

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



TOPIC:

TOURISTIC SERVICE: JIQI-MANGROVE TOURS

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FINAL REPORT OF SPECIALIZATION COURSE ON TOURISM

IN ORDER TO OBTAIN THE DEGREE OF:

BACHELOR OF MODERN LANGUAGES SPECIALTY IN FRENCH AND
ENGLISH

&

BACHELOR'S DEGREE IN ENGLISH LANGUAGE TEACHING OPTION

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THANKS

With deep gratitude, I raise my first thanks to **God**, who has been my guide and strength every step of the way. His light has illuminated me in times of uncertainty and his love has given me the courage to overcome every challenge.

To my **family**, my refuge and greatest inspiration, I thank you from the bottom of my heart for your unconditional love, your constant support and your words of encouragement that propelled me forward. You are the pillar on which my dreams are built.

To my **friends**, thank you for your company, for every laugh shared and for being a source of encouragement in difficult times. Your friendship has been an invaluable gift on this journey.

To my **colleagues**, with whom I shared this chapter, I thank you for your collaboration, camaraderie and for showing that together we can overcome any challenge. Every experience I have had with you has left indelible marks on my heart.

To my **teachers** and **advisors**, thank you for sharing your knowledge, for your patience, and for guiding me with wisdom and dedication during this process. Their support and teachings have been instrumental in achieving this goal

To all of you, thank you for being part of this dream come true. This achievement belongs not only to me, but also to each of you who believed in me.

Ana Ruth López

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ABSTRACT

Jiqui Mangrove Tours is a dedicated tour operator that invites you to discover the breathtaking natural beauty of Jiquilisco Bay, El Salvador. Nestled along the country's southeastern coast, this remarkable destination is home to an extensive network of lush mangroves, serene waterways, and pristine islands, creating a haven for nature lovers and adventure seekers alike. Our tours are designed to immerse visitors in the rich biodiversity of the region, offering a unique opportunity to explore one of El Salvador's most important ecological treasures. We offer tailored excursions that cater to diverse interests and activity levels. Whether you're paddling through peaceful mangrove tunnels on a kayaking adventure, observing vibrant bird species in their natural habitats, or hiking along scenic ecological trails, each experience is crafted to deepen your connection with nature. Our tours also provide opportunities for cultural immersion, allowing you to engage with local communities, learn about their traditional ways of life, and participate in authentic cultural practices. Discover the region's history, savor the flavors of regional cuisine prepared with fresh local ingredients, and relax on idyllic beaches surrounded by unspoiled natural beauty. Our knowledgeable guides share insights about the bay's ecological significance, the importance of mangrove conservation, and the diverse wildlife that calls this area home. At Jiqui Mangrove Tours, we are committed to sustainable tourism practices that support environmental preservation and community well-being. Our personalized approach ensures that each tour offers an unforgettable experience, blending adventure, education, and cultural appreciation. Whether you're seeking tranquility, exploration, or meaningful cultural connections, Jiquilisco Bay offers it all. Let us guide you through this natural paradise, where every moment is an opportunity to connect with the environment, embrace local traditions, and create lasting memories.

Keywords: Jiquilisco Bay, Jiqui Mangrove Tours, ecotourism, adventure tourism, cultural immersion, mangroves, biodiversity, sustainable tourism, kayaking, birdwatching, local traditions, gastronomy, ecological trails.

INTRODUCTION

“Travel leaves you speechless and then turns you into a storyteller” (Ibn Battuta). “Tourism is the activity through which people discover new places and experiences, enriching their lives, while, at the same time, generating a positive impact on the local economy, as well as on the lives of its inhabitants.” (Tourism definition created by team member’s).

Currently, tourism in El Salvador is booming, especially with regard to beaches. It is in this context that our project arises.

This is a tourist product created for all those Salvadorans and foreigners who love nature, fishing and extreme sports, as well as for those who love or wish to know the characteristic gastronomy of the country’s coast.

Chapter I details the profile of the touristic product. This comprises the of the touristic product presentation, followed by the general and specific objectives, and the justification in order to know the reason and the importance of the project. Furthermore, the description of the product: the name of the service, location, and route, the attribute of the service and the typology of tourism. Besides, it contains the strategies for human development and sustainability since this project seeks to be adapted to a sustainable, responsible and inclusive development.

Chapter II and III Those chapters explore the design of a tourist product, focusing on its global history and El Salvador's cultural identity. It also discusses the role of entrepreneurs in the tourism development, defining their concept, type, ecosystem, competencies, characteristics, obstacles, and success factors.

CHAPTER I:
**“Profile of Tourist
Product”**

1.1 Presentation of Touristic Product

Jiquilisco-Mangrove Tours is an enterprise intended to provide a tourist circuit made for tourists and visitors to take an indelible memory of the bay of Jiquilisco, an exotic natural area of our country.

The mission of this agency is to offer the best tours of the coastal zone in eastern El Salvador. While our vision is to become a renowned tourist agency in the Central American isthmus, by the high quality of the service, security and good treatment to customers, in harmony with the environment, promoting inclusion and economic development of the area.

One of the places offered to our customers is La Pirraya Island, where people can contemplate the beauty of its beaches, practice extreme sports, fishing and eat a delicious lunch.

Another destination of the circuit is the island Rancho Viejo, where customers can enjoy the sunset, in addition to tasting a succulent dinner.

Both before and after arriving at each of the islands, during the tour by boat you can appreciate the flora and fauna of the areas, especially in the mangroves. In this context, the sighting of birds and crocodiles stands out. Jiquilisco Bay is listed as RAMSAR, a wetland site of international importance, and therefore home to endangered species, migratory birds and animals found only in this part of the country.

The tour provides a large number of activities, which ensures that tourists and visitors live a very complete experience of this paradisiacal place of the Salvadoran coast.

1.2 Objectives

1.2.1 General objective:

Design a tourist service focused on ecotourism and its subdivisions in the Bahía of Jiquilisco, in El Salvador, with the purpose of offering a unique and sustainable tourist experience that highlights the natural and cultural beauty of the region, and contributes to local socio-economic development.

1.2.2 Specific objectives

To design a detailed tourism plan that includes attractive activities and services for visitors, such as birdwatching, crocodile sighting fishing, kayaking, swimming, and sunset contemplation, in order to meet the needs and interests of different types of tourists.

To offer exquisite dishes characteristic of the region, highlighting gastronomic culture of our country.

To establish partnerships and collaborations with local communities and tourism stakeholders in the region to ensure participation and mutual benefit in the development of the project, promoting economic and social empowerment of local populations.

To implement environmental management and conservation measures that ensure the protection and preservation of the mangroves of Jiquilisco, minimizing the negative impact of tourism on the ecosystem and promoting responsible tourism practices among visitors and tourism operators.

To design effective promotion and marketing strategies that position the destination of the mangroves of Jiquilisco in the national and international tourism market, identifying and attracting segments of travelers interested in nature, adventure, gastronomic rural and authentic cultural experiences.

1.3 Justification

The justification for the tourism project towards the mangroves of Jiquilisco in El Salvador is based on several reasons that support its implementation and viability.

Firstly, the mangroves of Jiquilisco possess a remarkable natural beauty and biodiversity, making them an attractive destination for tourists seeking authentic and unconventional experiences.

Secondly, the project has the potential to stimulate economic growth and local development by generating significant income for the surrounding communities, creating employment opportunities, and fostering infrastructure development.

Thirdly, promoting tourism in the area contributes to the conservation of the mangrove ecosystem through environmental awareness and visitor education efforts.

Lastly, the project offers an opportunity to diversify El Salvador's tourism market, attracting travelers interested in ecotourism, adventure tourism, and cultural tourism experiences.

In conclusion, the tourism project towards the mangroves of Jiquilisco presents a unique opportunity to capitalize on natural resources, drive local socio-economic development, promote environmental conservation, and diversify the country's tourism offerings.

1.4 Description of the Service

Name of the service: Jiquilisco-Mangrove Tours.

Location: People interested can contact us through social networks: Facebook and WhatsApp. It is available 24/7 for any doubt, information or reservation. Furthermore, our physical location office is in San Salvador.

Location according to Touristic Municipality Map:

Figure 1. El Salvador Map.



Font: Wikipedia. 2019.

[Bahía de Jiquilisco: Un tesoro natural en El Salvador \(svelsalvador.com\)](http://svelsalvador.com)

Figure 2. Jiquilisco bay.

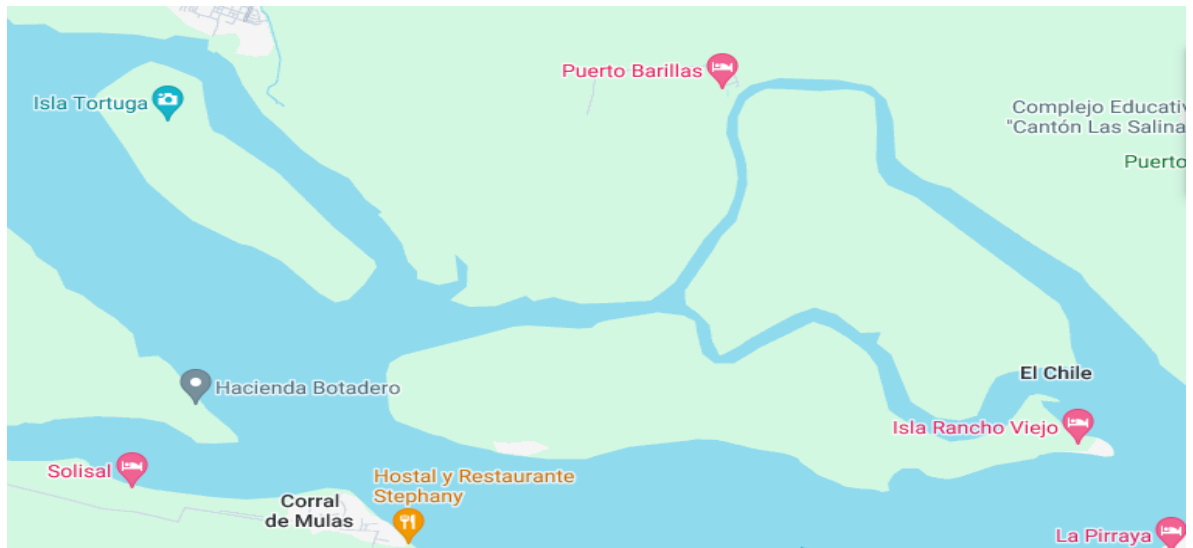


Figure3. Usulután Map.

Font: Obtained from Google Maps, 2024.



Font (Mapas Owje, 2019)

Touristic route

El Triunfo port.

La Pirraya island.

Rancho Viejo island.

1.4.1. Attributes of the product

As Jiqui-Mangrove Tours, we provide a high-quality tourist circuit that combines the beauty of Jiquilisco Bay nature, with extreme sports and delicious food; certainly, an experience designated to captivate the senses.

Some attributes that distinguish our service are:

1.4.1.1 Island Hopping Adventure

Explore the picturesque islands of Jiquilisco Bay on a thrilling boat tour. Discover the largest mangrove site in El Salvador at the beach Bahia de Jiquilisco in Usulután. Home to the largest population of seabirds in the country. Most of them are protected species or in extinction danger. Since its landscapes dazzle with natural beauty, you can start a great adventure from Puerto El Triunfo or Puerto Parada, navigating on its waters while observing the mangroves. Is such a great experience!

1.4.1.2 Bird and Crocodile Watching

Witness the vibrant birdlife and fascinating crocodiles that inhabit the bay's ecosystem.

It is also a main meeting point for migratory birds in the country. In addition, the area has a rich fauna among which you can see cusucos, garrobos, rabbits, tepezcuintles, white-tailed deer and the favorite of tourist's crocodiles among other species including, of course, a varied community of birds.



Figure 4. Jiquilisco Bay Crocodile.

https://encryptedtbn0.gstatic.com/images?q=tbn:ANd9GcRSAAVoba_oizvDKcS8aIBxsmDj0FOYQS6OitBXQVrRWGOyySWa8xobu2DtRzpsMJ4UWgc&usqp=CAU

1.4.1.3 Extreme Sports Experience

Get your adrenaline pumping with activities like kayaking and ziplining amidst breathtaking natural scenery.

Tourists can observe and visit the ecosystems that exist in the bay aboard kayaks or zip lines. One of the best tours is the one that takes place in the middle of the mangroves. There are spectacular landscapes and you can visit at least two beautiful beaches. There are tours through the mangroves and beaches and rural tourism, which is done in the bay.

Figure 5. Kayak.



4. Fishing Excursions: Enjoy a relaxing fishing experience in the crystal-clear waters of the bay, guided by local experts. There are also water springs, shrimp and tilapia ponds

Figure 6. Fishing.



1.4.1.4 Culinary Delights

Indulge in the authentic flavors of the region with a delectable gastronomic journey featuring fresh seafood and traditional dishes.

Eating in Jiquilisco is an experience that will allow you to get into the authenticity of the local cuisine. Typical dishes are prepared with fresh ingredients and recipes that have been passed down from generation to generation. In addition, the hospitality of the people of Jiquilisco will make you feel at home, adding a special value to every meal.

The food in Jiquilisco is a celebration of the local flavors and culinary culture of the region. Each dish is an invitation to explore the indigenous ingredients and cooking techniques that have endured over time.

The history of Jiquilisco's gastronomy dates back to ancestral times, when indigenous communities inhabited the area. Throughout the years, Jiquilisco's cuisine has been influenced by diverse cultures and traditions, including Spanish and African.

The basic ingredients in Jiquilisco's cuisine include seafood, such as fresh fish and shellfish, as well as grains, fruits and vegetables from the region. These ingredients are ingeniously combined to produce delicious and flavorful dishes.

Figure 7. Jiquilisco bay food.



1.4.2 Typology of the tourism product

As we have explained, the project consists of a tourist circuit inside Jiquilisco Bay, in order to explore the nature, including the sea, sky, plants and animals, so the typology of the tourism service is considered as “Ecotourism”. It is defined as “all nature-based forms of tourism that consist of observing and appreciating nature, to get a direct connection between nature and tourism with the intention that tourists acquire a deeper understanding and reflection of the importance of nature in life” (World organization Tourism, 2020).

In the same vein, the tourist circuit comprises an awareness campaign to protect mangroves, its flora y fauna. This site is the habitat of a great diversity of terrestrial species linked to aquatic bodies and coastal areas. It is noteworthy that it has been corroborated those four of the seven species of sea turtles known worldwide, visit the bay of Jiquilisco for nesting. It has an area of 637.30 hectares.

Figure 8. Jiquilisco Bay Tour.



The species in question are: the black turtle, olive ridley, leatherback and hawksbill turtles. These species are on El Salvador's endangered species list, the World Conservation Union's red list, and the CITES endangered species list. Jiquilisco Bay is particularly important for hawksbill turtles, hosting approximately 40% of the species' nesting in the entire Eastern Pacific. Hawksbill turtles reside in the Bay year-round, using the channels of the estuary for feeding and mating. The Eastern Pacific Hawksbill Initiative works in the area in partnership with local communities and organizations to research and conserve the species.

Moreover, since the project comprises outdoor activities and exploration of pristine natural landscapes, it is categorized as “Adventure Tourism”, “an outdoor leisure activity that takes place in an unusual, exotic, remote or wilderness destination, involves some form of unconventional means of transportation, and tends to be associated with low or high levels of activity.” (Canadian Tourism Commission, 1995).

Figure 9. Jiquilisco Bay Sunset.



Finally, Jiqui-Mangrove Tours can be considered as Cultural Tourism because some people go to study nature. This term is defined as “movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages.” (World organization Tourism, 2020).

1.5 Application of Strategies for Human Development and Sustainability

This tourism enterprise seeks to improve economy of local entrepreneurs and their families, as well as promoting inclusion and protecting environment.

We are committed to human development and the sustainability of our endeavors. We employ the following strategies to achieve these goals:

1.5.1 Strategies for Sustainable Tourism.

1- Throughout the tour, responsible practices will be promoted among visitors, such as not throwing garbage away, unless it is in dumpsters that have been classified into plastic, paper and organic waste. The contents of the first two types of containers can be recycled, while the contents of the last type can be used to make compost.

Figure10. Garbage Classification.



2- Short awareness talks are given about the animal and plant species that live in the area, their importance for the ecosystem and the need to protect them.

Biodiversity: Jiquilisco Bay is home to a great variety of plant and animal species, including mangroves, migratory birds, fish, crustaceans, and marine mammals. These ecosystems are fundamental to maintaining biodiversity and ecological balance.

Figure 11. Baby Crocodile.



Figure from the Bahía de Jiquilisco tour Colatino

3- Supporting local communities: Supporting local communities can take many forms, depending on the needs and resources available. Here are some ideas:

Shop locally: Encourage community members to support local businesses by shopping at independent retailers, farmers' markets, and locally-owned restaurants.

Volunteer: Offer your time and skills to local charities, schools, or community centers. You can tutor students, help clean up parks, or assist with food distribution programs.

Donate: Support local nonprofits and community organizations financially. You can donate money, goods, or even your old items to thrift stores or shelters.

Promote local events: Spread the word about local events, festivals, and fundraisers on social media or through community newsletters. Encourage others to attend and participate.

By integrating these strategies into the planning of the Jiquilisco mangrove tour, we not only provide an enriching experience for visitors, but also contribute to the protection and conservation of this valuable ecosystem.

CHAPTER II:

**“Elements for the
Desing of the tourism
product”**

2.1 History of Tourism: a Journey Through Time



Figure 12. **Entorno Turístico.**

(n.d.). *Image from 40 costos y*

beneficios del turismo. Entorno Turístico.

<https://www.entornoturistico.com/40-costos-y-beneficios-del-turismo/>

In ancient times, tourism was a crucial activity in the life of civilizations. The Egyptians and Mesopotamians traveled primarily for commercial and religious reasons. In Greek and Roman cultures, travel was common for cultural and recreational reasons, highlighting events such as the Olympic Games and Roman baths.



Figure 13. **Escapada Rural.** (n.d.).

Image from "Viaje a la Edad Media en

Navarra". Escapada Rural.

<https://www.escapadarural.com/blog/viaje-a-la->

During the Middle Age, tourism was dominated by religious pilgrimages, with popular destinations such as Santiago de Compostela, Rome, and Jerusalem. This prompted the development of infrastructure, such as lodging and safe routes.

In the Renaissance and the Modern Age, during the seventeenth and eighteenth centuries, the European aristocracy undertook the "Grand Tour",¹ an educational journey through Europe. Improvements in transportation, such as more comfortable carriages, made travel more accessible.

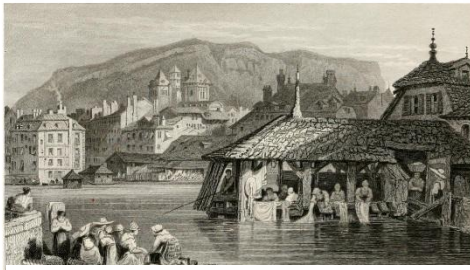


Figure 14. Odisea 2008. (n.d.).

[Title of the photograph]. Flickr.

Retrieved August 30, 2024, from

<https://www.flickr.com/photos/odisea2008/albums/72157625045441035/>

The 19th century brought the Industrial Revolution, which transformed tourism with the arrival of trains and steamships. In 1841, Thomas Cook organized the first group trip, which popularized organized tours and package travel tickets.

In the 20th century, mass tourism expanded after World War II², thanks to improvements in transportation, such as commercial aviation and automobiles, as well as economic growth that allowed more people to travel and the development of infrastructure, such as hotels and resorts.

¹ a cultural tour of Europe formerly undertaken, especially in the 18th century

² World War II (1939-1945) was a global conflict involving the major world powers.

At the end of the 20th century and into the 21st century, globalization and technology revolutionized tourism with the emergence of online bookings and collaborative economy platforms. The COVID-19 pandemic³ in 2020 had a significant impact on the industry, encouraging adaptation and a renewed focus on local and sustainable tourism.



Figure 15. United Nations. (2021). [Photograph of children in a refugee camp]. United Nations News. <https://news.un.org/es/story/2021/06/1493872>

In conclusion, the history of tourism is a continuous journey that reflects social, economic, and technological changes over time. From ancient pilgrims to digital travelers, tourism continues to be a link that connects people and cultures around the world.

³ COVID-19: A disease caused by the SARS-CoV-2 coronavirus, which was first identified in Wuhan, China, in December 2019, and which caused a global pandemic due to its rapid spread and severe public health effects.

2.2 History of Tourism in El Salvador



Figure 16. Hosteltur. (2024). [Photograph of Salvador's tourism]. Hosteltur.

https://www.hosteltur.com/lat/112640_salvador-turismo-se-convierte-

The development of tourism in El Salvador faced several challenges in the first decades of the twentieth century. Firstly, the communication routes were inadequate, which made it difficult to access different destinations. In addition, both inside and outside the country, there was little interest in promoting tourism, which limited its growth. The government, at that time, did not have the resources or specialized personnel to effectively promote this sector.

However, on June 12, 1924, during the government of Alfonso Quiñónez Molina⁴, the first significant step was taken to promote tourism in the country. The Board of Tourism and Agricultural and Industrial Propaganda was created, with the aim of encouraging both local and international tourism. This board focused on several aspects, such as infrastructure development, promotion of El Salvador's natural attractions, tourism education, and the organization of cultural events to project a positive image of the country.

⁴ Alfonso Quiñónez Molina was president of El Salvador in two terms: from 1914 to 1915 and from 1923 to 1927.

In 1930, the National Tourism Board was established, which continued these efforts and focused on improving tourist services and promoting the construction of new resorts. In the late 1940s, under the influence of the modernizing development project of the economy, efforts to improve tourism intensified, especially during the government of President Óscar Osorio. During this period, the first laws to promote tourism were issued and several of the tourist centers that still exist today were built, such as Apulo, Amapulapa and Atecozol.

In 1961, the ISTU⁵ was founded with the mission of stimulating tourism in all its facets and increasing its promotion at the national level. During the 1960s, important advances were made, such as the creation of the Tourism Council of the Organization of Central American States (SITCA), which promoted tourism integration in the region.

The modernization of transportation also played a crucial role during this period, with the construction of the Ilopango International Airport⁵ and the improvement of roads, which facilitated an increase in the number of flights and marked the beginning of "mass tourism" in the country.

However, the 70s were a mixed period for tourism. Although hotel infrastructure was improved and new establishments were built, the political and social instability of the late decade led to a decline in tourist footfall, a decline that was exacerbated during the armed conflict of the 1980s.

⁵ Ilopango International Airport, opened in 1965, was the main airport in El Salvador until 1980, when it was replaced by Comalapa International Airport (now Monsignor Óscar Arnulfo Romero y Galdámez International Airport). Ilopango continues to operate, mainly for military aviation and private flights.



Figure 17. CORSATUR. (n.d.).

[Photograph of tourist site].

Tourism began to recover slowly after the Peace Accords in 1992⁶, which brought a more favorable climate for tourism development. At the end of the 90s, initiatives such as CORSATUR⁸ and the rural accommodations, which sought to revitalize tourism through investment in infrastructure and the promotion of micro-enterprises in rural areas.

Finally, in an increasingly globalized world, tourism in El Salvador continues to adapt and look for ways to compete internationally, with coordinated efforts between the private sector and the government to strengthen the industry and improve the country's competitiveness as a tourist destination.

Tourism in El Salvador aims to offer its inhabitants and foreign visitors a space for recreation and leisure, highlighting the natural and cultural riches of the country. Although the armed conflict of the last decade slowed down its development, today the importance of tourism for economic and social growth is recognized.

⁶ 1992 Peace Accords: Signed on January 16, 1992, in Chapultepec, Mexico City, these accords ended the armed conflict in El Salvador.

⁸ Spanish acronym meaning: Corporación Salvadoreña de Turismo.

Tourism can help rediscover and enhance Salvadoran culture, revitalizing traditions such as patron saint festivals, handicrafts and local gastronomy. In addition, it fosters new social relationships and allows visitors and residents to share their values and ways of life.

From an economic point of view, tourism is vital because it generates employment and foreign exchange, becoming an important source of income for the country. It also benefits other sectors, such as agriculture and small industry, by demanding local products and services. For these reasons, the government has promoted tourism as a key strategy to combat unemployment and improve the living conditions of the population, promoting sustainable development and social welfare.

2.3 Natural Resources of the Destination Areas, Location on the Tourism Map of El Salvador.

El Salvador designates its second Ramsar site

Jiquilisco Bay Complex.

31/10/05; Usulután; 63,500 ha; 13°13'N 088°32'W.

The Jiquilisco Bay Complex constitutes the largest expanse of salt and brackish water forest in El Salvador, including numerous estuaries and canals, sand dunes and beaches, several islets of different sizes, a complex of freshwater lagoons, and seasonally saturated forests connected to mangroves, of which at least 6 types are present. The site provides habitat for the vast majority of the country's coastal waterfowl and nesting sites for species such as *Rynchops niger*, *Sterna antillarum*, *Charadrius wilsonia* and *Haematopus palliatus*. The surrounding beaches are also nesting sites for the green turtle (*Chelonia agassizi*), hawksbill turtle (*Eretmochelys imbricata*), olive ridley turtle (*Lepidochelys olivacea*), and leatherback turtle (*Dermochelys coriacea*), all of which are threatened due to overexploitation of their eggs. The site plays an important role in preventing natural disasters by stabilizing the soil and preventing

erosion. The most important economic activities are fishing, shellfish extraction, aquaculture, salt extraction, cattle ranching and coconut plantations. There is some tourism in the area.

Figure 18. Jiquilisco bay.



Complejo Bahía de Jiquilisco. (n.d.). Ramsar.org. Retrieved August 30, 2024,

One of the tourist destinations with natural resources is La Pirraya Island located in the Bay of Jiquilisco in the department of Usulután, which has Tilapia fish, shrimp and other edible resources, which contributes to the production of delicious dishes for tourists and local consumption. This resource is also renewable because many people use the farms of these fish for commercialization and consumption which allows them not to become extinct, but to be used as their livelihood.

2.3.1 History of the Name of Jiquilisco Bay.

Xiriualtique - Jiquilisco “The bay of stars”. (Mondragón, 2020)

To the east of El Salvador, the Pacific Ocean floods a sea inlet on the coast of Usulután. For more than 400 years, that geographical feature known as Jiquilisco Bay, and called centuries ago by the indigenous people “Xiriualtique”, or “place in the bay of the stars” (Mondragón, 2020), has hidden its history. The luminaries are confused in the water, and there are residents who claim that the peaceful waters become a mirror of the sky. The original name of the municipality of Jiquilisco was also of Poton origin: Xiquilisco, “the land of the men of the xiquilit” (Mondragón, 2020) the xiquilit or jiquilite is the plant from which indigo ink is extracted, which was a traditional crop of great importance in this area of the country.

Figure 19. Jiquilisco bay.



(Mondragón, 2020) Se refiere al nombre de la bahía de las estrellas.

Bahía de Jiquilisco · El Salvador. (n.d.). Bahía de Jiquilisco · El Salvador.

Retrieved August 30, 2024.

Figure 20. Jiquilisco Bay Map.



Jiquilisco El Salvador en el mapa, mapa de localización, tiempo exacto. (n.d.).
Maptons.com. Retrieved August 30, 2024.

2.4 Cultural Identity, Intangible Tourism Resources:

Festivities, celebrations, syncretism, gastronomy, legends, stories or tales of El Salvador, if possible, of the destination areas.

2.4.1 Festivities and Celebrations

Jiquilisco, in the department of Usulután, a municipality with the most beautiful spots for its marshes and mangroves, celebrates its Patron Saint Festivities in honor of the Virgen del Tránsito from August 20 to 30.

Also, on August 26, the Great Shrimp Festival will be held (70% of the shrimp that supplies the country comes from this place) with the support of CORSATUR and the Ministry of Tourism (MITUR), as a mechanism to boost the domestic economy. (Corsatur, 2022)

Likewise, there will be boat and cayuco boat races on Méndez Island, the preparation of giant ceviche, sports games with soccer teams such as Topilzín vs. Vencedor and another first division team, jaripeo, ribbon races, visits to the shrimp ponds, to close on August 30 with the Carnival with the participation of six live orchestras and six discotheques.

Jiquilisco Bay is part of El Salvador's central coastal plain landscape system. On October 31, 2005, it was declared a Ramsar site under the International Convention on Wetlands because of its uniqueness and fragility, as it is the habitat of most marine-coastal birds.

Figure 21. Jiquilisco patron saint activities.



Jiquilisco celebra fiestas patronales y el Festival del Camarón. (2017, August 18). *Diario Co Latino*.

2.4.2 Syncretism

Syncretism is the cultural process in which two traditions, religious doctrines and even linguistic practices intermingle, reconciling their different contents. It generally occurs in terms of fusion and assimilation, thus obtaining a totally new cultural product, although with more or less evident signs of the initial ones.

2.4.3 Syncretism in El Salvador

A form of syncretism has been adopted on the day of the Three Kings, which is celebrated on January 6th of each year. From here the feast of the Magi, also called “Epiphany”, a word that in Greek means “manifestation”, in the sense that God reveals Himself and makes Himself known.

This ancient celebration and its “three” protagonists, like Santa Claus, have undergone various transformations over time.

The Gospels explain that magi arrived from different parts of the world to pay homage to the newborn, Jesus of Nazareth, and to give him gifts. Nowhere in the scriptures does it specify that they were kings, nor does it say what their names were or that there were three of them, although the latter has been taken for granted, since the Child God received three gifts: gold, frankincense and myrrh.

In ancient times, the term “magician” was not related to sorcery or magic. It actually referred to “wise men”. In this case it was men full of wisdom who came “from the East” who prostrated themselves before the newborn. This could have been a reference to places like Arabia, Mesopotamia or somewhere further east in Palestine.

In the Gospel of Matthew, it is related that “When Jesus was born in Bethlehem of Judea in the time of Herod the king, wise men from the East came to Jerusalem, saying, “Where is the King of the Jews who has been born? For we saw his star in the East and have come to worship him”. Matthew 2:1-2 King James Version (KJV)).

The experts affirm that the fact that they were guided by a star suggests that they were instructed in astrology or in the science of navigation and in the calculation of the time through the stellar configurations.

Thanks to these customs, syncretism is present where people adopt this peculiar celebration with a bread roll for the Three Kings and enjoy this moment.

Figure 22. Epiphany.



Monge, O. (Lun, 06 Ene 2020). Dia de los Reyes Magos.

2.5 Gastronomy

Eating in Jiquilisco is an experience that will allow you to delve into the authenticity of the local cuisine. Typical dishes are prepared with fresh ingredients and recipes that have been passed from generation to generation. In addition, the hospitality of the people of Jiquilisco will make you feel at home, adding a special value to every meal.

The food in Jiquilisco is a celebration of the local flavors and culinary culture of the region. Each dish is an invitation to explore the indigenous ingredients and culinary techniques that have endured over time.

The history of Jiquilisco's gastronomy dates back to ancestral times, when indigenous communities inhabited the area. Over the years, Jiquilisco's cuisine has been influenced by diverse cultures and traditions, including Spanish and African.

Figure 23. Jiquilisco bay food.



(N.d.). Gstatic.com. Retrieved August 30, 2024.

2.6 Legends

The righteous judge of the night

This legend is strictly colonial and has no pre-Columbian roots, possibly it was to keep the roads quiet during the night, preventing night owls, bums and drunks from roaming the streets, according to some it was orders from the viceroy, that the roads remained free of passers-by.

Like many legends, they are based on some real fact that has been deformed over the years, surely some policeman or groups of policemen wearing dark suits, punished those who were found violating the ordinance of empty streets at night and from there

the original stories and anecdotes were mutated to become the mythical being that the legend says.

It is curious that this legend, as well as the Carreta Chillona are mostly typical of Salvadoran folklore, as there are no records of both in other Central American countries, or possibly in the case of the Justo Juez, other countries must have some similar character with another name, because it is something that has not necessarily arisen in a conjunctural way as in the case of the carreta chillona, which was born at the mercy of a historical event, the cholera pandemic.

In the case of the Justo Juez, there were the same type of restrictions in almost all the Central American area and it is possible that some similar character was created in the popular imagination, although with other characteristics and name, but we did not find references.

Figure 24. El Justo Juez de la Noche Legend.



OmarNipolan. (n.d.). El Justo Juez de la noche – Leyenda. Omarnipolan.com.

Retrieved August 30, 2024

2.7 Strategic Plan to Improve Our Customer Service

Fostering customer loyalty is a key strategic objective for Jiqui-Mangrove Tours, as it is critical to expanding our customer base and ensuring sustainable economic growth. To this end, we have designed a Customer Loyalty Plan, which focuses on the next clear and strategic steps to strengthen the relationship with our current customers and increase our business portfolio. This plan is an essential tool that will allow us to consolidate customer loyalty and maximize long-term growth potential.

Figure 25. Strategic Plan to improve customer service of Jiquilisco-Mangrove Tours.



2.7.1 Know your customer

Based on surveys, ask clients about their interests and expectations before and after the tour.

Create customer profiles to personalize experiences.

Deliver consistent quality.

Ensure that the services offered always meet the promised standards.

Staff training: Train guides and staff in customer service and provide knowledge about mangroves.

2.7.2 Quality equipment

Ensure all the implements to be used during the trip, to have safe and comfortable boats, in order to provide safety and comfort.

2.7.3 Effective communication

Keep your clients informed about tour details and any changes. It shows professionalism and that we are a really serious company.

2.7.4 Clear information

Provide complete tour details, timings and recommendations.

Communication channels: Maintain contact through email, social networks and WhatsApp to resolve doubts and keep customers informed.

2.7.5 Feedback

Collect feedback after each tour and use that information to improve.

Post-tour: Send satisfaction surveys and suggestions.

2.7.6 Implementation of improvements

Use feedback to make adjustments to the services offered.

2.7.7 Loyalty program

Offer discounts or special benefits to returning customers.

2.7.8 Discounts and promotions

Offer discounts to recurring customers or those who recommend the tour to others.

2.7.9 Exclusive benefits

Offer early access to new routes or special tours for frequent customers. Implementing these steps helps to create a memorable experience and build customer loyalty on the Jiqui-Mangrove tours.

2.8 Promotional Service

Our service seeks to keep customers loyal to our company by offering them rewards such as discounts, gifts, or coupons. These rewards can be accumulated and redeemed for products or services. In addition, the programs can be tailored to each customer's tastes and are often available on mobile apps or websites for ease of use. The main objective is to increase sales and customer loyalty in the long-term Gomez, B. G. (2009).

Table 1. Jiqui-Mangrove Tours Action Plan.

Action	Responsibility	Improvement
<p>1. Social Media Marketing with Local Focus: Creating profiles on popular platforms: Facebook, Instagram, and TikTok.</p>	<p>Ramón Díaz will be responsible for advertising on Facebook, Instagram and Tik Tok, through attractive content.</p>	<p>1. Special Discount for Frequent customers. When customers perform their fifth tour, we give them a 20% discount on our tours.</p>

<p>2. SEO</p> <p>Optimization for our Website:</p> <p>Ensuring our website is optimized for search engines by focusing on keywords related to tourism in Jiquilisco Bay and El Salvador, including detailed descriptions of our tours, high-quality photos, and customer testimonials.</p>	<p>Ana Ruth López is going to create the company's website and positioning it in the top positions of search engines, using keywords linked to the bay of Jiquilisco and El Salvador.</p>	<p>2. People who turn year in the month, will be given a delicious snack to delight with the flavors of the place.</p>
<p>3. Partnerships with Influencers</p> <p>Inviting influencers to do the tour and promote us.</p>	<p>Roberto Benoni Méndez will contact the influencer and organize the tour he will participate in to promote our tourist service.</p>	<p>3. Businesses, educational institutions and churches will receive a 13% discount on the presentation of a letter from their authorities.</p>

CHAPTER III

**“Responsibility of
the Entrepreneur”**

3.1. Entrepreneur Profile: A Complete Breakdown

The profile of an entrepreneur is a set of characteristics, skills and attitudes that tend to be common in people who start and develop their own businesses such as Jiqui Mangrove Tour. While there is no exact formula, there are certain traits that tend to stand out in these individuals:

3.1.1 Common Characteristics of an Entrepreneur

Vision: They have a clear and defined idea of what they want to achieve with their business.

Passion: They feel a deep connection to their business idea and are willing to dedicate time and effort to make it a reality.

Innovation: They are constantly looking for new ways of doing things and improving their products or services.

Calculated Risk: They are willing to take risks, but do so consciously and carefully evaluating the possible consequences.

Perseverance: They do not give up easily in the face of obstacles and are able to overcome challenges.

Leadership: They inspire and motivate others to work towards a common goal.

Adaptability: They adapt quickly to change and are flexible in their thinking and actions.

Self-Confidence: They believe in their own abilities and in the success of their business.

3.1.2 Key Skills:

Creativity: They generate original ideas and find innovative solutions to problems.

Communication: They express their ideas clearly and concisely, and are able to persuade others.

Management: They organize their time and resources efficiently and make strategic decisions.

Networking: They build solid relationships with other professionals and clients.

Sales: They are able to sell their products or services effectively.

Distinctive Attitudes:

Proactivity: They take the initiative and do not wait for opportunities to arrive.

Optimism: They maintain a positive attitude even in difficult times.

Curiosity: They are always willing to learn new things and explore new possibilities.

3.1.3 Distinguishing Characteristics

Passion for tourism: Loving what you do is key. If you're passionate about showcasing the beauty of Jiquilisco Bay, that energy will be passed on to your customers, making the experience more authentic and memorable.

Self-confidence: Believing in your skills and the value of your service is essential to face the challenges of entrepreneurship. This confidence will allow you to make decisions and lead with confidence.

Resilience: Business can have ups and downs, but the ability to bounce back from failures or difficulties and move forward is crucial to sustaining yourself for the long term.

Creativity: Being creative will help you solve problems, create unique experiences for your customers, and innovate in the way you run your business.

Perseverance: Business success is not always immediate. Having the ability to keep working with dedication, even when the results aren't immediate, is key to long-term growth.

Ability to solve problems: In the world of tours, unforeseen events can always arise. The ability to think quickly, be flexible, and find efficient solutions is vital.

Empathy: Putting ourselves in the shoes of customers will allow us to better understand their needs and expectations, which will help us to offer a more personalized and satisfactory service.

Organization: Having good planning and organization skills will allow us to manage our time and resources efficiently, ensuring that each tour is successful and without setbacks.

Effective communication: As entrepreneurs, we must communicate not only with customers, but also with our team, suppliers, and other stakeholders. Clear and assertive communication will help avoid misunderstandings and convey our ideas clearly.

Self-discipline: We are responsible for our own success. Self-discipline will help us stay focused and productive, even when no one is directly supervising our work.

Why are these competencies and characteristics important?

These competencies and characteristics are critical to an entrepreneur's success, as they enable him or her to:

Identify opportunities: Detect market niches and unmet needs.

Create a solid business plan: Develop a clear and viable strategy.

Obtain financing: Convince investors of the viability of your project.

Build a solid team: Attract and retain the best talent.

Overcoming obstacles: Facing and overcoming challenges along the way.

3.1.4 The Entrepreneur Ecosystem

An entrepreneur ecosystem is a network of interconnected individuals, organizations, and resources that support and facilitate entrepreneurial activity. It provides the necessary conditions for entrepreneurs to thrive, innovate, and create new businesses.

Entrepreneurship: This represents the core idea or innovation that drives the entrepreneurial venture.

Human Capital: This refers to the people involved in the venture, including the entrepreneur, employees, and any other stakeholders.

Politics: This represents the government policies and regulations that can impact the success of the venture.

Support: This refers to the various forms of support that can be available to entrepreneurs, such as funding, mentorship, and networking opportunities.

3.1.5 Types of Entrepreneurs: A World of Possibilities

The entrepreneur profile is diverse and encompasses a wide range of personalities and motivations. Here are some of the most common types of entrepreneurs:

3.1.5.1 According to their Motivation:

Entrepreneur by Necessity: One who starts a business due to lack of job opportunities or to generate additional income.

Opportunity Entrepreneur: Identifies a market niche or an unsatisfied need and creates a business to take advantage of it.

Social Entrepreneur: Seeks to generate a positive impact on society, solving social or environmental problems through their business.

Passion Entrepreneur: Is driven by their love for a specific idea or product, and seeks to turn their passion into a business.

3.1.5.2 According to their Profile:

Visionary: Has a clear vision of the future and is able to inspire others to follow.

Specialist: Possesses deep knowledge in a specific area and creates a business based on his or her expertise.

Opportunistic: Skilled at identifying and seizing business opportunities.

Persuasive: Has excellent communication skills and is able to convince others of his ideas.

Investor: Has the financial resources to invest in their own business or in other ventures.

3.1.5.3 Other Types of Entrepreneurs:

Intrapreneur: A person who starts a new project within an existing company.

Serial Entrepreneur: One who founds several companies throughout his career.

Cultural Entrepreneur: Creates businesses based on cultural values and traditions.

3.2 Entrepreneurial Responsibility: A Commitment to Society and the Customer

An entrepreneur's responsibility goes beyond generating profits. It implies a deep commitment to society and to the customers that support their business. This commitment manifests itself in various forms and dimensions, contributing to a more sustainable economic and social development. (Universidad De La Sabana, n.d.)

3.2.1 Entrepreneurial Corporate Social Responsibility (CSR)

CSR is a fundamental concept in today's business world. Entrepreneurs, as the drivers of innovation and economic growth, have a key role to play in promoting responsible practices.

What does CSR imply for an entrepreneur?

Environmental impact: Minimizing the ecological footprint of your business, opting for cleaner production processes, using renewable energies and properly managing waste.

Employee relations: Create a fair and equitable work environment, promoting the well-being of employees and encouraging diversity and inclusion.

Relationship with the community: Contribute to the development of the community where the business operates, supporting social and cultural initiatives, and generating employment.

Business ethics: Act with transparency, honesty and responsibility in all business operations.

3.2.2 Customer Responsibility

Customers are the heart of any business. A responsible entrepreneur must prioritize their needs and expectations.

How to demonstrate this responsibility?

Product and Service Quality: Offer high quality products and services that meet customer needs.

Customer service: Provide excellent customer service, resolving doubts and problems in an efficient and timely manner.

Transparency: Be transparent in communications with customers, avoiding misleading or abusive practices.

Innovation: Anticipate customer needs and offer innovative solutions.

Benefits of Corporate Social Responsibility

CSR not only benefits society and customers, but also brings competitive advantages to the entrepreneur:

Improved reputation: A responsible company enjoys greater prestige and trust from consumers.

Attraction and retention of talent: A responsible work environment attracts the best professionals.

Increased customer loyalty: Customers value companies that share their values.

Access to new markets: Socially responsible companies can access new markets and consumer niches.

In short, entrepreneurial responsibility goes beyond economic profit. It involves a commitment to society, the environment and customers. By adopting responsible practices, entrepreneurs not only contribute to a better world, but also strengthen their business in the long run.

3.2.3 Examples of Socially Responsible Ventures

Corporate social responsibility has become a fundamental pillar for many companies, and entrepreneurs are no exception. Here are some examples of ventures that stand out for their social and environmental commitment:

3.2.3.1 Environmental Focus.

Ecological product companies: Manufacturers of biodegradable cleaning products, natural cosmetics, organic cotton clothing, among others.

Renewable energy solutions: Companies that develop and implement solar, wind or hydroelectric energy projects.

Recycling and waste management: Companies engaged in the collection, classification and transformation of waste into new products. (EUDE, 2020)

3.2.3.2 Social Focus.

Fair trade enterprises: Companies that work directly with local producers, guaranteeing fair labor conditions and equitable prices.

Education and training: online platforms that offer free or low-cost courses for people in vulnerable situations.

Health and wellness: Companies that develop products or services focused on the health and well-being of communities, such as mobile clinics or mental health apps.

3.2.3.4 Economic Focus. Microcredit:

Companies that offer small loans to entrepreneurs and small businesses, especially in rural or low-income areas.

Cooperatives: Worker-owned or consumer-owned enterprises that seek to generate economic and social benefits for their members.

Concrete Cases

Toms: For every pair of shoes it sells, it donates another pair to a child in need.

Patagonia: Sportswear company that donates a portion of its profits to environmental organizations.

Warby Parker: For every pair of glasses it sells, it donates another pair to a person in need.

The Body Shop: Cosmetics company that opposes animal testing and supports social causes such as human rights.

3.3 Niche Market

3.3.1 Definition

According to the prominent marketing author and professor, Philip Kotler (n.d.) “a market niche is a specific, defined segment of the market that has its own unique needs, preferences, or identity that makes it distinct from the broader market”.

Blue Ocean Strategy: The Blue Ocean Strategy represents a business methodology that concentrates on developing new market arenas, referred to as blue oceans, where competition becomes insignificant. Rather than engaging in battles within saturated markets—termed red oceans—this strategy prioritizes innovation and the creation of value, seeking both differentiation and cost-effectiveness concurrently. This concept has been thoroughly explored in the context of business strategies (Kim & Mauborgne, 2014).

A key element of this approach is the generation of value. Organizations must present customers with offerings that are absent from the existing market, thereby creating a significant perceived value. This tactic not only draws in new consumers but also cultivates loyalty toward the products or services provided. Recognizing opportunities for value enhancement is crucial in a competitive marketplace (Witell et al., 2016).

Moreover, innovation in the value proposition is essential. By merging differentiation with cost savings, companies can tap into new market segments that may have been previously ignored. This combination allows firms to not only distinguish themselves in a crowded field but also to provide appealing pricing to their clients (Kim & Mauborgne, 2014).

Another vital component of the Blue Ocean Strategy is the identification and removal of elements within the industry that fail to deliver value to customers. This requires a comprehensive assessment of current products or services to pinpoint which aspects can be eliminated or minimized, thus enhancing the overall customer experience. Such simplification can improve operational efficiency and lead to smarter resource allocation (Bock et al., 2012).

In addition, the introduction and enhancement of features that deliver unique value are paramount. Companies should assess which additional attributes can be introduced or optimized to set themselves apart from competitors. This focus not only amplifies the value proposition but also strengthens connections with consumers (Kim & Mauborgne, 2014).

Finally, grasping customer segmentation is critical. Each segment of the market possesses distinct needs and preferences, making it vital to perform a thorough analysis of these groups in order to tailor offerings effectively. A deep understanding of customer behavior enables businesses to adapt their strategies to meet the specific demands of the market (Germann et al., 2013).

3.3.2 Identifying a Niche Market for Jiquilisco Bay Tours

3.3.2.1 Exploring the Niches of Eco-Tourism in Jiquilisco Bay.

In our quest to create a vibrant eco-tourism venture in the breathtaking Jiquilisco Bay, we undertook extensive market research to identify the most promising niche. Through surveys and focus groups, we discovered a growing interest among adults and teenagers (ages 15 and up) in experiences that blend adventure, nature, and cultural immersion. This demographic seeks activities that not only entertain but also educate and promote conservation.

3.3.2.2 Identifying Our Target Audience.

Our primary target audience consists of eco-conscious travelers and adventure seekers who value unique experiences. We aim to attract both locals and international tourists interested in nature, wildlife, and outdoor activities. Our research indicated that these individuals are often looking for more than just a vacation; they desire meaningful connections with nature and local culture. This aligns with the broader trend in tourism where travelers prioritize experiences over mere sightseeing (Patterson, 2021).

3.3.2.3 Challenges We Anticipated.

While the allure of Jiquilisco Bay is undeniable, we recognized several challenges in our entrepreneurial journey. First, we must compete with established tour operators in the region who may have more resources and brand recognition. Moreover, ensuring sustainable practices while promoting tourism is crucial; we aim to minimize our environmental footprint and educate our clients about conservation. Lastly, navigating the logistical aspects of running outdoor adventures—like safety protocols for kayaking and zip-lining—requires meticulous planning and expertise.

3.3.2.4 Crafting the Customer Experience.

We are committed to providing an exceptional experience that captivates our clients from start to finish. Our tours include birdwatching and crocodile spotting, allowing participants to engage directly with the unique biodiversity of the area. Coupled with tasting sessions of regional cuisine, we aim to provide a holistic understanding of the local culture and environment.

Moreover, we offer extreme sports options such as kayaking and zip-lining for those seeking adrenaline-fueled adventures. Our guides are trained not only in safety procedures but also in sharing insights about the ecosystem, fostering a deeper appreciation for the surroundings (Smith & Johnson, 2020).

3.3.2.5 The Uniqueness of Our Offer.

What sets our tourism venture apart is our unwavering commitment to sustainability and community engagement. We prioritize local partnerships, employing residents as guides and sourcing food from nearby farmers. This not only enriches the visitor experience but also supports the local economy. Additionally, our tours are designed to minimize environmental impact, focusing on low-footprint activities that promote conservation (Green & Foster, 2022).

We also differentiate ourselves by offering customized experiences tailored to individual or group preferences. For instance, families can choose between educational tours or more adventurous excursions, ensuring that every participant finds joy in their visit.

3.3.2.6 Defining Our Market Niche.

Our niche is distinctly positioned within the eco-tourism segment. We appeal to adventure enthusiasts, wildlife lovers, and culinary explorers who seek active engagement with nature. According to the Adventure Travel Trade Association (2021), the demand for eco-friendly and adventure-based travel options has been steadily increasing, making our venture timely and relevant.

3.3.2.7 Characteristics of Our Niche Market.

The characteristics of our niche market reveal a demographic that values sustainability, adventure, and cultural authenticity. Our clients are typically aged between 15 and 45, with a mix of young adults eager for new experiences and older individuals seeking unique vacations. They are often well-educated, have disposable income, and prefer spending on experiences that align with their values (López & Martínez, 2021).

In conclusion, our venture into the eco-tourism industry in Jiquilisco Bay embodies our passion for nature, adventure, and cultural immersion. By carefully identifying our niche market and crafting unique offerings, we are poised to create memorable experiences that resonate with our clients while promoting sustainability and community engagement.

3.4 LOGO:

The purpose of the logo is to visually represent what we offer: a harmonious connection with nature, the cultural richness of the region and the adventure that our clients will experience when joining our tours. Natural elements, such as palm trees and birds, symbolize the biodiversity of the area, while the sunset invites relaxation and exploration Marcasco. (2022, 1 diciembre).

Figure 26. Logo of Jiqui-Mangrove Tours.



<https://www.canva.com/design/>

3.5 MOTTO:

"Connecting nature, culture and adventure."

The motto "Connecting Nature, Culture and Adventure" in our tour venture "Jiquimangrove Tours", we focus on how it reflects the essence of the experience we offer to our clients. With our motto we mean:

Connecting nature:

Explain how our tour allows clients to discover and immerse themselves in the stunning natural landscapes of Jiquilisco's mangroves, highlighting the local flora and fauna. Raise awareness of the importance of conservation and respect for biodiversity.

Culture:

It shows how the tour integrates the cultural heritage of the region, including local traditions, history, and interaction with communities. We can talk about the relationship of the inhabitants with the mangroves and how this is part of the cultural identity.

Adventure:

Here we can highlight the exciting activities that are included in the experience, such as boating, hiking, bird watching, or even water activities. It emphasizes how tourists will be able to enjoy a day full of exploration and excitement.

This motto shows that our tour is not only a simple sightseeing visit, but a comprehensive experience where people connect with nature, are culturally enriched, and live moments of adventure.

3.6 MISSION:

To offer unique tourist experiences in the mangroves of Jiquilisco, promoting respect for nature, sustainable development and the well-being of local communities, to connect our visitors with the biodiversity and culture of El Salvador.

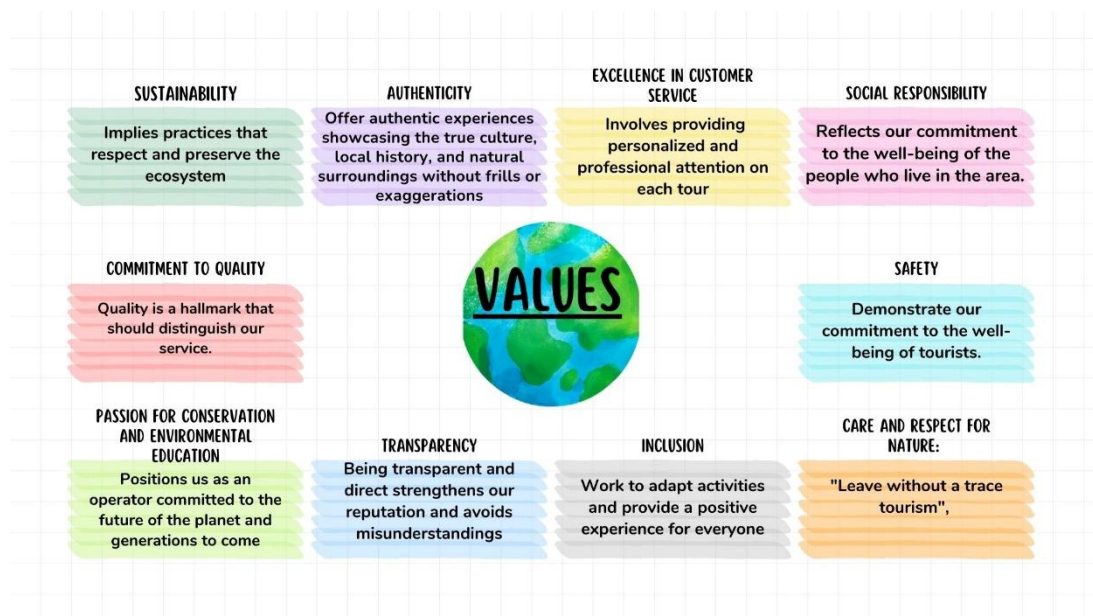
3.7 VISION:

To be the leading tour operator in ecotourism in Jiquilisco Bay, recognized for our commitment to environmental preservation, excellence in service and the empowerment of local communities.

3.8 VALUES:

A company's values are the core principles that guide its purpose, guide its vision, and reflect its commitment to customers. They are a key statement, along with the mission and vision, and are based on the essence of the company and the objectives it seeks to achieve.

Figure 27. Jiqui-Mangrove Tours Values.



Sustainability: When operating in a natural environment such as the mangroves of Jiquilisco, a commitment to sustainability is key. This value implies practices that respect and preserve the ecosystem, from responsible waste management to educating tourists about the importance of conserving the environment. You can promote eco-friendly tours, such as tours with a low environmental footprint and the reduction of plastics.

Authenticity: Authenticity is crucial in tourism, as people are looking for genuine experiences. You can offer authentic experiences showcasing the true culture, local history, and natural environment without frills or exaggerations. From interacting with local communities to highlighting the traditions and customs of the region, your operator can stand out by offering a real and close experience.

Excellence in customer service: The value of excellence involves providing personalized and professional attention on each tour. From the first interaction to the customer's farewell, you focus on exceeding their expectations, ensuring that every detail is well taken care of and that the treatment is always friendly, respectful and attentive.

Social responsibility: Your tour operator can integrate with local communities, supporting their economy through employment and the promotion of local products. This value reflects your commitment to the well-being of the people who live in the area. You can collaborate with local artisans or fishermen and offer tourists a deeper experience by connecting them with the community.

Safety: Prioritizing the safety of your customers is a core value. Making sure that each tour follows the strictest safety standards, with the right equipment and well-trained guides, will demonstrate your commitment to the well-being of your tourists.

Care and respect for nature: This value implies treating the natural environment with the utmost respect. You can encourage practices such as "leave without a trace tourism", ensuring that tourists do not leave rubbish, do not damage plants or fauna, and respect the natural space they visit.

Inclusion: Ensuring that your tours are accessible to a variety of people, regardless of age, gender, race, or ability, reflects a value of inclusion. You can work to adapt activities and provide a positive experience for everyone, creating an environment where everyone feels welcome.

Transparency: Maintaining honest and clear communication with your customers builds trust. If there are changes to the itinerary, prices or conditions of the tour, being transparent and direct strengthens your reputation and avoids misunderstandings.

Passion for conservation and environmental education: Beyond tourism, you can educate visitors about the importance of protecting mangroves and their biodiversity. This value positions you as an operator committed to the future of the planet and generations to come.

Commitment to quality: This value reflects that, in everything you do, you will strive to maintain the highest quality standards. From the maintenance of your equipment to the continuous training of your staff, quality is a hallmark that distinguishes your service.

Incorporating these values will not only allow us to build a strong brand, but also create a deeper relationship with customers and with the environment in which we operate.

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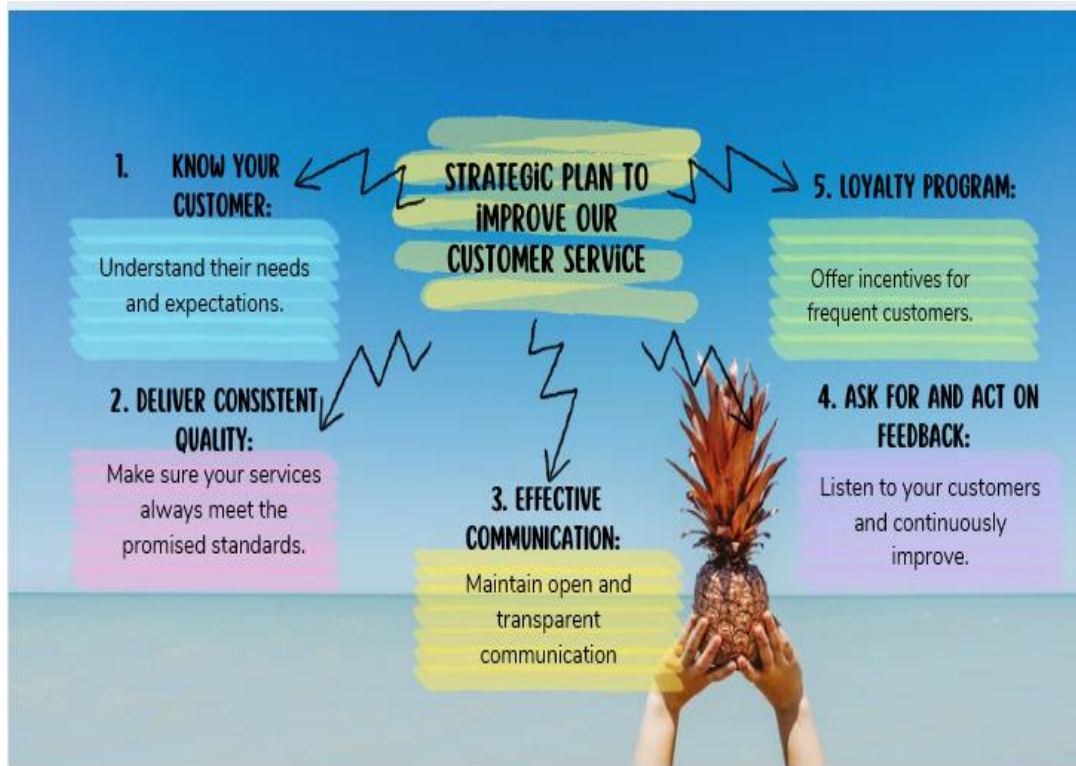
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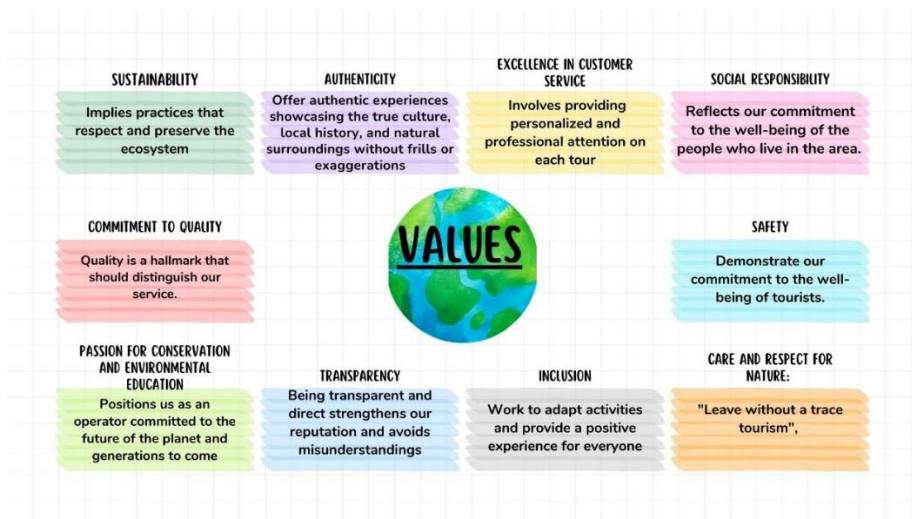
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ANNEXES

Annex 1. Strategic Plan to improve customer service of Jiqui-Mangrove Tours.



Annex 2. Jiqui-Mangrove Tours values.



Annex 3. Logo of Jiqui-Mangrove Tours.

