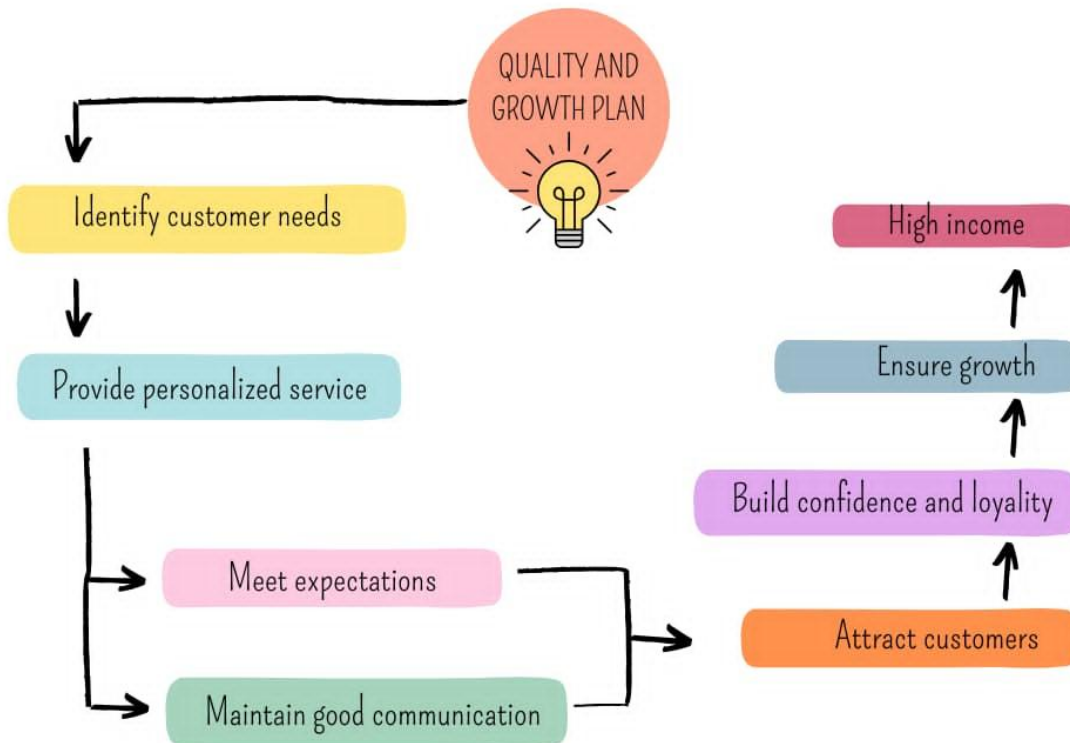
2.8. STRATEGIC PLAN FOR QUALITY DESIGN

For Ancestral Tours, offering quality is due to a carefully structured strategy. For this reason, we are committed to designing a quality plan that integrates all aspects of the tourism experience, from route design to post-trip feedback. The strategy begins with the selection of culturally and historically relevant destinations and continues with the creation of informative, respectful and enriching itineraries. All elements, from tour guide preparation to client communication, are aligned with the company's core values of authenticity, sustainability and excellence. In addition, Ancestral Tours plans to continuously monitor customer satisfaction, improve its internal processes and innovate in service delivery, ensuring that quality is not only maintained, but constantly increased. Through this strategic approach, the company aims to position itself as a trusted leader in archaeological and cultural tourism in El Salvador.

And finally, to guarantee customer satisfaction, as Ancestral Tours we have created a strategy based on key principles of service excellence. The first step is to identify the specific needs and interests of travelers seeking cultural and archaeological experiences. From there, we offer personalized attention, aiming to exceed expectations and maintain constant and transparent communication. And we believe that these efforts contribute to building trust and fostering customer loyalty. As a result, satisfied customers are more likely to recommend the trips, which attract new visitors and promotes the company's sustainable growth.

Figure 23

Strategic Plan of Ancestral Tours



Note. Photography created by us.

To better understand the above plan, we made a brief explanation of each step in our scheme that would represent the growth we expect to have as a tourism company:

1. Identify customer needs

Ancestral Tours will analyze the interests of tourists seeking cultural, historical and environmentally responsible experiences. Through social networks, forms and direct contact, we will identify preferences in routes, schedules, languages and level of adventure or learning they expect.

2. Provide personalized service

We will offer tours designed with attention to detail: guided tours in small groups, individualized attention via e-mail and proposals adapted to the profile of the client (families, students, foreign tourists, etc.). This will allow each visitor to feel that their experience is unique.

3. Meet expectations

The services offered, such as transportation, guides and tours, we try to ensure that they are exactly as advertised in networks or digital media. This will ensure customer satisfaction and avoid disappointing those who place their trust in the brand.

4. Maintain good communication

From the first contact through social networks until after the tour, we seek to have fluid, clear and friendly communication. Instagram, Facebook, WhatsApp and email will be used to provide advice, confirm reservations, answer questions and follow up with professionalism.

5. Attract customers

Strategies such as attractive content in networks, recommendations from satisfied customers, sweepstakes, partnerships with educational institutions and presence in tourism fairs will be applied. And we can show the cultural and natural value of each tour will be key to attracting new audiences.

6. Build confidence and loyalty

Trust will be earned by delivering what is promised, showing transparency in prices and guaranteeing safety and comfort during the tours. Loyalty is fostered with special promotions, after-sales service and details such as personalized souvenirs inspired by places like Tazumal or Joya de Cerén.

7. Ensure growth

By maintaining high quality standards and a positive reputation, Ancestral Tours will be able to consolidate its position in the market, increase its clientele and reinvest in improvements, expanding routes or services, always with a sustainable and cultural approach.

8. High Income

We will have high income as a potential market for Ancestral Tours because it allows us to generate higher revenue per visitor and reinvest in continuous service improvement. Since customers value and pay for unique experiences, this makes it easier to offer more specialized tours, expand archaeological routes, and strengthen tourism infrastructure, while maintaining high standards of quality and sustainability.

The design of this strategy focused on quality of service represents one of the fundamental pillars for the success of any tourism company. In the case of Ancestral Tours, this strategy is oriented not only to meet customer expectations, but to exceed them through a comprehensive approach that ranges from identifying their needs to strengthening loyalty and growth in the tourism sector. This educational and conscious approach recognizes that today's tourists value authentic experiences, personalized attention and transparent service.

Therefore, the company will not only offer tours of archaeological sites of great cultural value, but will do so under standards of excellence, with effective communication processes, humane treatment and constant professionalism.

In conclusion, by trying to offer a quality service, we not only mean delivering what we promise, but also anticipating the client's needs and building a long-lasting relationship based on trust and satisfaction. Through well-defined strategies such as those that Ancestral Tours will implement, from personalization of service to effective communication, we will be able to guarantee not only the loyalty of visitors, but also the sustainable growth of the company. This commitment to excellence will be key to consolidating its presence in El Salvador's cultural tourism market.

CHAPTER III

LOCAL DEVELOPMENT THROUGH A TOURIST PRODUCT

3.1 PROFILE OF THE ENTREPRENEUR

Definition of entrepreneur

It is important that before knowing the profile of an entrepreneur, we must first understand its meaning and what they do.

To better understand what an entrepreneur is, the author (Hayes, 2025)²², explains what it means. According to him, "An entrepreneur is someone who starts and runs a business or startup, using their own ideas, time, and resources, taking financial risks to bring products or services to market and make a profit."

The definition this author gives us helps us understand that an entrepreneur is a person who seeks or detects an opportunity and takes the initiative to create a new business. Entrepreneurs can combine various ideas, people, and resources to grow and improve their business, but they often must start by investing their own time, money, and effort to achieve this.

(Hayes, 2025) also tells us the importance of entrepreneurs in society, as they are essential to economic growth. They can combine many resources, such as land, labor, and capital, to create goods and services, often at significant personal and financial risk. When they are successful, they generate profits, create jobs, and boost productivity, and that is why they are so important.

Characteristics of an entrepreneur

From the above definitions, we can now move on to the characteristics of an entrepreneur, in which we can find a wide variety that define each business.

²² Hayes. A. Entrepreneur: What It Means to Be One and How to Get Started. (September 23, 2025).

According to (Hayes, 2025) To start a business and, therefore, become an entrepreneur we must take into account the following qualities:

Passion and motivation:

This means that doing what we love and working to make our dreams come true are the best combinations for achieving success.

Perseverance, tenacity, and the ability to face new situations:

Consistency, not giving up, and a positive reaction that helps us learn from every small mistake are the keys to keeping our business from falling into oblivion and failure.

Creativity, innovation, and ingenuity:

The first thing we need is to identify the value and quality we will offer our potential customers. This will be our competitive advantage: the reason why a customer will buy from us and not from others.

Planning and analysis:

It's not enough to have an idea and a solution that we can provide to a societal need; this must be materialized, carefully analyzing the environment and its viability in a business plan.

Knowing how to communicate and socialize:

Like social media, communication and negotiation skills are essential to convey the idea and make ourselves known to our customers.

Forming a good team: Forming a team requires surrounding yourself with people who complement your knowledge or ideas, who feel strongly about the idea, who share a common vision for the future, and who are willing to take big risks.

Characteristics of ancestral tour entrepreneurs

Now that we have all these concepts clear, we can present our characteristics as an ancestral tour company.

Having a vision:

To know where we want to go with our business idea and what impact we want to generate with our company.

Perseverance:

Not giving up easily, learning from failures, and keeping trying until we achieve our goals.

Having self-confidence:

As it is the foundation that gives us the courage to start and sustain a business, even when things are not going well. If we don't believe in ourselves, no one else will, and if they see us with doubts, we will have many problems making progress.

Leadership:

This will help us guide, motivate, and inspire others to achieve common goals within our project.

Responsibility:

Meeting all expectations, being serious about schedules and all planned activities, and always being responsive in times of difficulty.

Teamwork:

Learning to listen to others and correcting, when necessary, will be important for the company's entrepreneurship, as this characteristic seeks to achieve greater harmony within

the work group, as well as giving everyone the opportunity to participate and get involved in the project.

Innovation:

It will be very important to adapt to changing times, trying to be different and unique from others, learning what the client is looking for, and doing things in ways that are not traditional.

Passion:

It is important that we love what we do as a company and as a team, and that we put as much dedication and love as possible into the project we are working on, as this will help us achieve all our goals as entrepreneurial leaders.

By following these characteristics, we aim to be successful as a company and never forget the most important thing: not giving up and moving forward no matter what happens.

3.2. ENTREPRENEURSHIP

Definition of entrepreneurship

Now that we have a clearer definition of what an entrepreneur is, it's also important to understand what entrepreneurship is and its importance in society.

According to (Alcalde, 2024), Entrepreneurship means that you must have an initial proposal to put a business idea into practice, that is, to build a company and carry out the production of the goods or provision of the service, without this remaining only in thoughts, but carrying it out.

According to (Huerta, 2025), entrepreneurship isn't just about having an idea to generate income or being your own boss. You need to be prepared first, have a work plan, know that you have to allocate an initial investment of time and money, and analyze many variables that exist in the market, and the success of each entrepreneur will depend on that.

So, understanding the above, entrepreneurship is the process of starting and developing a project or business with the goal of solving a problem, satisfying a need, or taking advantage of an opportunity.

The most important thing, according to the authors, is to know that entrepreneurship means taking financial, emotional, and personal risks, as well as knowing how to manage resources, plan strategies, and make decisions to achieve goals. It can also be understood that entrepreneurship can belong to various business areas, but also to social, technological, or creative projects that seek to generate a positive impact on society.

As a tour operator, this was the process we went through when taking on financial risks out of our own pockets. As a group, we shared ideas and analyzed them, for example, which places we could visit and what alliances we could form with a group of certified

transporters and guides. We tried to solve all the problems that arose and satisfy the needs of tourists as a team. We also considered what was best for our company and what could benefit us the most, taking advantage of every opportunity that presented itself. We also believed that technology and social media were our strongest assets, helping us achieve national and international recognition.

Value of an entrepreneurship in society

The creation of a new entrepreneurship is very important, since it has the capacity to improve the standard of living in society and create wealth, not only for entrepreneurs, but also for other agents around them, as explained in the following points according to (EBC, 2023).

For entrepreneurs

They are the first and foremost beneficiaries, since entrepreneurship provides them with the opportunity to own something, create something new, and make a difference in society. Entrepreneurs can also benefit from the freedom and flexibility that comes with owning their own businesses, such as their schedules.

For employees

The creation of each business can provide employment and professional opportunities for many workers. These jobs can be more rewarding and challenging than traditional ones, and can offer greater job and financial satisfaction.

For Consumers

Consumers can benefit from the products and services offered by entrepreneurs, as they often introduce new products and services that didn't exist before, and this can improve consumers' quality of life by offering innovative solutions to their problems and needs.

For local communities

Entrepreneurship can help revitalize local communities by creating jobs and generating economic activity. Entrepreneurs can also be community leaders and contribute to community well-being through corporate social responsibility.

For the economy in general

Entrepreneurship can contribute to economic development by creating new jobs, increasing economic activity, spurring innovation, and increasing market competition. New businesses can also attract investors and capital, which can have a positive impact on the economy as a whole (EBC, 2023).

As a tour operator

Following the previous points as a tour operator we are also clear about the importance of our entrepreneurship, such as:

-First and foremost, as entrepreneurs, we would like to benefit not only economically but also to make a change in our society, promoting our country's culture through archaeology and not forgetting our roots, which are overshadowed by other things today. That would be one of the main reasons for the importance and existence of our company.

-Our tour operator also seeks to generate employment in society through partnerships with transport companies that help us transport tourists, as well as guides who live near the tourist sites we visit, thereby better fulfilling and satisfying our customers.

-Our tour operator also seeks to meet the needs of our tourists and clients by providing them with services through innovative tourist routes that provide them with a unique and comfortable experience.

-We would also like to support the local communities²³ near the archaeological sites visited on each itinerary by taking tourists to other businesses such as restaurants and other places so that they can also benefit financially through the tour operator.

In conclusion, the importance of entrepreneurship in the economy is that this activity is essential for economic growth and job creation worldwide. Entrepreneurs are pioneers of innovation and change, and their ability to create new businesses and products helps foster competition and increase quality in markets.

Furthermore, entrepreneurs can have a significant impact on local communities by generating economic activity and employment, which can help reduce unemployment and improve quality of life (EBC, 2023).

²³ Refers to guides and merchants who live near the archaeological sites visited.

3.3. CYCLE OF ENTREPRENEURSHIP

The entrepreneurial cycle is fundamental to understanding how business initiatives are born, developed, and consolidated. This process is not only about creating a business idea but begins with identifying a need in the environment and continues through the consolidation and sustainability of the company. Each stage requires entrepreneurial responsibility, as the decisions made in each phase directly influence the quality of the service offered, customer satisfaction, and the contribution to the social and cultural environment. In the case of Ancestral Tours, understanding and applying the entrepreneurial cycle has made it possible to structure a solid proposal focused on rescuing El Salvador's archaeological heritage through cultural and educational tourism.

According to, (Hägg, 2024), entrepreneurial responsibility must be present at every stage of the entrepreneurial cycle, both when exploring opportunities and when exploiting them, considering the moral intentions of the entrepreneur as well as the consequences of their decisions.

The entrepreneurship cycle:

Opportunity Recognition

The first stage in the entrepreneurship cycle is recognizing opportunities. Entrepreneurs are often characterized by their ability to identify gaps in the market, problems that require solutions, or emerging trends that can lead to profitable ventures. (Drucker P. F., 1985)²⁴ emphasized that opportunities are not always obvious; they require a keen sense of observation and an innovative mindset. At this stage, creativity plays a crucial role, as

²⁴ Drucker, P. F. (1985). *Innovation and Entrepreneurship: Practice and Principles*. New York: Harper & Row.

entrepreneurs must imagine new ways of solving existing problems or offering value to society.

(Shane, 2000)²⁵ argue that opportunity recognition is the cornerstone of entrepreneurship, as it differentiates entrepreneurial action from simple business management. Without identifying an opportunity, the rest of the cycle cannot proceed.

Idea Development and Planning

Once an opportunity has been identified, the next step is to develop an idea into some concrete, clear-cut plan. This involves analyzing the feasibility of the opportunity, studying the target market, and creating a strategy for its long-term execution. The goal of this step is to reduce uncertainty and verify whether the idea is viable in terms of both market and resources.

Business planning often includes financial projections, resource requirements, and risk assessment. While some entrepreneurs may prefer informal approaches, research shows that well-prepared plans increase the chances of survival and growth for new ventures (Delmar, 2003)²⁶

Planning and designing the business model

Planning is a crucial stage in the cycle. It involves structuring the elements of the business: mission, vision, marketing strategies, financial analysis, and operational plans. All of this is put in place to start a venture with clear goals and future achievements that you want to reach. The planning process begins with defining the mission and vision, which establishes the purpose of the business and its long-term aspirations. These elements serve to guide decision-making and ensure consistency in the strategies adopted by the company.

²⁵ Shane (2000) stated that opportunity recognition is essential for entrepreneurship.

²⁶ Delmar (2003) notes that well-prepared business plans increase the chances of success for new ventures.

Obtaining resources

Entrepreneurship requires tangible and intangible resources, from financial capital to technical knowledge and networks. That access to resources largely determines a company's ability to take off. At this stage, entrepreneurs must manage sources of financing, whether through personal savings, loans, angel investors, or government support programs. In addition, they must assemble a team with complementary skills to execute the plan designed to ensure that everything runs smoothly in the entrepreneurship.

The planning and design phase is not just about having an idea but about transforming that idea into a structured and coherent model. Entrepreneurs who invest sufficient time in planning increase their chances of success, as they start with clear and aligned goals, strategies, and resources to achieve growth.

Implementation and launch

At this stage, the idea becomes a reality: products or services are launched on the market, daily operations are established, and interaction with customers begins. Here, the entrepreneur's leadership and management skills are essential, as they must coordinate activities, solve unforeseen problems, and ensure that the service offered matches what was promised. This process requires not only creativity and innovation, but also discipline and resilience, as the entrepreneur faces uncertainty, market entry barriers, and limited financial stability.

One of the most important characteristics of the start-up phase is the validation of the business model. (Ries, 2011) highlights that entrepreneurs must test their value proposition through a “minimum viable product,” allowing them to evaluate whether their product or service satisfies a real need in the market. This experiment reduces risks, since the entrepreneur can adjust the offer according to customer feedback before investing significant

resources. In this way, the start-up stage becomes a dynamic learning process where flexibility is essential for survival and growth.

Growth and expansion

If the company manages to consolidate its position in the market, the next step is to expand in a sustainable manner. This phase involves increasing the customer base, diversifying products or services, and exploring new markets. After succeeding in the initial stage, entrepreneurs seek to expand their operations, reach larger markets, and improve efficiency. (Churchill, 1983)²⁷ presented a well-known model of small business growth, showing how companies evolve from creation and survival to success and maturity.

At this point, leadership skills become very important, as the entrepreneur must balance innovation with organizational stability. Growth also requires reinvestment of profits, acquisition of new talent, and, in some cases, external financing.

The importance of understanding the entrepreneurial cycle

Understanding the entrepreneurial cycle allows entrepreneurs to anticipate challenges and make strategic decisions at each stage. It also provides a framework for assessing risks, allocating resources efficiently, and designing more realistic action plans. This cycle, entrepreneurs gain a clearer vision of how to transform ideas into viable projects, how to sustain them over time, and how to scale them responsibly. It also promotes better time management, goal setting, and team organization. In addition, this knowledge contributes to reducing the likelihood of failure by recognizing the patterns and common obstacles that typically arise in new ventures.

²⁷ Churchill, N. C. (1983). The five stages of small business growth. *Harvard Business Review*, 61(3), 30–50.

3.4. IMPORTANCE OF ENTREPRENEURSHIP

Entrepreneurship plays a fundamental role in the economic and social development of societies around the world. It is like the engine of progress, generating new business ideas, transforming them into opportunities, and contributing to wealth creation. To this end, entrepreneurs take risks introducing products and services that respond to consumer needs, which helps strengthen competition and foster innovation. Thus, entrepreneurship is not only a professional option, but also a dynamic factor that supports the modernization of economies. According to (Kritikos, 2014)²⁸, entrepreneurs are essential for economic growth since they not only create jobs for themselves but also generate employment for others, which has a multiplying effect in local economies.

Examples of the importance of entrepreneurship:

1. Boosting economic growth: Entrepreneurship contributes directly to economic growth by generating new businesses, products, and services.

2. Job creation: One of the most direct effects of entrepreneurship is the creation of formal and informal jobs.

3. Innovation and competitiveness: Entrepreneurship is key to introducing new ideas, innovative products, and more efficient ways of doing business.

4. Social development and well-being: Beyond the economic aspect, entrepreneurship has a significant social impact: it improves the quality of life of communities, empowers people, promotes inclusion, and encourages citizen participation.

²⁸ Kritikos, A. S. (2014). Entrepreneurs and their impact on jobs and economic growth. IZA World of Labor, (8), 1–10.

5. Boosting regional development: Entrepreneurship helps revitalize regions outside major urban centers, contributing to the decentralization of economic development, as in Santa Tecla, where the Paseo el Carmen hosts the Open Doors Festival.

6. Sustainability and responsibility: Responsible ventures also consider the environmental, cultural, and social impact of their activities.

We can see that the great importance of entrepreneurship lies in its ability to generate economic growth, create jobs, stimulate innovation, promote social progress, and contribute to sustainable development. Its impact goes beyond business success, as it directly influences the quality of life of societies and the construction of a more competitive and inclusive future wherever entrepreneurship is found.

3.5. THE PROFILE OF AN ENTREPRENEUR

The profile of an entrepreneur goes beyond simply thinking about the idea of a person who starts a business. It is a set of traits, skills, and behaviors that define people capable of transforming ideas into projects with a future, creating value for society and generating opportunities for others. We know that entrepreneurs have been considered drivers of innovation and development. For this reason, understanding their profile is essential to identifying the characteristics that enable them to succeed in highly competitive environments.

Personal traits of entrepreneurs

One of the most important characteristics of an entrepreneur is vision²⁹. Entrepreneurs can see opportunities where others only see challenges. This vision allows them to project future scenarios and prepare strategies to deal with them. Along with vision, innovation is another fundamental characteristic. Entrepreneurs often introduce new ways of solving problems, whether through products, services, or business models.

Another fundamental trait is self-confidence. Believing in one's own abilities and ideas provides the strength necessary to take risks. This confidence is often accompanied by perseverance and resilience, since entrepreneurs rarely experience a linear process. Failures and setbacks are common, but entrepreneurs tend to see them as learning opportunities that bring them closer to success and help them improve for the future.

Beyond personality traits, entrepreneurs must also develop a range of skills. Leadership is the most important, as no business can grow without the ability to inspire others and organize teams effectively. A successful entrepreneur is not only a leader but also a

²⁹ Its a forward-looking statement that describes where the company wants to be in the long term.

motivator who encourages others to believe in the company's mission; otherwise, this can lead to failure.

Decision-making is another fundamental skill. Entrepreneurs must learn to make quick but thoughtful decisions. Their ability to solve problems creatively and adapt to unexpected changes can determine the survival of their business. This is especially true when it comes to adapting, as markets, technologies, and customer preferences change rapidly, and entrepreneurs must be flexible in adjusting their strategies, products, or services without losing sight of their goals.

Social and cultural dimensions

The profile of an entrepreneur is also influenced by society. Having an entrepreneurial spirit is associated with independence and social responsibility. This helps entrepreneurs succeed and share their passion for creating something new that has a positive impact on their environment.

Theory on the entrepreneurial profile

Several scholars have studied entrepreneurial profiles. (Schumpeter, 1934)³⁰ described entrepreneurs as innovators who disrupt the economy by introducing new combinations of resources, products, or markets. This idea highlights the transformative role entrepreneurs play in development and growth. Later, (Drucker P. F., 1985)³¹ expanded this perspective by emphasizing systematic innovation as the foundation of entrepreneurship. According to him, entrepreneurs are not simply risk-takers; they are individuals who actively search for change, respond to it, and exploit it as an opportunity.

³⁰ Schumpeter, J. A. (1934). *The Theory of Economic Development: An Inquiry into Profits, Capital, Credit, Interest, and the Business Cycle*. Harvard University Press.

³¹ Drucker, P. F. (1985). *Innovation and Entrepreneurship: Practice and Principles*. Harper & Row.

These theoretical contributions emphasize that entrepreneurship is not only about personality traits, but also about the ability to act strategically. Entrepreneurs combine their personal qualities with deliberate methods to identify and seize opportunities.

The list of some of the most relevant characteristics includes:

Vision and innovation: entrepreneurs anticipate change and propose creative solutions to needs.

Self-confidence: a firm belief in their abilities and ideas is essential to inspire confidence in others.

Leadership: they inspire others, build teams, and guide people toward goals.

Perseverance and resilience: failures are seen as learning opportunities rather than obstacles.

Risk-taking: entrepreneurs embrace uncertainty and make decisions.

Adaptability: they are flexible in dealing with market changes or unexpected challenges.

In summary, entrepreneurs are not only people who create businesses, but also agents of change who inspire others, overcome obstacles, and leave a lasting mark on society. Their profile serves as a guide for those who aspire to be part of this dynamic and challenging world.

3.6. ANCESTRAL TOURS ENTREPRENEURSHIP PROFILE

The entrepreneurship profile refers to the set of characteristics, skills, knowledge, and attitudes a person must possess to develop and manage a successful business project. It involves interacting with people, managing experiences, making sustainable use of cultural and natural resources, and constantly adapting to market trends. The entrepreneurship profile in tourism is a key element in promoting the sustainable and competitive development of the tourism sector³². It's not just about having a business idea, but about combining technical skills, social sensitivity, innovative vision, and a strong commitment to the environment (Science, 2022).

Ancestral tours identify with the following entrepreneurial profile:

Dynamic and competitive sector:

Tourism is one of the most rapidly changing industries, influenced by factors such as technology, seasonality, global crises (like pandemics or conflicts), and consumer trends. Ancestral tours have required an entrepreneurial profile that is flexible, resilient, and proactive, with the ability to adapt quickly

Customer service and experience orientation:

Unlike other sectors, in tourism, the product is often intangible (an experience or a moment lived). Therefore, Ancestral tours have a strong customer focus, interpersonal skills, and a commitment to service quality.

³² Refers to the industry and economic activities associated with travel for leisure, recreation, business, or other purposes

Knowledge of the environment and sustainability:

Tourism is deeply connected to the local environment³³—whether natural, cultural, or social. Our tours have included environmental and sociocultural awareness, promoting responsible and sustainable practices that benefit both the visitor and the local community.

Creativity and innovation:

In a saturated market, those businesses that stand out are the ones offering innovative proposals: Our business brings authentic experiences, creative use of local resources, and integration of technology, among others. Creativity is an essential trait.

Management and leadership:

In addition to creative vision, our profile includes business management skills such as planning, marketing, finance, personnel management, and teamwork. Leadership is one of our keys to motivating, negotiating, and collaborating with stakeholders in the tourism ecosystem (communities, governments, suppliers, etc.).

Ability to identify opportunities:

Tourism entrepreneurs must be able to read the market: As teamwork we have identified the different niches, trends (such as rural tourism, wellness, gastronomy, or adventure), and unmet needs of travelers (Funes, 2025).

³³ The specific physical and social characteristics of a particular area, including its geography, climate, natural resources, and the cultural practices of its inhabitants.

3.7. MARKET NICHE:

A market niche in tourism is a small and well-defined segment of the tourism market, made up of people who seek specialized experiences and value authentic, personalized offers or those focused on very specific interests. This approach allows entrepreneurs and tourism destinations to specialize, create more attractive and sustainable value propositions, and establish a more authentic connection with their target audience by making the most of local resources³⁴ and current market trends³⁵ (Garcia, 2025).

Some of the key characteristics to consider include:

Opportunity for entrepreneurs and emerging destinations:

Market niches allow small entrepreneurs, rural communities, or lesser-known destinations to enter the tourism market without directly competing with large operators. Instead of trying to attract everyone, they can focus on attracting a specific type of visitor who values their unique offering.

Alignment with sustainability:

Many tourism market niches such as ecotourism, rural tourism, or community-based tourism are aligned with sustainable practices, promoting respect for local culture, care for the environment, and fair economic development.

Use of technology and digital marketing:

Identifying and attracting a market niche is now more achievable thanks to digital tools that allow for audience segmentation, personalized messaging, and the promotion of experiences directly through social media, specialized platforms, or online communities

³⁴ Are services, facilities, and materials available within a specific geographic area, such as natural resources, human skills, financial aid, and physical infrastructure.

³⁵ Is defined as the asset's price direction over a given period.

Diversification of demand:

Nowadays, tourists are no longer just looking for beaches or guided tours. Many seek experiences that align with their values, lifestyles, or personal interests (such as nature, sports, gastronomy, or art). This has led to a wide diversification of the tourism market, where niches have become an opportunity for innovation and differentiation.

Personalization of the experience:

As travelers become more demanding, tourism offers aimed at specific niches provide greater perceived value, as they respond to concrete interests. For example:

- Tourists who engage in adventure tourism (hiking, rafting, climbing)
- People interested in spiritual or wellness tourism
- Travelers seeking local gastronomic experiences.

Our market niche with Ancestral tours:**Unique experiences:**

Ancestral tours offers tourists personalized and unique experiences according to their preferences in the main archaeological sites found in our country El Salvador.

Specialist knowledge:

A characteristic of our company that stands out in the market is, it provides detailed information of our tourist packages such as price, name of archaeological sites to visit, their history etc.

Education and culture:

As a company it is very important to raise awareness about the culture and its diffusion through local and national tourism, Ancestral tour promotes education about the heritage and the history of the native peoples of El Salvador.

Exclusive access:

Access to archaeological sites is essential, especially for those that are not open to the general public or require special permits. For example in the archaeological site Cihuatan where there is an area that tourists can access but with a special permit.

Sustainability:

Our tourist commitment is to promote sustainable and responsible practices in the operation of all our tours, so as to minimize the environmental impact³⁶ and at the same time benefit local rural communities (Montes).

³⁶ Tourism has significant negative environmental impacts, including pollution, resource depletion, and habitat destruction.

3.8. SOCIAL RESPONSIBILITY OF THE ENTREPRENEUR

The responsibility of the entrepreneur is the voluntary and ethical commitment that an entrepreneur assumes to contribute to the sustainable development of the environment in which they operate, generating benefits not only economic but also social, cultural, and environmental for local communities³⁷, their workers, tourists, and the environment. The social responsibility of the entrepreneur is not only a moral obligation but also a smart and sustainable strategy that strengthens their reputation, improves the quality of their offerings, and contributes to balancing economic development with the well-being of society and the environment (Lumot, n.d.).

Social responsibility may also involve the following points:

Respecting and valuing local culture:

Promoting tourism experiences that strengthen the cultural identity of the host community, avoiding exploitation or distortion.

Boosting the local economy:

Prioritizing the hiring of local labor³⁸ the consumption of regional products and services, and the fair distribution of the benefits generated by tourism activities.

Protecting the environment:

Adopting sustainable practices such as the efficient use of resources, proper waste management, ecosystem conservation, and environmental education for tourists.

³⁷ Groups of people who live in a specific geographic area and share common interests, values, or identities, such as neighbors, coworkers, or members of a town or city.

³⁸ Refers to the workforce from a specific geographic area, often emphasizing hiring workers from the immediate community.

Fostering fair and transparent relationships:

With suppliers, employees, partners, and visitors, acting with honesty, inclusion, and equity.

Creating experiences with a positive impact:

Designing tourism services that not only satisfy the customer but also leave a meaningful contribution to the visited place and the lives of its inhabitants (Lumot, n.d.).

3.9. LOGO:

According to (Islas, 2022) a logo is a symbol composed of different elements such as words, images and colors that is used to identify a brand or a product within a market. We can find a wide variety of types of logos in shapes and sizes ranging from simple text logos to abstract brands.

The tour operator's logo (see figure 23) is made up of some of these elements that will be seen below along with a brief explanation of why we based our design on them.

Figure 24

Logo of Ancestral Tours



The Ancestral Tours logo reflects the company's essence and its commitment to cultural preservation and sustainable tourism. The archaeological pyramid in the background symbolizes El Salvador's rich history and the value of the ancestral sites featured on our

tours. The rays of sunlight surrounding the image represent life, energy, and the warmth that characterizes both our country and the experience we offer visitors. Finally, the name "Ancestral Tours" at the top showcases our identity as a tour operator dedicated to guiding tourists toward an authentic encounter with the past, integrating culture, nature, and a warm welcome into every trip.

3.10. SLOGAN:

According to (Islas, 2022), a slogan can be found as a quick and memorable phrase used in advertising that primarily seeks to capture the attention of a specific audience, communicate a company's values, and leave a lasting impression on people's minds. With a good slogan, it's easy to always remember and is often used to create an emotional bond with the target audience.

Following this same line, as a tour operator we decided to use the following slogan that identifies us as a company:

“A historical journey into our past”

Our slogan represents our goal as a tour operator, which is to provide a unique experience to our clients to learn more about our history through the most important archaeological sites in our country, understanding in a better way the why of our culture, traditions and language, since it is important not to forget our origins as a society, and that is why the reason for our slogan, to attract the attention of all those passionate about knowing in a better way our roots and everything that derives from it.

3.11. MISSION

(Universidades, 2024) defines the mission as the main reason why it exists, that is, what is its purpose or objective and what is its function within society.

According to the previous definition, we have a very clear mission as a tour operator, which is the following and our reason for being:

Provide tourist activities through different itineraries to the most important archaeological sites in our country, ensuring comfortable and safe transportation, as well as trained guides to provide better information to all those tourists, both national and international, who are interested in learning more about our ancestors, as well as the culture and traditions, and wish to experience these emblematic places of such importance to our history firsthand. With this, our purpose is to ensure that our roots are not forgotten and are recognized both by new generations as well as by foreigners, also emphasizing the importance of these places in school education and understanding our current society.

3.12. VISION

(Universidades, 2024) defines vision as where a company is headed and what its medium and long-term goals are. The vision allows us to define the path that must be followed to achieve the proposed goals.

With this concept clearer, we now present our medium- and long-term vision as a tour operator:

To be the leading tour operator in El Salvador promoting cultural and sustainable tourism experiences, recognized nationally and internationally for connecting visitors with the ancestral heritage, natural resources, and Salvadoran identity in a respectful yet engaging way. We aspire to be a benchmark in cultural archaeological tourism, offering authentic, safe, and educational experiences that strengthen national pride, convey the richness of our roots to national and international tourists, and contribute to positioning the country as a unique destination in Central America.

3.13. VALUES

Taking the same author (Universidades, 2024) explains that values are a set of guidelines and directives that guide the way of acting and understanding the company's activity, with the aim of achieving the vision and mission of the organization.

According with this concept as a basis, we present a list of our values as a company that clearly defines us.

Respect: We recognize our historical and cultural commitment and values of our indigenous peoples and with the archaeological sites.

Integrity: Offer high quality and honest services with the complete information, we are an honest, ethical, and trustworthy team.

Responsibility: We assume full responsibility and guarantee for the tourism services we offer.

Collaboration: Working together with local communities, authorities and other stakeholders to promote conservation and sustainable development.

Community: Contributing to the economic and social development of local communities through the generation of employment and the purchase of local products and services.

Education: To provide opportunities for learning and awareness of the importance of cultural heritage and the need for its preservation.

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