

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



TITULO

LODGING HOUSE “ELPULGARCITO DE AMERICA”

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ABSTRACT

Tourism in El Salvador experienced a boom in the mid-50s and due to some characteristics such as geographic location, climate, natural and human resources, the country was ventilated to be a striking destination for foreigners looking for a new destination. However, tourism growth was overshadowed by the civil war that lasted approximately 12 years and ended with the signing of the peace accords in 1992. At the beginning of the 21st century, tourism began to involve with new infrastructure and exploiting all the resources that the country possesses, hand in hand with laws that protect and conserve the local flora and fauna, which has made El Salvador to this day of today in a country in constant growth. One of the departments with the greatest tourist growth is La Libertad, taking advantage of its kilometers of beach, traditions, flora and fauna; for this research, qualitative methods were used, where human talent is highlighted, growth opportunities from the experiences of people who have ventured into the field, as well as customs and traditions. As results of the study, it was concluded that the department of La Libertad has all the characteristics to grow exponentially and expand the brand, as well as the creation of Jobs for people in the area.

KEYWORDS: Traditions, qualitative, people, tourism, customs.

RESUMEN

El turismo en El Salvador experimentó un auge a mediados de los años 50 y debido a algunas características como ubicación geográfica, clima, recursos naturales y humanos, el país se ventiló para ser un destino llamativo para los extranjeros que buscaban un nuevo destino. Sin embargo, el crecimiento del turismo se vio eclipsado por la guerra civil que duró aproximadamente 12 años y terminó con la firma de los acuerdos de paz en 1992. A principios del siglo XXI, el turismo comenzó a involucrarse con nuevas infraestructuras y explotando todos los recursos que ofrecía el país. posee, de la mano de leyes que protegen y conservan la flora y fauna local, lo que ha hecho de El Salvador hasta el día de hoy un país en constante crecimiento. Uno de los departamentos con mayor crecimiento turístico es La Libertad, aprovechando sus kilómetros de playa, tradiciones, flora y fauna; para esta investigación se utilizaron métodos cualitativos, donde se resalta el talento humano, las oportunidades de crecimiento a partir de las experiencias de las personas que han incursionado en el campo, así como las costumbres y tradiciones. Como resultados del estudio se concluyó que el departamento de La Libertad tiene todas las características para crecer exponencialmente y expandir la marca, así como la creación de empleos para las personas de la zona.

PALABRAS CLAVE: Tradiciones, cualitativas, gentes, turismo, costumbres.

INTRODUCTION

The study begins with the background that marks the beginning of the tourism sector with the support of the State in the mid-twentieth century, where it sought to highlight the natural beauty of El Salvador, it also reports the inconveniences that occurred due to the civil war in the country that lasted approximately 12 years and ended in 1992 with the signing of the peace accords. From that year, tourism has been rebuilt with national and international help until the development we know today.

It is necessary not only to know the history, but also the elements that make up the country's tourism environment, from a privileged location in the middle of the American continent, as well as short distances, gastronomy, customs, traditions and, most importantly, human talent. That El Salvador has, all these characteristics make the region an unmissable destination for travelers.

Delimiting the investigation to a specific locality of the country, the department of La Libertad was taken as a reference, which despite sharing all the aforementioned characteristics with other regions of El Salvador, this department has shown tourism growth in recent years, which that positions it as a favorable place for the investment of small, medium and large entrepreneurs.

One of the fastest growing items in said region has been the hotel industry due to the influx of national and international tourists, which is why the brand to work on this research is a lodging house whose main objective is to be a reference in customer service. To the client, with quality spaces, which generate the confidence to return another time.

With a hotel brand, the aim is to generate jobs for people in the area and promote healthy competition, with the aim of providing better options for visitors and mobilizing tourism growth in La Libertad and El Salvador.

GENERAL OBJECTIVE

- To develop a research work that will help us to be able to carry out a venture through Tourism.

ESPECIFIC OBJECTIVES

- To investigate the characteristics and all the operation including the profile that is needed to start a hostel in El Salvador.
- To demonstrate the costs, mission, vision and strategies to implement a hostel as a local enterprise.

CHAPTER I.

THEORETICAL FRAMEWORK

HISTORY OF TOURISM IN EL SALVADOR

The first initiative to promote tourism in El Salvador took place in 1924, under the government of President Alfonso Quiñones Molina, with the creation of the Board of Tourism and Agricultural and Industrial Propaganda, which aimed to promote national and foreign tourism. In 1946, the National Department of Tourism as a section of the Ministry of Foreign Affairs.

The 1960s are taken as the modern era of tourism development in El Salvador; Tourism is systematically considered and official instances are created for its promotion. In 1961, the Salvadoran Institute of Tourism (ISTU) was created as the governing government. Its main duties were the preparation of projects for the promotion and development of the sector, the regulation of business tourism, heritage management and regular information on the evolution of the sector. Monitoring of the sector has been made easier since 1968, when the ISTU began publishing detailed statistical bulletins on the flow of tourists to El Salvador.

The creation of the institutional framework was reinforced with the issuance of the Tourism Industry Promotion Law in 1967, which granted tax incentives to companies that benefit from the national tourism system. The first initiative to promote tourism in El Salvador took place in 1924, under

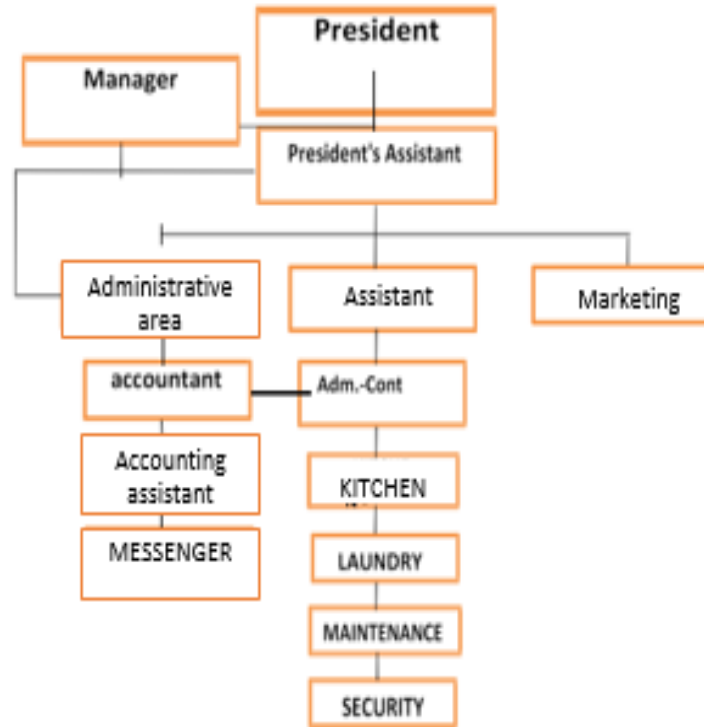
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Organization chart of the Hotel, with their respective hierarchical levels with the description of the functions assigned to each of the jobs.

LODGING HOUSE ORGANIZATION CHAR



The 1970s have been considered the golden age of tourism in El Salvador, with an economic and political life characterized by relative stability. Two factors promoted the development of the hotel infrastructure: First, the motivation of the private initiative when identifying the profitability of this type of investment; second, tax incentives and credit facilities granted to the sector. In 1979 begins the political crisis and the climate of violence that will lead to the outbreak of war a year, during this period, disappearances and murders increased and some businessmen were kidnapped by left-wing military organizations (as was

the case of the president of the ISTU, Mr. Roberto Poma). The international press spread the image of belligerence and the country was declared dangerous for tourists. This is how the influx of travelers was reduced to the levels of seven years ago; in 1980 the lowest visitor quota was reached in 15 years. The financial outlook also improved for the industry, with the opening of lines of credit to promote tourism investment. The Economic Development Fund of the Central Reserve Bank 16, created in 1966, contemplated the granting of credits for tourism infrastructure construction projects. However, the impact of these policies does not seem to have been very significant: by 1969 there were only 320 rooms available (Hotel El Salvador Intercontinental, 210; Gran Hotel San Salvador, 90 and Parker House, 20). with the opening of lines of credit to promote tourism investment. The Economic Development Fund of the Central Reserve Bank 16 , created in 1966, contemplated the granting of credits for tourism infrastructure construction projects. However, the impact of these policies does not seem to have been very significant: by 1969 there were only 320 rooms available (Hotel El Salvador Intercontinental, 210; Gran Hotel San Salvador, 90 and Parker House, 20). with the opening of lines of credit to promote tourism investment. The Economic Development Fund of the Central Reserve Bank 16, created in 1966, contemplated the granting of credits for tourism infrastructure construction projects. However, the impact of these policies does not seem to have been very significant:

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by people during their trips and stays in places other than their usual environment, for a consecutive period of less than one year, for leisure, business and business for other reasons.

The development of this sector produces necessary income for the different entities that are part of this exercise. The development of the tourism industry is characterized by a high generation of jobs, since it uses a large amount of labor, both in the construction of basic infrastructure, hotels and commercial areas, as well as in their operation and maintenance, guaranteeing that the the benefits remain at the local level, and at the same time it allows raising the standard of living of large segments of the population from different socioeconomic strata. The tourism industry is absolutely strategic for a country. In the case of El Salvador, we have that this sector produces 550 million dollars for the economy; in addition to that, it produces multiplier effects on employment, The indicator tells me that for every dollar that is invested in the public sector, 2.5 times is invested by the private sector and produces an image of the country that generates trust at the international level and produces both external and internal migratory flows that establish new conditions for the contribution of the Gross Domestic Product (GDP). That is why tourism is strategic, because it affects the life and condition of

the people who, by producing the economy, generate a dynamic of income and that income facilitates the spending and consumption of the population.

ELEMENTS CONDIONANTS OF PRODUCT O SERVICES TOURISTIC SUSTAINABLE DEVELOPMENT POLICIES IN EL SALVADOR

The United Nations System signed the Cooperation Framework for Sustainable Development 2022-2026 with the Government of El Salvador, which outlines its 3 strategic priorities and 7 development effects, planning for the promotion of the SDGs in the country. The policies and regulations that make up the Governance and Sustainability System aim to guarantee the alignment of all the Group's actions with its purpose, that is, to continue building, every day and in collaboration, a

more electric, healthy and accessible energy model. The Salvador Sustainable Plan assumes the vision of conservation and restoration of nature with the challenge of finding a formula that promotes economic and social development in harmony with nature.

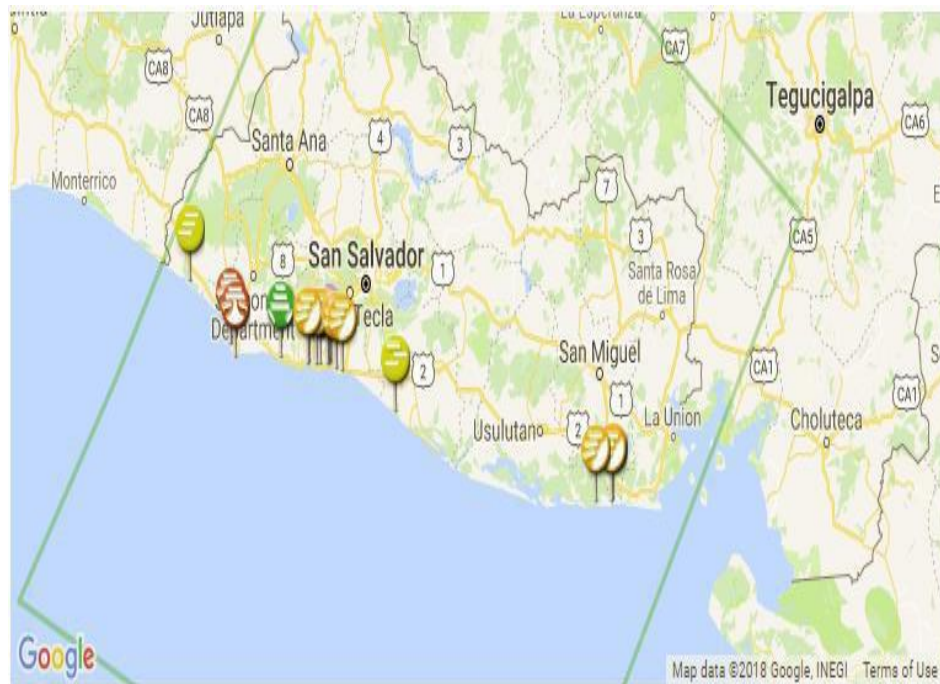
NATURAL RESOURCES FOUND WHERE YOU ARE

WE LOCATE OUR PRODUCT:

- SANDWATER
- ELECTRIC POWER
- TREES
- FLOORS
- ANIMALS
- SOLAR
- ENERGY
- FLOWERS
- TROPICAL CLIMATE

- WOOD
- TIDE

CULTURAL IDENTITY, IDEOSYNCRASY, MYTHS, LEGENDS, RELIGIOUS



TRADITIONS, FESTIVALS AND GASTRONOMY.

Its limits are: to the north it borders the department of Chalatenango. To the East it limits with the capital of the country, that is, with San Salvador. For its southeastern part, it borders the Department of Santa Ana. The official language of the region is Spanish. Although there are some traces of their mother tongue.

The Pipil language is one of the indigenous languages that is dominated by a minority of the natives. But much of its originality has been lost and a new dialect has emerged, product of Salvadoran idioms, Pipil and Castilian. This hodgepodge is only used by ordinary people, and never by an educated person or person holding public office. However, at least the name of the different languages spoken by the primitive Indians is public knowledge. Among them we can remember: the Chorotega, the Cacaopera, the Chortí, the Xinca, the Lenca and the Pocomam. Only a few very old people are fluent in these indigenous languages. But the teaching of these languages in schools is not compulsory, just like English and Spanish. For the arrival of the Spaniards, the primitives also dominated writing. But of this only hieroglyphs remain on

handicrafts or on some murals. History of the Department of La Libertad It was founded on January 28, 1865. This department houses some legacies that go back to the time of its primitive inhabitants, the Lencas. We can see some pre-Hispanic ruins and several buildings dating from the colonial era. The foundation of this department was carried out by the then President of the Republic, José María de San Martín under the name of Nueva San Salvador, on August 8, 1854. Later it would be changed to the department of La Libertad. The foundation of this department was made with the deliberate intention of making it the capital city of El Salvador;

since
had



San
Salvador
been
almost

completely destroyed by a great earthquake. Later these plans were aborted by the government.

Culture of the Department of La Libertad Its culture is basically the same as that of the other departments of El Salvador. In this place you feel the popular expression of a town, where it is revealed; customs, traditions and beliefs, including music, religious manifestations, dances and all kinds of cultural activities. Within the cultural manifestations of the Department of La Libertad in El Salvador, we can mention the following: Traditional way of dressing

Women's clothing is very varied. In all of them, the very bright colors and the possession of a shawl, a scapular, a cloth on the head stand out, and the skirts and blouses are made of cotton. As footwear they use sandals. In the case of men, her clothing is also cotton, or in any case the pants are replaced by jeans. As footwear they can wear espadrilles or boots, and a rural hat. These costumes, both male and female, are used to perform the different representations. Therefore, commonly the whole city dresses like this unless they wear normal clothes or office clothes. Among the most common dances we can mention "El Torito Pinto" and "Las Carboneras" Dance of the Old Men with Masks We can name among the dances and other dances, the famous "Dance of the Old Men with Masks". It consists of performing dance performances covering the face with masks made of different colorful materials. With these dances they simulate the different races that coexist in the nation. The pupusas and the gastronomy from the gastronomic point of view, also have a lot of variety. Here the pupusas stand out as the most common dish in the region. This dish is made with corn dough, which is stirred with mozzarella-type cheese. It is accompanied by a mashed broad bean, which is mixed with pork rinds in a stew made with onion, chives, tomato, garlic, peppers, salt and vinegar to taste. Among other gastronomic tips, we have the atol, which is also made with corn. Little fish and fried yucca with pork rinds Another dish is the little fish and fried cassava with pork rinds. In addition to many other delicacies of Salvadoran gastronomy, it is logical, although inopportune, to comment that beer is the most common accompaniment to any of these typical dishes, and although beer is not produced as an endogenous product, it is highly appreciated by the population. . We cannot fail to mention the divine torrijas among the variety of desserts that are prepared in the region

THE DAY OF THE DEAD AN HOLY WEEK

Another of the most common folkloric manifestations is the visit to the dead in November, the day of the dead. In addition to attending all the religious acts that are prepared for Holy Week, the processions of each day stand out, where the burial of the Holy Sepulcher and the procession of the Nazarene stand out. For this occasion, carpets are made with sawdust or salt to place them on the streets where the sacred image will travel. La Cruz de Mayo On May 3 they place "La Cruz de Mayo" in the houses, generally in the patios and decorate it with many flowers and papers of all colors, to dance, sing and pray the holy rosary around it. Strolling along the beaches Going to the beaches is another of the most common traditions in the region. These walks are organized accompanied by musical instruments, and they have nightly bonfires where people sing and dance on the sand. Central American Independence Day In commemoration of Central American Independence Day, parades with state or school bands are also organized. They tour the main streets showing their best performances. Sometimes prizes are organized for the best band, or simply people enjoy them, as well as musical groups that play on the platforms and squares so that people enjoy dancing. Francisco Gavidia Guandique Among the most prominent figures in the literary field, are Francisco Gavidia Guandique.

He was a distinguished writer born in this department in 1863 and died in 1955. He also stood out as a political scientist, speaker, educator, journalist and translator. Claudia Lars and Edgardo Alfredo Espino Najarro Claudia Lars, whose real name was Margarita del Carmen Brannon, is also remembered. She was a great poet and she passed away on July 22, 1974 at the age of 85. Likewise, she also remembers Edgardo Alfredo Espino Najarro, of whom several poetic works are preserved. Vicente Alberto Masferrer Mónico Other illustrious citizens were: Vicente Alberto Masferrer Mónico, teacher, philosopher and poet. He died on September 4, 1962 at the age of 64.

He left several unfinished works, but preserved in the National Library of San Salvador. Roque Antonio Dalton García He was born on May 14, 1935 and died on May 10, 1975. This happened at the young age of 39 in the capital city of San Salvador, where he was named illustrious son because this was his hometown. . During his lifetime he traveled to the Soviet Union, which explains his marked tendency towards communism. National Symbols of the Department of La Libertad Each department of El Salvador has its own national symbols, which distinguish them from other areas of the country; are the following:

THE SHIELD OF THE DEPARTMENT OF LIBERTY



The coat of arms of the department of La Libertad, is configured by a coat of arms of a typical shape with a royal blue background with the initials SNS, bordering a green mountain in the center of it. Bay and hemp leaves are featured on the sides and at the top left. A lectern with crown in gold color is presented. Above the coat of arms is a brick arch with five towers.

LA LIBERTAD DEPARTMENT FLAG



Geography of the department of La Libertad The department of La Libertad has a territorial extension of 112 square kilometers, thus occupying the sixth place in terms of extension of the national territory. It is considered one of the most fertile territories in El Salvador. The climate that prevails in the region is not constant, as it is divided into three categories according to altitude. Eighty percent of the territory has a very pleasant climate that is around 22°C. since it is located at a maximum height of about eight hundred meters above sea level. A second portion has a temperature of around 20° with an average altitude of 1,200 meters above sea level, and occupies fifteen percent of its territory. While only five percent enjoy a rather cold climate, that can reach temperatures of up to fourteen or thirteen degrees at

some times of the year and with a high probability of intense rains. Its annual rainfall is of the order of about two thousand millimeters.

ECONOMY OF THE DEPARTMENT OF LA LIBERTAD



Its economy is based on agriculture, as it is in almost all the departments of El Salvador. Corn, coffee, cotton, cereals, sugar cane, tobacco, coconut and other palm trees and balsamic are grown on its fertile lands. The cultivation of coffee has become the main base of its economy. Since it is not only used for endogenous consumption. Rather, its beans are exported to other parts of the continent. Some industries are established in this region, such as metal smelting. Others are dedicated to the elaboration of; soaps, matches, perfumes, leather, balms, candles, fabrics, rubber, among others. On the other hand, tourism is also considered one of its largest sources of income, greatly strengthening the region's economy. The tourist attraction is based on the beauty of its natural landscapes. There is, of course, a large number of shops such as restaurants, sale of handicrafts, beauty salons, medicine stores and natural products. In the department of La Libertad are El Palacio Tecleño and the Plaza de la Música, where all kinds of events dedicated to the culture and folklore of the city are held. The Port of

Liberty is located in this department, thus honoring its name. In this port there are several connections by sea and it is here where the sale of handicrafts from the region proliferates. Population of the Department of La Libertad The information on the volume of its population for the census carried out in 2007 shows a figure of 122,000 inhabitants. However, by 2010 it already had almost a million inhabitants, which suggests rapid growth. The department of La Libertad is located in the vicinity of the San Salvador Volcano. Its demographic density is estimated at about 510,000 inhabitants per square kilometer. Municipalities of the Department of La Libertad The territorial division is made up of twenty-two municipalities, which are:

- 1 Old Cuscatlán Municipality
- 2 Chiltiupan Municipality
- 3 Municipality City Arce
- 4 Colon Municipality
- 5 Municipality of Comasagua
- 6 Municipality of Huizúcar
- 7 Jayaque Municipality
- 8 Municipality of Jicalapa
- 9 Municipality of La Libertad
- 10 Municipality of Santa Tecla
- 11 Municipality of Nuevo Cuscatlan
- 12 Municipality of San Juan Opico
- 13 Municipality of Quezaltepeque
- 14 Municipality of Sacacoyo

15 Municipality of San José Villanueva

16 Saint Matthias

17 Municipality of San Pablo

Tacachico 18 Municipality Talnique

19 Municipality of Tamanique

20 Municipality of Teotepeque

21 Municipality of Tepecoyo

22 Municipality of Zaragoza

This department is also subdivided into other districts, which are the following: San Juan Opico, Quezaltepeque and Santa Tecla. What places to visit in La Libertad? The department of La Libertad is one of the best vacation destinations, since it has a strategic location within El Salvador; the one that allows you to find all kinds of places. Since it is surrounded by hotels, hostels, dining rooms, restaurants and even bars; you can easily spend the night, after a night of good fun.

If you visit the region and want to know the most visited places, we will give you some recommendations; The first is to visit the Salvadoran coasts. Places, where you can fill your day with fun, from sunbathing to practicing some water or beach sport; all this while enjoying the good gastronomy of the region, we are talking not only about seafood, but also about typical foods. You just have to choose between the following beaches: Las Flores, El Tunco, El Sunzal, El Zonte, Mizata, La Perla; If the options are not enough, you can also take a walk through San Diego, El Palmarcito, San Blas, El Obispo, Majahual, Taquillo and Toluca. As you can see, you have a lot to choose from; In case you do not like the waters of the sea,

you can take a natural tour. Which will take you to the San Salvador volcano, where you will observe a beautiful vegetation. Other places to visit in La Libertad If you thought that the tourist day was over, then you were wrong; Well, long walks and plenty of oxygenated air await you in Walter Deininger National Park. Another space that awaits you with open arms, where you will find fresh air and tranquility, is the El Espino Eco Park; ideal for practicing mountain sports. Practice that you will do, only if you are a nature lover; however, we have more places to visit, in case this is not enough for you. When we like to expand our knowledge about the first American civilizations; It is recommended to visit the Archaeological Parks of El Salvador. Within the department of La Libertad we will find 2 of them; We are talking about Joya de Cerén and San Andrés, there we will visit a Mayan village. In addition, knowing how its inhabitants developed on a day-to-day basis; Archaeological evidence is extensive.

CHAPTER II

STRATEGIC PLAN OF THE TOURIST PRODUCT

DEFINITION OF QUALITY OF A PRODUCT

The hotel product is a set of material, technical, human, information, time and other factors of the hotel activity to provide customers with goods that have certain consumption properties and are capable of satisfying their needs.

The hotel product is made up of the set of goods and services offered in the market, for material and spiritual comfort, individually or in a wide range of combinations resulting from the needs and desires of the consumer we call tourists. For Lambin (1995) a product, or

a brand from the buyer's point of view, can be defined as a specific set of attributes that provides the buyer, not only the basic service of the product class, but also a set of secondary services or additions, which constitute distinctive elements, likely to influence the preferences of the buyer. All of these provided services constitute an "attribute set" whose components will be described here. (Lambin, THE HOTEL PRODUCT, 1995, p. 3)

CUSTOMER MANAGEMENT

Customer management includes all those strategies and techniques that a company carries out to manage relationships and interactions with customers, both potential and existing. It means, therefore, directing the resources and processes available to the business at the customer's service -contact, streamlining processes, profitability, etc.-, who, after all, is the one who sustains the viability of the company with your purchase. or contracting of goods or services.

Being, therefore, a fundamental activity for the performance of the company, customer management is usually placed, both in SMEs and in large companies, at the center of business priorities and different departments intervene in it.

QUALITY OF THE TOURIST PRODUCT

The service consists of a hostel which will include different rooms to stay either for a group of people up to a certain limit, also adding that it will be a place for the exclusive use of clients and no one else can enter the place, adding that for each room you will have their parking space for each room that allows them to park a car.

It will be kept clean at all times in order to comply with the hygiene and health laws required by customers. Fresh and quality food will also be served so that customers are satisfied with the good service received.

STRATEGIC PLAN

The strategic plan proposed in this project is a very important and easily applied tool to achieve better administrative management in the Hostal "El Pulgarcito de América", achieving greater competitiveness, visualizing the future of the institution in an integrated manner. , as well as its strategies to use to ensure the achievement of its objectives.

With the proposal of the strategic plan, actions will be achieved to control the behavior of the Hotel in the environment in which it operates, its activity with the client and the competition, the management of expenses and activities, allowing the generation of an effective strategic planning that promotes development, in addition to obtaining short-term results and responding immediately to changes, since it is a flexible document that can be adapted to the situation in which the institution finds itself.

In addition, the SWOT analysis is carried out to determine the factors and situations that the hotel is going through, so that in this way solutions can be found to the problems encountered. The departments addressed within this diagnosis are: Human Resources, Finance, Sales, Purchasing and Institutional Infrastructure.

SERVICE COTTING PLAN

Hotel Activity

Hotel activities and related branches such as entertainment venues, boarding houses, motels, hostels, restaurants, constitute services provided by natural or legal persons to clients in order to properly satisfy the needs for accommodation, entertainment, food and others. The operations are very complex due to the diversity of services they offer, therefore they need to keep an adequate control of them. The industry must satisfy the requirements of users 24 hours a day and 7 days a week, which requires real- time information on the status of rooms and other facilities, as well as the various businesses offered by the hotel company.

CHARACTERISTICS OF LODGING HOUSE COMPANIES

The characteristics of hotel companies are:

- The product or service offered is perishable in a hostel, if a room is not occupied after a certain time of the night, the possibility of generating income with it is lost.
- Quality in the provision of customer service is a key tribute, where the interrelationships between the company's human resources and consumers tend to be, in general, more participatory and intense than in other sectors.

CHAPTER III

RESPONSIBILITY OF AN ENTREPRENEUR

What is your responsibility as an entrepreneur? Take care of my collaborators and make the hostel an environment in which we can all feel in harmony. My responsibility will be to attend to my clients as if it were me who the attention. Taking care of the environment because for the hostel it is the vital natural resource that does not may be missing

What is the responsibility of your business? Making our hostel have an affable and homely atmosphere in which our clients feel comfortable and want to return thanks to the good care.

What are the national and international rules, regulations and laws that will govern my entrepreneurship? Salvadoran technical standard tourism law General regulation of the tourism law. Responsibility is one of the most important values that an entrepreneur or businessman must respect. Being responsible accepting the consequences of our actions. Responsibility is working so that our actions respect justice, the freedoms of people, guaranteeing that they do not cause damage. Responsibility with the client is to offer them the highest quality in products and services, provide the best attention and never lie to get a sale. As an entrepreneur's commitment, he must focus all the efforts and commitment, in working to obtain one by one, all the goals that were drawn.

What profile and characteristics should an entrepreneur have? An entrepreneur is a person who is attentive to the possibilities of the market to explore and exploit an opportunity.

The entrepreneur is a person with the ability to face risks, tolerate uncertainty and carry out their projects despite obstacles.

What are the skills that an entrepreneur should have? The skill of entrepreneurship is the ability to identify and seize opportunities and plan and control creative processes that have cultural, social and economic value. It requires a knowledge of contexts and opportunities, approaches to planning and management, ethical principles and self-awareness.

How do you create a profile of an entrepreneur? Broadly speaking, the profile of the entrepreneur requires being a creative, risky, flexible, organized and self-taught person, among other characteristics. Although this also varies according to the different types of entrepreneurs that exist, since each person their best skills to maximize their business. Transmitted and taught to the new members of the organizations as a way of thinking, living and acting. These basic beliefs with their commitment make up the business culture and are driven by leadership and define the identity that is pursued within the organization, operates as an adaptation factor and generates differentiation with other entities. It is known that business philosophy is expressed through some elements (mission, vision, principles, values, policies, objectives, strategies among others), which are the interpretation to achieve common goals, the comprehensive management of the company with its strategic objectives and criteria for evaluating the results. The Hotel currently does not have an established business philosophy, it has not been disseminated among its collaborators and it is not clearly defined, which generates internal conflicts, and the goals and objectives to be achieved are not fully met, for Therefore, this chapter presents a proposal for improvement, which is detailed below.

CHAPTER IV

PLAN OF THE COST TO THE PRODUCT OR SERVICE

TABLE 1. COST ELEMENTS.

CONCEPTS	UNIT OF MESURERMENT	QUANTITY	UNITARY COST (DAILY DEPRE FEE)	TOTAL PRODUCTION COSTS
Bed	WEEK	5	\$7.00	
Air Conditionin	Day	3	\$5.00	
Blankets	Day	5	\$1.00	
Pillow	Day	5	\$1.00	
Soap	Day	5	\$1.00	
Towel	Hours	5	\$1.00	
Dining room	week	1	\$5.00	
\$21 DAILY COST				

$\$21 \times 0.50 = \10.50

COST OF THE USE OF THE LODGING HOUSE PER DAY: $\$21 + 10.50 = \31.50 PER WEEK

$\$31.50 \times 7 \text{ DAYS} = \220.50

SELLING PRICE: $\$220.50$ BUCKS PER WEEK OR $\$31.50$ PER DAY

SUMINISTROS	ELEMENTOS	COSTOS DIRECTOS A LAS IDENTIFICACIONES	COSTOS DE ACUERDO A SU COMPORTAMIENTO
	COMPUTADORA	DIRECTO	FIJO
	JAVONES	DIRECTO	FIJO
	SHAMPOS	DIRECTO	FIJO
	LICENCIA DE SANIDA	DIRECTO	FIJO
MANO DE OBRA	*SALARIO MENSUAL DE PROPIETARIOS	DIRECTO	FIJO
	SALARIO MENSUAL DE PERSONAS QUE TRABAJARAN	DIRECTO	FIJO
OTROS COSTOS INDIRECTOS	DEPRESIACION DEL TRANSPORTE	INDIRECTO	VARIABLE

PHILOSOPHY.

The business philosophy or also called business culture is what identifies the way of being of a company and is manifested in the way of acting in the face of management problems and opportunities, as well as in the adaptation to changes and requirements of external and internal order. , which are externalized in the form of collective beliefs that are transmitted and taught to the new members of the organizations as a way of thinking, living and acting. These basic beliefs with their commitment make up the business culture and are driven by leadership and define the identity that is pursued within the organization, operates as an adaptation factor and generates differentiation with other entities. It is known that business philosophy is expressed through some elements (mission, vision, principles, values, policies, objectives, strategies among others), which are the interpretation to achieve common goals, the comprehensive management of the company with its strategic objectives and criteria for evaluating the results. The Hotel currently does not have an established business philosophy, it has not been disseminated among its collaborators and it is not clearly defined, which generates internal conflicts, and the goals and objectives to be achieved are not fully met, for Therefore, this chapter presents a proposal for improvement, which is detailed below.

VISION.

“To be a leading hotel in the sector market, with a corporate image that provides competitive and differentiated services, with the highest quality standards that exceed

customer expectations, with committed staff, within a framework of culture and ethics, contributing to the socioeconomic development of the sector”.

MISSION.

"Provide a quality service in accommodation, food and recreation, at competitive prices, providing security to our guests, through the implementation of strategic programs, productive plans, social through actions and coordination, which allows us to increase our levels of competitiveness and therefore hence the progress of our tourist area"

To keep our clients and attract our clients, we will carry out different activities.

First we will do an interview to find out what the customers like or don't like, so that they can explain to us what they think is very good in order to maintain the same service and improve it even more, in the same way, to know what things they don't like. they seem good to improve them or change the ideas for others that seem better to them or the client requests them.

Second, we'll find a way to promote our service product, whether it's on TV in small ads, on the Internet, or even in newspapers.

MARKETING STRATEGIES.

Marketing strategies are the way to increase a company's sales, but they also help us meet multiple objectives before reaching the sale (increase your brand recognition) and after closing it (customer loyalty).

Marketing strategies are the plans you will follow to create sales opportunities for your business. It is the roadmap on which you will trace the path towards the fulfillment of

the objectives of your marketing department (whether it is to obtain leads, increase the visibility of your brand, open your company to other markets, retain customers or any other objective that you has determined.) segmentation strategy A segmented marketing strategy

will allow you to divide and focus your campaigns on a certain audience or certain segments of people. (Muelas, 2020, p. 1)

Implement work plans in all services offered to clients, in order to promote organizational development, unity and discipline among its employees through the implementation of policies, ethical values and administrative and marketing strategies, generating competitiveness in addition to training the human talent through strategic planning workshops, administrative process and administrative management to improve labor effectiveness and make timely and appropriate decisions to change.

Implement new services based on national and international tourism trends, conducting market research where the service that the tourist wants is determined, the application of strategies must be continuously monitored, through the control systems established in the plan, to measure the respective advances, which allow the fulfillment of our objective.

POSITIONING STRATEGY OR BRAND

The ultimate goal of positioning marketing strategies is to draw the brand image that we have defined in the mind of the consumer. Make the user know us and identify us with a brand and that brand with a specific style and values.



VALUES.

"Values can be defined as a belief of what is appropriate and what is not, guide the actions and behavior of employees to meet the objectives of the organization."

The values that Hostal El Pulgarcito de America currently has, through which it intends to operate as points of reference that allow the staff that works to act properly, are detailed below:

- Honesty: Comply with the internal regulations of the Hotel so that all activities carried out remain within the codes of ethics and morals.

- Commitment: Maintain good behavior in daily work by each employee, based on discipline, honesty and responsibility in their duties.

- Responsibility: The staff will fulfill their daily activities with commitment, they must be carried out in the best way.

- Seriousness: In all negotiation activities such as agreements, contracts and alliances.

- Respect and Consideration: Respect and satisfactorily channel the opinions and ideas that all employees have regarding any issue related to the organization.

- Recognition: The organization will always take into account all the efforts and positive results of the employees.

SWOT SITUATIONAL ANALYSIS OF THE EL PULGARCITO DE AMERICA HOSTEL.

Like all organizations, in the functional areas of Hostal El Pulgarcito de America, they have strengths and weaknesses; in the same way they differ according to the hotels and even in the same industries they are different. In the internal processes (strengths and weaknesses), the participation of the owners, managers, assistant managers and employees determine the strengths and weaknesses, since they know the operations; These inputs must be coordinated mainly by an external consultant in charge of the strategic planning project. Strategic management is a highly interactive process that requires effective coordination among top managers.

FUNCTIONAL STRATEGY

It is the mix of 4 marketing variables to achieve business objectives. The company must maintain consistency between the 4 variables for its marketing strategy to be successful.

PORTFOLIO STRATEGY

It consists of reducing the costs of your marketing strategies by also reducing the number of products in your portfolio that you try to advertise. You will advertise the products that bring you the most profits instead of your entire range of products to market the most profitable ones.

Factors that generate better returns and competitiveness within the hotel sector:

- Quality: Offer high quality hosting services that will allow achieving high levels of efficiency.
- Personalized Attention: Provide prompt, courteous and professional treatment to customers, seeking above all the full satisfaction of their needs.
- Continuous Improvement: Guarantee clients a constant evaluation of the service that allows the application of standards and quality norms in the service processes, in order to satisfy the highest demands of the clients.
- Adopt a Positive Attitude and Professional Aptitude: That allow us to provide services of the highest quality that fully comply with the demands of a dynamic and competitive market.
- Teamwork: All the collaborators of the hostel will be integrated and willing to participate in the solution of problems, cooperating in the achievement of the optimal provision of the service.

CHAPTER V

CONCLUSIONS.

The hotel industry in our country has great growth projections, which constitutes a great opportunity and strength for the Hostal "El Pulgarcito de America" because the demand for tourists on the Salvadoran coast is growing.

The internal clients of the Hote do not have knowledge of the corporate culture, that is, they do not know the Philosophy, Mission, Vision, Objectives and Policies of the institution, causing the collaborators not to get involved with the entity. The results obtained indicate that customers require services with greater added value to stay at the hostel; The main factors that determine the use of the hostel are the price and the quality of the service.

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