

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



**TOURIST SERVICE: COMFORTOURS
SERVICIO TURÍSTICO: COMFORTOUR S**

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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

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ABSTRACT

One of the activities that human beings engage in as a form of distraction, rest, learning about other cultures, or for various personal—even professional—reasons is tourism. This can be local, meaning within the same country in which the person resides, or even in other countries. In this document, a project is presented for a Salvadoran tourism tele-operator company called “COMFORTOURS” which aims to provide tourist assistance services with a focus on comfort in relation to price and the experience of the destination one wishes to visit. This tele-operator will focus exclusively on tourism within El Salvador.

Chapter I presents the objectives, justification, and description of the service offered by the tele-operator “COMFORTOURS,” highlighting the importance of connecting each client's comfort with the economic cost of each trip, with the goal of providing a professional and high-quality service.

Chapter II presents a brief description of the most relevant tourist destinations in El Salvador, as well as the cultural identity of each one, their gastronomy, legends, and other important aspects that the client should know, serving as a guide provided by the tele-operator.

INTRODUCTION

The CONFORTOUR initiative focuses on analyzing the travel experiences offered by the teleoperator, addressing key elements such as tourism planning, personalized attention, and service quality. Its purpose is to identify how values like inclusion, intercultural respect, and sustainability are integrated into the interaction between operator and traveler. This proposal emphasizes the importance of creating safe and enriching environments for users, recognizing that contemporary tourism in El Salvador unfolds within a social context marked by challenges of coexistence, inequality, and cultural transformation.

From this perspective, CONFORTOUR not only facilitates tours and travel packages, but also seeks to promote a conscious experience—one in which both staff and travelers can act as agents of change, fostering mutual respect and appreciation for local identities. In this sense, the proposal goes beyond commercial goals, aiming to strengthen the link between tourism and human development, and contributing to a more ethical, empathetic, and socially engaged practice in the Salvadoran context.

CHAPTER I

Tourism product or service profile

1.1.1 OBJECTIVES

GENERAL OBJECTIVE:

- To offer personalized and efficient tourism services, guaranteeing safety and comfort from the selection of the destination and travel packages to the completion of the service to the client's satisfaction.

1.1.2 SPECIFIC OBJECTIVES:

- To design tourist packages tailored to the client's needs, destination preferences, and budget.
- To implement a reservation and tracking system as a guide, ensuring safety and providing up-to-date information throughout the entire travel process.
- To provide support before, during, and after the trip in order to ensure the client's comfort and satisfaction.

1.2 JUSTIFICATION

“COMFORTOURS” responds to the need to provide a personalized service as a Salvadoran tele-operator, recognizing tourism as one of the economic sectors that has recently gained relevance due to its economic, cultural, and social impact. In this context, “COMFORTOURS” seeks to position itself as the number one tele-operator in El Salvador by offering services that balance comfort and price.

Due to the growth of the tourism sector in El Salvador, travelers increasingly seek quick and reliable responses through technologically advanced and up-to-date channels, driven by digital innovation. This justifies the motivation behind “COMFORTOURS” to offer guided support to clients in pursuit of complete satisfaction throughout the planning and execution of their trips.

For this reason, “COMFORTOURS” meets customer expectations by delivering a service that ensures comfort, safety, and economic accessibility, fulfilling the promise of a high-quality dream journey.

1.3 PRODUCT DESCRIPTION

1.3.1 TOURIST SERVICE: TOURIST GUIDE AGENCY.

Nature of the tele-operator: Salvadoran company focused on the tourism sector, specialized in personalized assistance and comfort for travel within El Salvador.

Business Line: National tourism: development, promotion, and management of tourism packages with the goal of providing comfort, safety, and economic accessibility. Location: San Salvador, El Salvador (with projected nationwide coverage)

1.3.4 MAIN SERVICES:

- Creation of tourism packages tailored to the client's needs
- Guidance and support before, during, and after the trip
- Reservation system and digital follow-up
- Informative document about destinations, culture, gastronomy, and local legends

1.3.3 TARGET CLIENTS:

- Local and international tourists interested in exploring El Salvador
- Families, couples, student groups, and professionals seeking new, comfortable, and safe experiences
- Tourists who highly value the quality-price ratio in their destinations

1.3.4 VALUES:

- Comfort
- Safety
- Accessibility
- Professionalism
- Transparency
- Technological Innovation

1.3.5 PRINCIPLES:

- Personalized Customer-Focused Attention Delivering tailored service that prioritizes the individual needs and satisfaction of each client.
- Promotion of Salvadoran Cultural Identity Showcasing and celebrating El Salvador's traditions, heritage, and cultural richness through tourism experiences.
- Commitment to Quality and Continuous Improvement Ensuring excellence in service delivery and striving for ongoing enhancement in all operational areas.
- Ethics in Tourism Service Management Operating with integrity, transparency, and responsibility in all aspects of tourism service provision.

1.3.6 PURPOSE:

To offer unforgettable tourism experiences within El Salvador, combining comfort, safety, and affordable prices, while promoting the country's cultural richness and strengthening the development of national tourism.

1.3.7 TOURISM TYPOLOGY

CONFORTOURS specializes in domestic cultural and nature-based tourism, offering experiences that highlight El Salvador's rich heritage and scenic beauty. Ideal for destinations such as Laguna Verde, the Ruta de las Flores, and the western beaches, our packages are designed to immerse travelers in authentic local traditions, gastronomy, and landscapes.

USULUTÁN

- **Category:** Ecotourism and Adventure Tourism

Destination: Laguna Verde

Location: Within the Apaneca-Illamatepec mountain range, located between the cantons of Palo Verde and San Juan de Dios, in the municipality of Ahuachapán.

Local Activities: This body of water offers strong ecotourism appeal. Visitors can enjoy picnics, boat rides, birdwatching, hiking, cycling, and buggy tours through scenic trails.

Gastronomy: Local restaurants such as Hostal y Fonda Iruña, Hotel and Restaurant Cabañas de Apaneca, Santa Leticia Hotel, El Jardín de Celeste, Jardín Café Hostal.

Lodging: Santa Leticia Hotel, Jardín Café Hostal, Las Flores de Eloisa, Hotel and Restaurant Cabañas de Apaneca.

Transportation: in executive minibuses, 4x4 SUVs, and large-capacity buses, all equipped with air conditioning and professional drivers. We provide door-to-door service from San Salvador, Santa Ana, and Sonsonate, including strategic stops at scenic viewpoints and restaurants.

- **Category:** Adventure

Destination: Canopy Apaneca

Location: In the municipality of Apaneca, nestled within the Apaneca-Illamatepec mountain range, surrounded by coffee plantations and mountains, along the Route of the Flowers.

Local Activities: This destination is perfect for adrenaline and nature lovers. You can glide through treetops on zip lines, enjoy panoramic views, take ATV rides, go hiking, capture landscape photography, and join guided tours through coffee plantations.

Gastronomy: Local restaurants such as: El Jardín de Celeste, Hostal y Fonda Iruña, Santa Leticia Hotel, Café Albania, Restaurante Cabañas de Apaneca.

Lodging: Santa Leticia Hotel, Jardín Café Hostal, Las Flores de Eloisa, Hotel and Restaurant Cabañas de Apaneca.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and professional drivers. We provide door-to-door service from San Salvador, Santa Ana, and Sonsonate. Strategic stops are included at scenic viewpoints, restaurants, and cultural sites. Ideal for destinations such as Canopy Apaneca, the Route of the Flowers, and Laguna Verde.

CHALATENANGO

- **Category:** River and Ecotourism

Destination: Tamulasco River

Location: Located in the canton of Los Naranjos, municipality of Las Vueltas, in the southern zone of La Montañona, Chalatenango.

Local Activities: This river is ideal for activities such as hiking, birdwatching, landscape photography, artisanal fishing, and riverside walks. During the rainy season, the water flow allows for natural pools and short river treks. It is an ecological site of interest due to its biodiversity and water value.

Gastronomy: Nearby restaurants like Rancho Papá Toño offer traditional dishes such as free-range hen soup, grilled meats, and high-altitude coffee.

Lodging: Eco cabins in Las Vueltas, rural accommodations in Dulce Nombre de María, and lodging options in the city of Chalatenango¹.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Ideal for destinations such as Tamulasco River, La Montañona, and Poza de Gelo

- **Category:** Natural Pools

Destination: Natural Pools

Location: Distributed across various municipalities such as Nombre de Jesús, La Palma, and San Ignacio, within mountainous areas and crystal-clear rivers.

¹ Chalatenango SV. (2014). Río Tamulasco. Recuperado de chalatenango.sv

Local Activities: You can swim in cold waters, go aquatic hiking, camp near the rivers, practice nature photography, and enjoy the tranquility of the surroundings. Some pools are only accessible through guided hikes, making them exclusive experiences².

Gastronomy: Local eateries offer traditional dishes such as corn tamales, pupusas, yuca with pork cracklings, and artisanal coffee.

Lodging: Rural hostels in La Palma, cabins in San Ignacio, and eco-friendly accommodations near the pools.

Transportation: COMFORTOURS offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Ideal for destinations such as Natural Pools, El Pital, and Montecristo.

- **Category:** Handicrafts and Culture

Destination: Artisan Production of Hammocks and Pottery Location: Municipalities of Concepción Quezaltepeque, La Palma, Comalapa, and Potonico.

Local Activities: You can visit artisan workshops, observe the weaving process on vertical looms, take part in the Hammock Festival, purchase unique pieces made of clay, wood, and handmade paper, and talk with artisans about their traditional techniques.

Gastronomy: Typical eateries in Concepción Quezaltepeque and La Palma offer dishes such as beef soup, bean-and-cheese pupusas, and handmade sweets.

Lodging: Hostels in La Palma, family-run accommodations in Concepción Quezaltepeque, and rural cabins in Potonico³.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Ideal for destinations such as Concepción Quezaltepeque, La Palma, and Potonico.

- **Category:** Mountain and Hiking

Destination: Cerro Tecolote and El Cucurucho Location: Located in the department of Chalatenango, near San Ignacio and rural mountain areas. Approximate altitude of 745 meters above sea level.

Local Activities: You can go hiking, camping, birdwatching, enjoy panoramic views, practice landscape photography, and explore ecological trails. These destinations are ideal for those seeking disconnection and direct contact with nature⁴.

² Mi Mundo por el Mundo. (2025). Turismo en el municipio de Chalatenango. Recuperado de mimundoporelmundo.com.ar

³ChalatenangoSV. (2014). Las artesanías del departamento de Chalatenango. Recuperado de [chalatenang](http://chalatenang.com)

⁴ Getamap.net.. (n.d.). Cerro Tecolote. Retrieved from getamap.net

Gastronomy: Rural eateries in San Ignacio and Dulce Nombre de María offer traditional dishes such as free-range hen soup, tamales pisques, and mountain-grown coffee.

Lodging: El Pital cabins, Hostal La Palma, and rural accommodations in San Ignacio and Dulce Nombre de María.

Transportation: COMFORTOURS offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Ideal for destinations such as Cerro Tecolote, El Cucurucho, and Montecristo.

- **Category:** Coffee and Ecotourism

Destination: Café Entre Nubes Location: Located between the municipalities of Concepción de Ataco and Apaneca, along the Route of the Flowers, within the Apaneca-Illamatepec mountain range.

Local Activities: This destination offers a unique coffee and nature experience. You can take guided tours through coffee plantations, participate in barista workshops, walk along ecological trails, enjoy panoramic viewpoints, take photographs, and relax in spaces surrounded by lush vegetation and fresh air.

Gastronomy: The restaurant specializes in high-altitude coffee and traditional Salvadoran dishes. It is recommended for its traditional breakfasts, pupusas, quesadillas, and homemade desserts. Perfect for enjoying with family or friends.

Lodging: Although Café Entre Nubes does not offer direct lodging, it is close to options such as: Santa Leticia Hotel, Jardín Café Hostal, Las Flores de Eloisa, and Hotel and Restaurant Cabañas de Apaneca.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. We provide door-to-door service from San Salvador, Santa Ana, and Sonsonate. Strategic stops are included at viewpoints, restaurants, and cultural sites. Ideal for destinations such as Café Entre Nubes, the Route of the Flowers, and Laguna Verde.

SONSONATE

- **Category:** Waterfalls and Nature

Destination: Los Chorros de la Calera Location: In the municipality of Juayúa, department of Sonsonate. Accessible by a walk of approximately 45 minutes from the center of Juayúa, starting at the Mermaid Statue.

Local Activities: This natural paradise offers a refreshing and adventurous experience. You can hike along trails surrounded by primary vegetation, swim in natural pools formed by the waterfalls, practice rappelling on rocky walls, observe wild flora, and enjoy a dip in cold waters that spring directly from the rocks.

Gastronomy: Juayúa is famous for its weekend food fair, where you can taste traditional dishes such as pupusas, fried yuca, grilled meats, seafood, and traditional

desserts. There are also local restaurants like R & R, La Cocina de Mamá, and Café El Cadejo.

Lodging: Nearby options include Hotel Juayúa, Hostal El Mirador, Hotel Anáhuac, and Cabañas El Rincón de Juayúa⁵.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Includes stops at scenic viewpoints, colonial towns, and cultural sites. Ideal for destinations such as Los Chorros de la Calera, the Route of the Flowers, and Laguna Verde.

- **Category:** Religious Heritage

Destination: Santa Lucía Parish Location: Located in the municipality of Apaneca, along the Route of the Flowers, in the department of Ahuachapán. It sits in the town center, surrounded by colonial architecture and cobblestone streets.

Local Activities: This church is one of Apaneca's main cultural and religious attractions. You can attend mass, explore its colonial-style interior and façade, take photographs, participate in religious festivities, and enjoy the peaceful atmosphere of the central park. It's ideal to combine with urban walks, visits to artisan shops, and local cafés.

Gastronomy: Local restaurants include El Jardín de Celeste, Hostal y Fonda Iruña, Santa Leticia Hotel, Café Albania, and Restaurante Cabañas de Apaneca.

Lodging: Options include Santa Leticia Hotel, Jardín Café Hostal, Las Flores de Eloisa, and Hotel and Restaurant Cabañas de Apaneca.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Strategic stops are included at scenic viewpoints, restaurants, and cultural sites. Ideal for destinations such as Santa Lucía Parish, the Route of the Flowers, and nearby attractions.

- **Category:** Religious Heritage

Destination: Santa Lucía Parish

Location: Located in the municipality of Apaneca, along the Route of the Flowers, in the department of Ahuachapán. It sits in the town center, surrounded by colonial architecture and cobblestone streets.

Local Activities: This church is one of Apaneca's main cultural and religious attractions. You can attend mass, explore its colonial-style interior and façade, take photographs, participate in religious festivities, and enjoy the peaceful atmosphere of

⁵ El Salvador Mi País. (s.f.). Los Chorros de la Calera. Recuperado de El Salvador Mi País

the central park. It's ideal to combine with urban walks, visits to artisan shops, and local cafés.

Gastronomy: Local restaurants include El Jardín de Celeste, Hostal y Fonda Iruña, Santa Leticia Hotel, Café Albania, and Restaurante Cabañas de Apaneca.

Lodging: Options include Santa Leticia Hotel, Jardín Café Hostal, Las Flores de Eloisa, and Hotel and Restaurant Cabañas de Apaneca⁶.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Strategic stops are included at scenic viewpoints, restaurants, and cultural sites. Ideal for destinations such as Santa Lucía Parish, the Route of the Flowers, and nearby attractions.

CUSCATLAN

- **Category:** Religious Heritage

Destination: Santa Lucía Church (18th Century)

Location: Located in the historic center of Suchitoto, facing the Central Park. It is one of the most iconic colonial temples in El Salvador.

Local Activities: You can explore its neoclassical façade, attend mass, take photographs, admire its old clock and Ionic columns, and participate in religious festivities such as the patron saint celebrations in December. It's ideal to combine with walks along cobblestone streets and visits to art galleries.

Gastronomy: Nearby restaurants include Los Almendros de San Lorenzo, El Tejado, Casa de la Abuela, and traditional eateries around the central park.

Lodging: Options include La Posada de Suchitlán, Hotel Los Almendros de San Lorenzo, Hostal El Tejado, and Casa 1800 Suchitoto.

Cita APA: El Salvador Travel. (s.f.). Iglesia Santa Lucía y Parque Central. Recuperado de El Salvador Travel

- **Category:** Art and Culture

Destination: Suchitoto Theater Location: Located in the center of Suchitoto, within the city's cultural complex, near the Central Park.

Local Activities: You can attend theater performances, dance shows, classical music concerts, and poetry readings. It is part of the Permanent Festival of Art and Culture, with monthly events featuring national and international artists. It is a space for artistic expression and historical memory.

Gastronomy: Nearby restaurants include El Necio, Los Balcones, La Fábrica de Suchitoto, and cultural cafés.

⁶ El Salvador Mi País. (s.f.). Los Chorros de la Calera. Recuperado de El Salvador Mi Países, restaurantes y sitios culturales. Ideal para destinos como Parroquia Santa Lucía, Ruta de las Flores y Café Entre Nubes.

Lodging: Options include Hotel Los Almendros de San Lorenzo, La Posada de Suchitlán, and Hostal El Tejado⁷.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Ideal for destinations such as Suchitoto Theater, the Indigenous Art Museum, and Lake Suchitlán.

- **Category:** Aquatic Ecotourism

Destination: Lake Suchitlán (boat rides)

Location: Located next to the town of Suchitoto, between the departments of Cuscatlán, Chalatenango, and Cabañas.

Local Activities: You can take boat rides across the lake, visit islands such as Los Pájaros and El Ermitaño, observe migratory birds, practice artisanal fishing, and enjoy sunsets from natural viewpoints.

Gastronomy: Lakefront restaurants such as Los Balcones, El Necio, and eateries at Puerto San Juan offer fresh seafood and traditional cuisine.

Lodging: Options include La Posada de Suchitlán, Hotel Los Almendros de San Lorenzo, and Casa 1800 Suchitoto.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Ideal for destinations such as Lake Suchitlán, Los Tercios Waterfall, and the historic center of Suchitoto.

Cita APA: El Salvador Travel. (s.f.). Lago Suchitlán. Recuperado de El Salvador Travel

- **Category:** Aquatic Ecotourism

Destination: Lake Suchitlán (boat rides) **Location:** Located next to the town of Suchitoto, between the departments of Cuscatlán, Chalatenango, and Cabañas.

Local Activities: You can take boat rides across the lake, visit islands such as Los Pájaros and El Ermitaño, observe migratory birds, practice artisanal fishing, and enjoy sunsets from natural viewpoints.

Gastronomy: Lakefront restaurants such as Los Balcones, El Necio, and eateries at Puerto San Juan offer fresh seafood and traditional cuisine.

Lodging: Options include La Posada de Suchitlán, Hotel Los Almendros de San Lorenzo, and Casa 1800 Suchitoto.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Ideal for destinations such as Lake Suchitlán, Los Tercios Waterfall, and the historic center of Suchitoto.

Cita APA: El Salvador Viajar. (s.f.). Cascada Los Tercios. Recuperado de El Salvador Viajar

⁷ Suchitoto El Salvador. (s.f.). Cultura. Recuperado de Suchitoto El Salvador

- **Category:** Aquatic Ecotourism

Destination: Lake Suchitlán (boat rides) Location: Located next to the town of Suchitoto, between the departments of Cuscatlán, Chalatenango, and Cabañas.

Local Activities: You can take boat rides across the lake, visit islands such as Los Pájaros and El Ermitaño, observe migratory birds, practice artisanal fishing, and enjoy sunsets from natural viewpoints.

Gastronomy: Lakefront restaurants such as Los Balcones, El Necio, and eateries at Puerto San Juan offer fresh seafood and traditional cuisine.

Lodging: Options include La Posada de Suchitlán, Hotel Los Almendros de San Lorenzo, and Casa 1800 Suchitoto⁸.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Ideal for destinations such as Lake Suchitlán, Los Tercios Waterfall, and the historic center of Suchitoto.

SAN SALVADOR

- **Category:** Historical and Cultural Heritage

Destination: Historic Center (Gerardo Barrios Plaza, Metropolitan Cathedral, BINAES)

Location: Located in the heart of San Salvador, surrounded by emblematic avenues such as Cuscatlán and Monseñor Romero. It is the historical and political core of the capital.

Local Activities: You can stroll through Gerardo Barrios Plaza, visit the Metropolitan Cathedral where the remains of Saint Óscar Arnulfo Romero rest, explore the National Library of El Salvador (BINAES) with exhibitions and educational activities, and enjoy guided walks through streets full of history, architecture, and culture.

Gastronomy: Nearby restaurants include Café Fulanos, La Esquina de San Salvador, and traditional eateries in Parque Libertad. There are also cultural cafés and street food stands offering local flavors.

Lodging: Options include Hotel Villa Serena, Hotel Pasadena, Hotel San Mateo, and hostel-style accommodations in the historic center⁹.

Transportation: COMFORTOURS offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from Santa Tecla, Soyapango, and Mejicanos. Ideal for destinations such as the Historic Center, National Theater, and National Palace.

⁸ Mi Paisito. (2021). Suchitoto, tesoro turístico y cultural de Cuscatlán. Recuperado de Mi Paisito

⁹ La Prensa Gráfica. (2025). Centro Histórico de San Salvador. Recuperado de La Prensa Gráfica

- **Category:** Urban Park and Recreation

Destination: Cuscatlán Park

Location: Located along Alameda Roosevelt, between the Roma neighborhood and the Hospital Rosales area.

Local Activities: You can rent bicycles, ride the tram, visit the Tin Marín Museum, explore the Urban Gallery, practice parkour, attend dance and aerobics classes, and enjoy the Monument to Memory and Truth 5.

Gastronomy: Food trucks and cafés are available inside the park, along with nearby restaurants such as Cadejo Brewing Company and La Panadería San Martín.

Lodging: Options include Hotel Barolo, Hotel Mediterráneo Plaza, Hotel Capital, and accommodations in the Escalón neighborhood.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups. Door-to-door service is available from Santa Tecla, Soyapango, and San Jacinto. Ideal for destinations such as Cuscatlán Park, MARTE, and Zona Rosa.

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- **Category:** Modern and Contemporary Art

Destination: Museum of Art of El Salvador (MARTE)

Location: Located in the San Benito neighborhood, on Avenida La Revolución, near the Monument to the Constitution.

Local Activities: You can explore permanent and temporary exhibitions, participate in guided tours and art workshops, and admire works by national and international artists such as Picasso, Miró, and Dalí.

Gastronomy: Nearby restaurants include Punto, Cadejo Brewing Company, La Gastroteca, and cafés in Zona Rosa.

Lodging: Options include Hotel Barceló, Hotel Sheraton Presidente, and Hotel Villa Serena Escalón¹¹.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups. Door-to-door service is available from Santa Tecla, Soyapango, and San Jacinto. Ideal for destinations such as MARTE, Cuscatlán Park, and Zona Rosa.

LA PAZ

- **Category:** Public Space and Culture

Destination: Central Park

Location: Located in the heart of Zacatecoluca, departmental capital of La Paz. Surrounded by historic buildings, shops, and vibrant community life.

¹⁰ Parque Cuscatlán. (s.f.). Actividades. Recuperado de Parque Cuscatlán

¹¹ Museo MARTE. (s.f.). Visítanos. Recuperado de Museo MARTE

Local Activities: It's ideal for family outings, urban photography, relaxing under the shade of century-old trees, and as a starting point to explore the historic center. Cultural events, artisan fairs, and religious activities are held during patron saint festivities.

Gastronomy: Typical eateries and cafés around the park offer pupusas, tamales, sweet bread, and traditional drinks like corn atol and horchata.

Lodging: Options include Hotel Real Zacatecoluca, Hostal La Paz, and Hotel El Roble¹².

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Includes stops at viewpoints, restaurants, and cultural sites. Ideal for destinations such as Central Park, San Juan Bautista Church, and Finca San Carlos.

- **Category:** Historia y cultura

Destination: Community Museum Location: Located in San Juan Tepezontes, near the town center, inside the Casa de la Cultura.

Local Activities: You can explore exhibitions on local history, indigenous traditions, folk art, and antique objects. Cultural workshops, talks, and educational activities are held for visitors.

Gastronomy: Typical eateries in the town center offer pupusas, tamales, pineapple atol, and artisanal bread.

Lodging: Rural hostels in San Juan Tepezontes, and accommodations in Zacatecoluca and surrounding areas¹³.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Ideal for destinations such as Community Museum, San Juan Bautista Church, and El Roblar Viewpoint.

- **Category:** Ecotourism and Camping

Destination: Finca San Carlos Location: Located in the municipality of Zacatecoluca, in a rural area surrounded by vegetation and natural trails.

Local Activities: You can go hiking, camping, birdwatching, take part in outdoor recreational activities, and enjoy spaces ideal for family or school groups. The site includes green areas, restrooms, picnic zones, and playgrounds.

Gastronomy: Traditional Salvadoran food is available on-site or at nearby restaurants such as Hacienda Real and Quinta Pelanchita.

¹² Diario El Salvador. (2021). San Juan Nonualco, lugar de fiestas y tradiciones. Recuperado de Diario El Salvador

¹³ El Salvador Descubre. (2025). Qué hacer en San Juan Tepezontes. Recuperado de El Salvador Descubre

Lodging: Camping at the finca, rural accommodations in Zacatecoluca and San Rafael Obrajuelo¹⁴.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Ideal for destinations such as Finca San Carlos, El Roblar Viewpoint, and Central Park.

- **Category:** Natural Viewpoint

Destination: El Roblar Viewpoint Location: Located in the municipality of San Juan Tepezontes, atop a hill with views of the valley and mountains of the La Paz department.

Local Activities: This viewpoint offers panoramic vistas ideal for photography, ecological walks, wildlife observation, and moments of relaxation. It's a perfect spot for picnics and weekend getaways.

Gastronomy: Local restaurants include Comedor El Roblar, Pupusería Tepezontes, and Café El Mirador.

Lodging: Rural hostels in San Juan Tepezontes, Hotel Real Zacatecoluca, and Hotel El Roble¹⁵.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Strategic stops are included at viewpoints, restaurants, and cultural sites. Ideal for destinations such as El Roblar Viewpoint, Finca San Carlos, and the Community Museum.

- **Category:** History and Culture

Destination: Community Museum Location: Located in San Juan Tepezontes, inside the town's Casa de la Cultura, in the department of La Paz.

Local Activities: This museum offers exhibitions on local history, indigenous traditions, folk art, and antique objects. You can participate in cultural workshops, educational talks, and guided tours through the community's heritage.

Gastronomy: Local restaurants include Pupusería Tepezontes, Comedor El Roblar, and Cafetería La Cultura.

¹⁴ Cybo. (s.f.). Finca San Carlos. Recuperado de Cybo

¹⁵ El Salvador Descubre. (2025). Qué hacer en San Juan Tepezontes: 6 mejores lugares para ver. Recuperado de <https://elsalvadorscubre.com/lugares/que-ver-en-san-juan-tepezontes>

Lodging: Rural hostels in San Juan Tepezontes, Hotel Real Zacatecoluca, and Hotel El Roble¹⁶.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Strategic stops are included at viewpoints, restaurants, and cultural sites. Ideal for destinations such as Community Museum, San Juan Bautista Church, and El Roblar Viewpoint.

- **Category:** History and Culture

Destination: Community Museum Location: Located in San Juan Tepezontes, inside the town's Casa de la Cultura, in the department of La Paz.

Local Activities: This museum offers exhibitions on local history, indigenous traditions, folk art, and antique objects. You can participate in cultural workshops, educational talks, and guided tours through the community's heritage.

Gastronomy: Local restaurants include Pupusería Tepezontes, Comedor El Roblar, and Cafetería La Cultura.

Lodging: Rural hostels in San Juan Tepezontes, Hotel Real Zacatecoluca, and Hotel El Roble¹⁷.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, Santa Ana, and Sonsonate. Strategic stops are included at viewpoints, restaurants, and cultural sites. Ideal for destinations such as Community Museum, San Juan Bautista Church, and El Roblar Viewpoint.

SAN VICENTE

- **Category:** Lake

Destination: Apastepeque Lagoon

Location: Located within a volcanic crater, between the municipalities of Apastepeque and Santa Clara, 64 km from San Salvador.

Local Activities: This volcanic-origin body of water is ideal for activities such as artisanal fishing, kayaking, boat rides, swimming, birdwatching, riverside walks, and

¹⁶ El Salvador Descubre. (2025). Qué hacer en San Juan Tepezontes: 6 mejores lugares para ver. Recuperado de <https://elsalvadorescubre.com/lugares/que-ver-en-san-juan-tepezontes>

¹⁷ Linares, V. (2017, mayo 27). *Finca San Carlos cultiva café resistente a la roya*. ElSalvador.com. Recuperado de <https://historico.elsalvador.com/historico/354902/finca-san-carlos-cultiva-cafe-resistente-a-la-roya.html>

family picnics. Surrounded by subtropical humid forest, it is considered one of the country's main wildlife zones.

Gastronomy: Local restaurants include Restaurante Flotante El Muelle, Comedor El Almendro, Pupusería La Laguna, and vendors offering ceviche, fried fish, and traditional drinks in the surrounding area¹⁸.

Lodging: Options include Cabañas del Parque Recreativo, Hotel San Vicente, Hostal El Mirador, and rural accommodations in Santa Clara.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, Santa Ana, and Zacatecoluca. Strategic stops are included at viewpoints, restaurants, and cultural sites. Ideal for destinations such as Apastepeque Lagoon, Recreational Park, and El Pílon Viewpoint.

- **Category:** Recreational Park

Destination: Apastepeque Recreational Park Location: Located in the canton of Calderas, municipality of Apastepeque, on the shores of the lagoon, atop a volcanic crater.

Local Activities: This park offers a swimming pool, restaurant, ecological trails, picnic areas, cabins, a boardwalk, and a floating dock to enjoy the scenery. It's ideal for family groups, school outings, and tourists seeking relaxation and contact with nature.

Gastronomy: The park's restaurant serves traditional Salvadoran food, with nearby options such as Pupusería El Roble and vendors offering fresh seafood.

Lodging: Cabins within the park, Hotel San Vicente, Hostal El Mirador, and rural accommodations in Santa Clara.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, Santa Ana, and Zacatecoluca. Strategic stops are included at viewpoints, restaurants, and cultural sites. Ideal for destinations such as Apastepeque Recreational Park, Apastepeque Lagoon, and El Pílon Viewpoint.

Instituto Salvadoreño de Turismo. (s.f.). Parque Recreativo Apastepeque. Recuperado de <https://istu.gob.sv/nuestros-parques/parque-recreativo-apastepeque>

- **Category:** Natural Viewpoint

Destination: El Pílon Viewpoint

Location: Located on the outskirts of the municipality of Apastepeque, atop a natural elevation with views of the San Vicente valley and the volcanic chain.

¹⁸ El Salvador Viajar. (2022, febrero 18). Laguna de Apastepeque: Qué ver y hacer. Ecoturismo. Recuperado de <https://elsalvadorviajar.com/lagunas/apastepeque>

Local Activities: This viewpoint offers panoramic vistas ideal for photography, hiking, birdwatching, and quiet contemplation. It's a perfect spot to witness sunrise or sunset over the lagoon and nearby volcanoes.

Gastronomy: Rural eateries in Apastepeque include Pupusería El Pilón, Cafetería El Valle, and vendors offering artisanal bread and local coffee.

Lodging: Options include Hostal El Mirador, Hotel San Vicente, and rural cabins in Santa Clara¹⁹.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, Santa Ana, and Zacatecoluca. Strategic stops are included at viewpoints, restaurants, and cultural sites. Ideal for destinations such as El Pilón Viewpoint, Apastepeque Lagoon, and the Recreational Park.

USULUTÁN

- **Category:** Natural Viewpoint

Destination: El Pilón Viewpoint

Location: Located on the outskirts of the municipality of Apastepeque, atop a natural elevation with views of the San Vicente valley and the volcanic chain.

Local Activities: This viewpoint offers panoramic vistas ideal for photography, hiking, birdwatching, and quiet contemplation. It's a perfect spot to witness sunrise or sunset over the lagoon and nearby volcanoes.

Gastronomy: Rural eateries in Apastepeque include Pupusería El Pilón, Cafetería El Valle, and vendors offering artisanal bread and local coffee.

Lodging: Options include Hostal El Mirador, Hotel San Vicente, and rural cabins in Santa Clara²⁰.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, Santa Ana, and Zacatecoluca. Strategic stops are included at viewpoints, restaurants, and cultural sites. Ideal for destinations such as El Pilón Viewpoint, Apastepeque Lagoon, and the Recreational Park.

- **Category:** Religious Heritage

¹⁹ La Prensa Gráfica. Recuperado de <https://www.laprensagrafica.com/turismo/El-Pilon-un-cerro-escondido-por-la-neblina-al-occidente-de-El-Salvador-20180525-0029.html>

²⁰ Bing. (s.f.). Parque Central Dr. Nicolás Peña: ubicado en el corazón de la ciudad de Usulután. Recuperado de

<https://www.bing.com/search?q=Parque%20Central%20Dr.%20Nicol%C3%A1s%20Pe%C3%B1a>

Destination: Our Lady of Santa Ana Church

Location: Located in the municipality of Jucuarán, department of Usulután, facing the town's central park.

Local Activities: This colonial temple is one of the most representative in the region. You can attend mass, explore its traditional architecture, participate in religious festivities such as the patron saint celebrations in July, and discover local legends tied to Marian devotion.

Gastronomy: Local restaurants include Pupusería Santa Ana, Comedor El Mirador, and Cafetería Jucuarán²¹.

Lodging: Options include Hostal Jucuarán, Hotel Costa Azul, and rural accommodations in the nearby coastal area.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, San Miguel, and La Unión.

- **Category:** Commerce and Popular Culture

Destination: Municipal Market

Location: Located in downtown Usulután, between 4th East Street and Independence Avenue, near the Central Park.

Local Activities: This market is a key spot to experience the daily life of Usulután's residents. You can explore stalls selling fruits, vegetables, handicrafts, clothing, traditional products, and local food. It's ideal for local shopping and urban photography.

Gastronomy: Available in the market's eateries: pupusas, tamales, garnachas, fried yuca, corn atol, and traditional sweets²².

Lodging: Options include Hotel Usulután, Hostal El Encanto, and Hotel El Paraíso.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, San Miguel, and La Unión. Strategic stops are included at viewpoints, restaurants, and cultural sites.

- **Category:** History and Culture

Destination: Regional Museum of Usulután

Location: Located in the city of Usulután, near the Central Park and the Casa de la Cultura.

²¹ . Strategic stops are included at viewpoints, restaurants, and cultural sites.

Catholic. (s.f.). Iglesia Nuestra Señora de Santa Ana

²² Bing. (s.f.). Mercado Municipal de Usulután: ubicación y características. Recuperado de

<https://www.bing.com/search?q=Mercado%20Municipal%20Ubicación>

Local Activities: This museum offers exhibitions on local history, indigenous traditions, archaeology, folk art, and antique objects. You can participate in cultural workshops, educational talks, and guided tours through the department's heritage.

Gastronomy: Nearby restaurants include Comedor La Ceiba, Pupusería El Buen Gusto, and Cafetería Peña²³.

Lodging: Options include Hotel Usulután, Hostal El Encanto, and Hotel El Paraíso.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, San Miguel, and La Unión. Strategic stops are included at viewpoints, restaurants, and cultural sites.

SAN MIGUEL

- **Category:** River and Ecotourism

Destination: Río Grande de San Miguel

Location: Originates in the department of San Miguel and flows southward, emptying into the Pacific Ocean near Usulután. It passes through rural areas and coastal mangroves.

Local Activities: This river is ideal for riverside walks, birdwatching, artisanal fishing, landscape photography, and connecting with local communities. During the dry season, visitors can enjoy nearby trails and mangrove tours.

Gastronomy: Rural eateries in Cantón Manuel Rafael Lazo and Puerto El Triunfo offer fresh fish, ceviche, seafood, and traditional drinks.

Lodging: Options include Hotel Puerto El Triunfo, Hostal Bahía, and rural accommodations in Ereaguayquín and Jiquilisco²⁴.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, San Miguel, and La Unión.

- **Category:** Religious Heritage

Destination: Cathedral Basilica of Our Lady of Peace

²³ Montero, G. (2025). Descubre el patrimonio cultural de Usulután: Un tesoro que debes conocer. Transivar El Salvador. Recuperado de <https://transivar.sv/guias-turisticas/patrimonio-cultural-de-usulután>

²⁴ Strategic stops are included at viewpoints, restaurants, and cultural sites. Getamap. (s.f.). Río Grande de San Miguel – Mapa, fotos y datos geográficos. Recuperado de [https://es.getamap.net/mapas/el_salvador/el_salvador_\(general\)/_rio_grande_de_san_miguel](https://es.getamap.net/mapas/el_salvador/el_salvador_(general)/_rio_grande_de_san_miguel)

Location: Located in front of Guzmán Park, in the historic center of San Miguel. Its construction began in 1862 and was completed in 1962, using volcanic stone brought from Chaparrastique Volcano.

Local Activities: This neo-Gothic temple is one of the most important religious icons in the country. You can explore its interior, admire its stained glass windows and Italian marble main altar, attend mass, and see the crowned image of the Virgin of Peace, patroness of the city. It's ideal for architectural photography and spiritual tourism.

Gastronomy: Nearby restaurants include La Tartaleta, Pupusería Santa Martha, Don Beto Mexican Restaurant, El Asador, and Café La Ronda.

Lodging: Options include Hotel Villa San Miguel, Hotel El Viajero, Casa Grande, and Hostal San Miguel.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, La Unión, and Usulután. Strategic stops are included at viewpoints, restaurants, and cultural sites.

- **Category:** History and Culture

Destination: Eastern Regional Museum

Location: Located at 8th South Avenue and 15th East Street, Government Center Building B, San Miguel.

Local Activities: This museum offers permanent exhibitions on archaeology, ethnography, and the history of the eastern region. You can explore its galleries, participate in interactive workshops, educational talks, and traveling exhibitions. Ideal for students, researchers, and culture enthusiasts.

Gastronomy: Nearby restaurants include Comedor La Ceiba, Pupusería El Buen Gusto, and Cafetería Peña.

Lodging: Options include Hotel Villa San Miguel, Hostal El Encanto, and Hotel El Paraíso.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, La Unión, and Usulután. Strategic stops are included at museums, parks, and historical sites.

MORAZÁN

- **Category:** Mountain and Hiking

Destination: El Brujo Hill

Location: Located in the municipality of Metapán, within the hamlet of El Zapote, 4 km from the city, in the Cacahuatique mountain range.

Local Activities: This hill is ideal for ecological hikes, native flora observation, landscape photography, and guided tours along historical routes. You can visit colonial ovens, adobe structures, and enjoy local legends such as La Poza del Susto. Horseback riding and the sale of recycled handicrafts are also available.

Gastronomy: Traditional dishes include tamales de gallina india, grilled meat, rice quesadilla, and natural beverages. Nearby restaurants include La Cabaña by Río Frío and local eateries in Metapán.

Lodging: Options include rural cabins in El Zapote, Hotel San José, Hostal Montecristo, and Posada de Don Manuel.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, San Miguel, and La Unión. Strategic stops are included at viewpoints, restaurants, and cultural sites.

- **Category:** River and Nature

Destination: Las Minas River

Location: Located in the municipality of Perquín, within the “History Among Mountains” circuit of the Peace Route.

Local Activities: This river features natural pools, ecological trails, camping areas, artisanal fishing, and birdwatching. It’s ideal for those seeking direct contact with nature and community-based tourism experiences.

Gastronomy: Traditional dishes include rice pupusas, fried tilapia, beef soup, and artisanal quesadilla. Nearby restaurants include Café Perquín, Comedor El Ocotol, and Limón Restaurante y Aventura.

Lodging: Options include Hotel Perkin Lenca, Hostal Perquín Real, Cabañas Arizona, and Camping El Pinar.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, San Miguel, and La Unión. Strategic stops are included at rivers, waterfalls, and ecological parks.

- **Category:** Natural Viewpoints

Destination: Viewpoints of the Peace Route

Location: Spread across municipalities such as Perquín, Arambala, San Fernando, and Osicala, within the Cacaahuatique mountain range.

Local Activities: You can enjoy panoramic views of valleys, rivers, and mountains. Some viewpoints feature cabins, trails, camping areas, and rotating platforms like the one at Limón Restaurante y Aventura. They are ideal for photography, contemplation, and ecotourism.

Gastronomy: Restaurants such as San Lucas del Valle, Limón Restaurante, Café Perquín, and Memorias Café offer traditional food and artisanal desserts.

Lodging: Options include Cabañas El Pericón, Hotel Las Margaritas, Camping Roble Negro, and Hostal Perquín Real.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, San Miguel, and La Unión. Strategic stops are included at viewpoints, restaurants, and cultural sites.

LA UNIÓN

- **Category:** Gulf and Marine Ecotourism

Destination: Gulf of Fonseca

Location: Situated on the southern coast of the department of La Unión, shared with Honduras and Nicaragua. Accessible from the tourist pier in La Unión and beaches such as Playitas and El Tamarindo.

Local Activities: This gulf offers boat trips to islands such as Zacatillo, Meanguera, and Conejo, artisanal fishing, dolphin and sea turtle watching, snorkeling, coastal landscape photography, and guided tours through fishing communities. It's ideal for those seeking nature, adventure, and tranquility.

Gastronomy: Local restaurants include Rancho Crustáceo del Pacífico, Restaurante Boca Juniors, Comedor Playitas, and vendors selling ceviche, seafood cocktails, and fried fish along the boardwalk.

Lodging: Options include Hotel Comfort Inn La Unión, Hostal Mi Otra Casa, Hotel San Francisco, and Alojamiento Santa Marta.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, San Miguel, and Usulután. Strategic stops are included at viewpoints, restaurants, and cultural sites. Ideal for destinations such as the Gulf of Fonseca, Cutuco Pier, and Monument to La paz.

- **Category:** Port Infrastructure and Coastal Tourism

Destination: Cutuco Tourist Pier and Port

Location: Located in the bay of La Unión, south of the city, accessible via the coastal highway and the tourist boardwalk.

Local Activities: You can explore the pier, observe cargo and fishing vessels, take boat rides to the gulf islands, participate in festivals such as Cutuco Fest, and enjoy panoramic views from the boardwalk. It's a strategic point for both tourism and commercial activities.

Gastronomy: Local restaurants include Restaurante El Faro, Rancho Crustáceo del Pacífico, Pupusería El Muelle, and vendors selling fresh seafood at the coastal market.

Lodging: Options include Hotel Comfort Inn La Unión, Hostal San José, Hotel La Estación, and Hotel Ingrid's Lofts.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, San Miguel, and Usulután. Strategic stops are included at ports, restaurants, and cultural sites.

- **Category:** Port Infrastructure

Destination: Cutuco Tourist Pier and Port

Location: Located in the bay of La Unión, south of the city, accessible via the coastal highway and the tourist boardwalk.

Local Activities: You can explore the pier, observe cargo and fishing vessels, take boat rides to the gulf islands, participate in festivals such as Cutuco Fest, and enjoy panoramic views from the boardwalk. It's a strategic point for both tourism and commercial activities.

Gastronomy: Local restaurants include Restaurante El Faro, Pupusería El Muelle, Comedor El Buen Sabor, and vendors selling fresh seafood at the coastal market.

Lodging: Options include Hotel Comfort Inn La Unión, Hostal San José, Hotel La Estación, and Hotel Ingrid's Lofts²⁵.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, San Miguel, and Usulután. Strategic stops are included at ports, restaurants, and cultural sites.

- **Category:** Historical Monument

Destination: Monument to Peace and Reconciliation

Location: Located in Meanguera del Golfo, a few kilometers from downtown La Unión, in the eastern coastal zone of El Salvador.

Local Activities: This monument honors the victims of the armed conflict and promotes peace. You can explore sculptures of global leaders such as Saint John Paul II, Mother Teresa, Martin Luther King Jr., and Mahatma Gandhi, meditate in its gardens, and learn about the history of national reconciliation. It's ideal for reflective and educational visits²⁶.

Gastronomy: Rural eateries in Meanguera del Golfo, Pupusería La Paz, and vendors offering traditional food along the road to the monument.

Lodging: Options include Hostal Mi Otra Casa, Hotel San Francisco, and family-run accommodations in Meanguera and La Unión²⁷.

Transportation: COMFORTOUR offers transportation in executive minibuses, 4x4 SUVs, and buses for large groups, all equipped with air conditioning and trained drivers. Door-to-door service is available from San Salvador, San Miguel, and Usulután. Strategic stops are included at monuments, restaurants, and historical sites.

²⁵ Comercio Exterior Latinoamérica. (s.f.). Puerto Cutuco – El Salvador: infraestructura, comercio y desarrollo. Recuperado de <https://comercioexterior.la/puertos-maritimos/el-salvador/puerto-cutuco>

²⁶ Palacios, M. (2025, septiembre 6). Iglesia El Calvario: historia y tradición en San Salvador. ElSalvador.com.. Recuperado de <https://www.elsalvador.com/entretenimiento/arte-y-cultura/iglesia-el-calvario-centro-historico-salvador/>

²⁷ El Salvador Travel. (s.f.). Monumento a La Paz y la Reconciliación. Recuperado de <https://elsalvador.travel/experience/monumento-a-la-paz-y-la-reconciliacion>

1.5 APPLICATION OF STRATEGY FOR HUMAN DEVELOPMENT AND SUSTAINABILITY

COMFORTOURS is a company distinguished for being eco-friendly, promoting environmental care from the very start of trip planning to the respectful enjoyment of the destinations visited. To achieve this, it will implement the following strategy.

1. Low CO₂ Emissions: COMFORTOURS' vehicle fleet is trained and equipped to emit the lowest possible amount of CO₂.
2. Waste Classification: All vehicles have clearly labeled waste separation systems, designed with environmentally friendly visibility and messaging.
3. Eco-Friendly Gastronomy: The food offered to clients is wrapped in biodegradable packaging and prepared by small local entrepreneurs, fostering community development.
4. Cultural and Culinary Orientation: At the start of each trip, a briefing will be given, along with a printed or digital guide to the destination. This guide will highlight local gastronomy to encourage visitors to support local food producers.
5. Promotion of Sustainable Behavior: Throughout each journey, tourists will be encouraged to adopt sustainable habits such as responsible water use, avoiding single-use plastics, respecting local flora and fauna, and participating in clean-up or conservation activities organized in collaboration with local communities. This not only strengthens the connection with the environment but also educates and empowers travelers as agents of change.

CHAPTER II

Elements for the design of a tourism product or service

2.1 HISTORY OF TOURISM

To begin discussing tourism, it is necessary to understand the definition of the term “tourism.” According to research, there is no universal concept regarding the etymology of the word. However, the writer William F. Theobald (1994) suggested that, etymologically, the word tur derives from the Latin tornare and the Greek tornos, meaning lathe or circle; that is, movement around a central point or axis.

Later in history, with the emergence of modern English, the word tur acquired the meaning of a turn or rotation. In the words turismo (tourism) and turista (tourist), we find the following suffixes:

The suffix –ismo: defined as an action, a process, a behavior, or the quality of a person.

The suffix –ista: denotes a person who performs a specific action.

When combining the word tur with the suffixes –ismo and –ista, it suggests the action of moving around in a circle. The figure of a circle can be explained as the representation of a starting point that eventually returns to where it began.

Therefore, just like a circle, a tur represents a journey in the sense of a round trip — the act of going away and then returning to the original starting point. Consequently, a person who undertakes such a journey can be called a “tourist.”



Mejía, F. (2022, agosto 24). Etimología del turismo: el origen de la palabra turismo. Entorno Turístico. <https://www.entornoturistico.com/etimologia-del-turismo-origen-palabra-turismo>

To understand the history of tourism, we can trace the origin of the concept back to the 17th century, when young nobles from Western and Northern European countries undertook what was known as the Grand Tour: a journey through Europe (usually including France, Germany, Italy, and Greece) with the main purpose of immersing themselves in history, art, and cultural heritage. It was considered a perfect form of education.

By the 18th century, this custom was widespread among the wealthier classes and extended to other parts of the world, such as the Americas. Likewise, religious pilgrimages—already popular during the Middle Ages—continued during this period.

The Industrial Revolution, which began in the second half of the 18th century, brought about a major economic, social, and technological transformation that spread across the globe. As a result of these changes, there was a migration from rural areas to the growing large cities, which required labor for the new industries. Consequently, new social classes emerged.

The evolution of transportation was also key. Improvements in the transport of goods and passengers contributed to the birth of leisure, new forms of entertainment, and travel. People traveled mainly by train, taking advantage of railway networks that connected destinations across Europe and other parts of the world.

In the 19th century, the first travel agencies were created. One of the pioneers was Thomas Cook & Son, the first to offer group excursions and holidays that included transportation, accommodation, and meal tickets, thus reducing costs. This marked the origin of what we now know as package tours.

In the first half of the 20th century, the tourism industry continued to grow thanks to the mass production of buses and cars. Coastal tourism began to gain importance, and after World War II, the Mediterranean coast rapidly grew in popularity. Likewise, improvements in air transport (charter flights), along with advances in labor legislation and increased social welfare, fueled the boom in tourism.

The tourism sector experienced a recession during the 1970s, mainly due to the energy crisis, which led to a drop in costs and prices. It was then that mass tourism emerged. Travel shifted from being an activity reserved for an exclusive group to becoming a leisure option accessible to many.

In the following decades, there was a progressive internationalization of hotel chains, travel agencies, and airlines. New products and leisure activities were also offered, focusing on sports, health, and other themes²⁸.

At present, tourism has become an important economic sector worldwide due to the high flow of travelers, whether for work, personal, academic, or any other reason that leads us to relocate—be it for a short or indefinite period of time. Any of these reasons inevitably involve getting to know other cultures while respecting the local customs and traditions of each country.

2.2 HISTORY OF TOURISM OF EL SALVADOR

According to a historical review from the Document Management and Archives Unit of the Salvadoran Tourism Institute, during the administration of Dr. Alfonso Quiñónez Molina, on June 12, 1924, the Government of El Salvador became aware of the importance of tourism in the country—not only for generating greater foreign exchange, but also for allowing the international community to learn about the nation’s cultural, historical, and gastronomic values, to the benefit of commerce, industry, and agriculture. As a result, it was agreed to create the first Tourism Development and Agricultural and Industrial Promotion Board, under the Ministry of Development (today known as the Ministry of Public Works).

Starting in 1930, under the administration of Dr. Pío Romero Bosque, Legislative Decree No. 135 of August 14, 1930, requested the creation of the first National Tourism Board, headquartered in the capital (Official Gazette, August 28, 1930). This board served as a link between the Government and the Departmental Road Boards. Since access to tourist areas was relatively easy, it was agreed to issue free tourist cards through the Consulates to all visitors staying in the country for up to 8 days, with the possibility of extending the permit to one month.

The National Tourism Board remained active until 1939, when Legislative Decree No. 98 of December 21, 1939, repealed Decree No. 135. Nine months earlier, on March 25, 1939, Decree No. 25 had created in each department of the country a Beautification Board for Roads, Bathing Resorts, Promenades, and Public Gardens in the various municipalities and their jurisdictions. These boards were composed of a President, seven members, a treasurer, a secretary, and a syndic, all appointed by the Executive Branch through the Ministry of Development (Official Gazette, March 30, 1939). It is presumed that when these Beautification Boards began operating, the

²⁸ Pérez Rodríguez, C. (2020, junio 16). Viajar por placer: breve historia del turismo. HispanaPRO. <https://hispanapro.cultura.gob.es/viajar-por-placer-breve-historia-del-turismo>

National Tourism Board ceased its activities, although the decree repealing its creation was not enacted until December of that year.

On March 8, 1945, Decree No. 14 abolished the Development Boards operating in each department, as the centralization of responsibilities under the Ministry of Public Works had not allowed the Executive to carry out the assigned tasks efficiently. In their place, Progress and Tourism Boards were established, reporting directly to the Executive Branch through the Ministry of Public Works (Official Gazette, March 14, 1945). It is believed that the Development Boards were replaced first by the Beautification Boards and later by the Progress and Tourism Boards, all under the Ministry of Public Works and performing nearly the same functions in each departmental capital, operating between 1939 and 1946.

On January 29, 1947, the National Tourism Assembly was scheduled to take place, during which the celebration of the Central American Tourism Convention would be agreed upon. However, for unknown reasons, the Assembly was not held on that date. It was not until April 9, 1947, that the President of the Republic, General Salvador Castaneda Castro, instructed the Ministry of Foreign Affairs to request the holding of the National Tourism Assembly, with the participation of the private sector.

Taking into account the President's note to develop tourism in the country through joint efforts between the Central Government and the private sector, the Legislative Assembly created, through Decree No. 96 of May 9, 1947, the National Tourism Board as a public utility entity, with full autonomy and subject to the provisions of that law, granting it legal personality (Official Gazette, May 15, 1947).

On June 1, 1948, the Regulations of the National Tourism Board were enacted, consisting of 12 articles describing the composition of the Board of Directors as well as the Departmental Tourism Boards (Official Gazette, July 15, 1948). The National Tourism Board began operating under the presidency of Mr. Roberto Salazar in a small room of the Ministry of Foreign Affairs, then located in the National Palace. Due to lack of space, it was moved to the lobby of the Hotel Astoria, at the corner of Cuscatlán Avenue and 4th West Street.

On September 14, 1948, the office was moved to a building on Rubén Darío Street, constructed by the engineering firm Noltinius–Choussy. However, in 1947, Mr. Salazar had already secured the purchase of land with the intention of building a dedicated tourism headquarters. It was not until May 10, 1949, that the building was completed, thanks to the initiative and dynamism of Salvadoran poet Don Raúl Contreras, who had been appointed President of the National Tourism Board in January 1949.

Thanks to the vision of writer, journalist, and diplomat Raúl Contreras, between 1949 and 1959 several tourism projects were carried out, including the creation of the

Turicentro system—known today as Recreational Parks—designed to provide a space for healthy recreation for Salvadoran families.

Department for the Promotion of the Tourism Industry

Year 1960 – The National Tourism Board operated until 1960, when it was replaced by another body created through Decree No. 3000 on January 20, 1960, under the name Department for the Promotion of the Tourism Industry, reporting to the Ministry of Economy and headed by Dr. Alfonso Rochac.

Reforms to the “Law for the Promotion of the Tourism Industry” and the “Transitional Law for the Reactivation of the Tourism Industry”

Year 2005 – On December 10, 2005, the Law for the Promotion of the Tourism Industry and the Transitional Law for the Reactivation of the Tourism Industry were amended. The reforms were published in the Official Gazette No. 237, Volume No. 369, on December 20, 2005.

Salvadoran Tourism Institute (ISTU). (2022). Administrative Historical Review. Document Management and Archives Unit (UGDA).

2005 – Institutional Consolidation The Ministry of Tourism (MITUR), created in 2004, began implementing public policies focused on sustainable tourism development. The Salvadoran Tourism Corporation (CORSATUR) was strengthened as the operational arm for promotion and infrastructure development.

2010s – International Promotion and New Routes The Ruta de las Flores (Route of Flowers), Ruta del Café (Coffee Route), and Ruta Arqueológica (Archaeological Route) were launched, integrating culture, nature, and gastronomy. The country gained recognition for its surfing beaches, such as El Tunco and El Zonte, attracting international tourists.

2019 – Birth of the Surf City Project Driven by the government, this initiative aims to position El Salvador as the world capital of surfing. Investments were made in coastal infrastructure, tourism security, and global promotion.

Economic Impact and Challenges Tourism became an economic driver, generating jobs and foreign exchange. However, it faces challenges such as:

International perceptions regarding security.

The need to improve infrastructure and connectivity.

Regional competition from destinations like Costa Rica and Guatemala.

2020s – Present to Date From 2020 to the present, the current government has pursued a forward-looking vision. It is committed to a comprehensive strategy

combining sustainability, digital innovation, and international promotion. El Salvador seeks to consolidate itself as a diverse, safe, and competitive destination in Central America²⁹.

Vision of the Government of El Salvador on Tourism

After studying the history of tourism in El Salvador, it can be stated that since the 2000s—and specifically under the current administration—the Government of El Salvador has approached tourism as a strategic driver of economic, social, and territorial development. This approach has been translated into public policies aimed at strengthening tourism infrastructure, improving security, diversifying the offer, and positioning the country in the international market.

One of the most relevant strategies is the Surf City project, which seeks to promote and leverage the natural conditions of El Salvador's coastline to attract national and international sports and adventure tourism. This strategy has been accompanied by investments in roads, signage, digital connectivity, and international promotion, with the goal of consolidating El Salvador as a competitive destination in Central America.

In addition, the government has promoted the National Tourism Plan 2030, which sets guidelines for sustainable, inclusive, and resilient tourism development. This plan recognizes tourism as a tool to revitalize local communities, generate employment, preserve natural and cultural heritage, and improve the country's image globally.

Based on the above, tourism is not only seen as an economic sector but also as a strategy for social transformation, aiming to improve the quality of life of Salvadorans and project a new national narrative based on hospitality, diversity, and cultural richness.

2.3 PRINCIPLES FOR SUSTAINABLE TOURISM

- Conservation of Natural and Cultural Heritage
- Encourage the responsible use of natural resources.
- Preserve protected areas, archaeological sites, and traditions of El Salvador.
- Recognize the value of intangible heritage as part of the tourism experience.
- Inclusion and Community Participation
- Involve local communities in the design and management of tourism plans.
- Expand rural and community-based tourism as a development strategy.
- Respect and strengthen the cultural identity of each territory.
- Economic Equity

²⁹ Mi Mundo por el Mundo. (2021, enero 24). Historia del turismo en El Salvador: un recorrido por su evolución. <https://mimundoporelmundo.com.ar/la-historia-del-turismo-y-comi-se-introdujo-a-el-salvador>

- Provide fair employment opportunities and prioritize local entrepreneurs.
- Promote the consumption of local products and services.
- Education and Awareness
- Train tourism operators, visitors, and communities in sustainable practices.
- Raise awareness about the environmental impact of tourism.
- Responsible Land Management
- Plan trips to avoid overexploitation of destinations and uncontrolled mass tourism.
- Implement systems to monitor and evaluate tourism impact.
- Innovation and Resilience
- Adopt eco-friendly technologies and digital solutions to enhance the tourism experience.
- Strengthen environmental and tourism governance at local and national levels.

2.4 MAIN TOURIST DESTINATIONS IN EL SALVADOR

1. Los Volcanes National Park

Have you ever visited a natural wonder shaped by volcanic eruptions? It is a truly unforgettable experience. While volcanic eruptions rarely allow visitors to get close, in El Salvador there are places where you can hike to a volcanic site and witness this natural phenomenon.

In Los Volcanes National Park, there are two or three imposing volcanoes, making it one of the most popular attractions for tourists. Locals often refer to this volcanic site as Ilamatepec, as it is the highest volcano in El Salvador and the fourth highest in Central America.

For lovers of outdoor hiking and beautiful landscapes, the park allows access to the summits of all three volcanoes.

The park is located at the eastern end of the Apaneca–Ilamatepec Mountain Range, formed by about 14 geologically young volcanoes (between 2 million and 250 years old), stretching from Cerro Grande de Apaneca Volcano to the Coatepeque Lake Caldera, in the central-western region of El Salvador, between the departments of Santa Ana and Sonsonate.

The park has three main access points for tourists:

1. Cerro Verde

Easily accessible via paved road (Cerro Verde Highway). It features a tourist center managed by the Salvadoran Tourism Institute, trails, an orchid garden, viewpoints, a café, local guides, and a mountain hotel soon to reopen

San Blas Sector – Vehicle access via 200 meters of dirt and stone road, 11 km after the Cerro Verde turnoff. It has a ranger station, café, “backpacker”-style cabins, and more comfortable igloo-style accommodations. Trails to the summits of the three volcanoes start here.

Los Andes Sector – 6.5 km along a dirt road (4x4 required) from the Cerro Verde Highway (8.4 km after the turnoff). This is the most private sector, with a ranger station, visitor center, facilities for training and events, a biological station, equipped camping and picnic areas, an orchid garden, dining area, eco-lodge “deck camping,” and a trail to the Santa Ana crater. For more information, call: (503) 279-1515.

Climate: Generally cool. As in the rest of the country, the best months for outdoor activities are May, June, October, November, and December, although visits at any other time are also enjoyable.

Safety: For security reasons, hikes to the summits of the Izalco and Santa Ana volcanoes must be done in the company of local guides and specialized personnel. Inquire at guide stations, park rangers, or the tourism police.



2. Puerta del Diablo

History: There are several legends that tell the story of this place. One of them says that during colonial times, the property belonged to the Renderos family—hence the name Los Planes de Renderos.

The daughter of this family, María de la Paz, was courted by the Devil himself. For this reason, they decided to hunt him down. One night, after courting the young woman, the demon was pursued, and upon finding himself cornered, he decided to split the rock in two to escape through the middle. Since then, it has been known as La Puerta del Diablo (“The Devil’s Door”), due to the curious arch-like shape formed by the two towering rocks.

Other accounts mention that this place was formed at the end of the 18th century, during which three meteorological catastrophes occurred along the coastal area—in the years 1772, 1774, and 1781—causing severe storms and floods that gave rise to this rocky formation. Later, in 1906, another heavy storm caused major landslides, permanently separating the two massive rocks.

This rocky area features three crags known locally as El Chulo, El Chulito, and El Chulón³⁰.



³⁰ Instituto Salvadoreño de Turismo. (s.f.). *Parque Natural Puerta del Diablo*. ISTU. <https://istu.gob.sv/nuestros-parques/parque-natural-puerta-del-diablo/>

3. El Tunco Beach

El Tunco beach, (a Salvadoran slang word to refer to pigs), is the most emblematic surf destination in El Salvador.

It is named El tunco because of an immense boulder halfway submerged on its beach, which in some remote season, you can see the shape of this friendly animal.

Visited by hundreds of local and foreign tourists weekly, this beach wasn't always a tourist attraction since back in the seventies and eighties, it was a small remote little town, next to a quiet estuary; It has become must-go destination for the international surfer and for those who seek to immerse themselves in the bohemian and so much wished surf culture.

Located just 7 kilometers west of El Puerto de La Libertad, El Tunco is a microcosm where you can breathe a cosmopolitan atmosphere. It's filled with lots of fun and "chiva", what the locals say to express good vibes or something awesome³¹.

The love, the hospitality, and the spirit of being serviceable from the local people are like the icing on the cake.

This surfing community offers everything you can imagine for a spectacular trip.



³¹ El Salvador Travel. (s.f.). *El Tunco*. Ministerio de Turismo de El Salvador. <https://elsalvador.travel/destination/el-tunco/en/>

4. Tamanique Waterfall

To get to the waterfalls, you need to take a bus from the exit of El Tunco heading toward the town of Tamanique (just across the road). If you're unsure, you can ask the locals where to catch the bus to Tamanique — you'll see it's very easy.

From El Tunco, the bus to Tamanique takes about 45 minutes and costs 50 cents.

Once you arrive in the town, we recommend that you have already downloaded the offline map from maps.me, where the waterfalls are marked. Even though it may seem very straightforward, you'll need to follow a few specific directions to avoid taking the wrong path, which would lead you down the mountain before actually reaching the waterfalls.

Follow the directions until you reach a dirt road that runs alongside a colorful cemetery. After about 20 minutes of walking, you'll pass a restaurant that is usually closed. A little further ahead, on the right-hand side, you'll see an entrance inviting you to descend the mountain along a path with tree trunks painted white and a sign that reads "Do not litter."³²



Lake Ilopango, just minutes from the Salvadoran capital, is a deep-blue mirror of water resting inside an active volcanic caldera. It is also the largest natural lake in the country and an unmissable classic on any itinerary through San Salvador and its surroundings. Its proximity to the city makes it an ideal escape for a day of nature, local cuisine, and water sports.

Visiting Ilopango offers a glimpse into two defining traits of El Salvador: the vibrant life that thrives around water and the living geology that shapes the land. In a single trip,

³² Viajero mochilero. (2022, enero 31). Visitar las cascadas de Tamanique en el Salvador. Viajardemochilero.com.

<https://www.viajardemochilero.com/centroamerica/el-salvador/visitar-las-cascadas-de-tamanique-en-el-salvador/>

you can paddle between islands, enjoy fresh fish for lunch along the boardwalk, and hear stories of eruptions that forever changed the region. The landscape—surrounded by green slopes and cliffs offers viewpoints that compel you to stop and take it all in.



6. Lake Coatepeque

Lake Coatepeque is located within a volcanic caldera formed by cataclysmic eruptions that collapsed the previous volcanic cones of the ancient Chilamatal caldera and later the current Coatepeque caldera. This caldera was formed approximately 72,000 to 57,000 years ago due to explosive rhyolitic eruptions that expelled large volumes of pumice and pyroclastic flows, with an eruptive volume of up to 40 km³.

Subsequently, scoria cones and several rhyodacitic lava domes formed near the western edge of the caldera, the most recent being Cerro Pacho, which recorded eruptive activity less than 10,000 years ago.

In addition to its geological significance, Lake Coatepeque is a renowned tourist destination. Its clear waters and scenic surroundings offer facilities for water sports such as diving, kayaking, swimming, and sailing. Teopán Island is an important archaeological and cultural site, associated with pre-Columbian worship centers.

The lake has been featured in competitions for natural wonders due to its unique beauty, including its striking turquoise color, which changes periodically as a result of natural phenomena such as algal blooms³³.

³³ Erazo, R. (2025, enero 21). La historia volcánica del Lago de Coatepeque y por qué lleva el nombre de una ciudad en la que no se ubica. La Prensa Gráfica. <https://www.laprensagrafica.com/elsalvador/La-historia-volcanica-del-Lago-de-Coatepeque-y-por-que-lleva-el-nombre-de-una-ciudad-en-la-que-no-se-ubica-20250121-0058.html>



7. Los Chorros de la Calera

To reach this impressive spot, you need to walk about two kilometers—approximately 45 minutes—from the town of Juayúa. If you're visiting for the first time, you'll be amazed by the diversity of flora, which resembles a jungle, as the vegetation here is primary forest.

Water flows from the spring in “streams” that slide down the rocks. It's quite cold, but after the hike, a refreshing dip is the perfect reward. This site is also suitable for rappelling as an extreme sport.

Following the trail, you'll come to two natural pools fed by the water cascading down the rocks³⁴.

³⁴ El Salvador mi país. (s.f.). Los Chorros de la Calera.
<https://www.elsalvadmipais.com/los-chorros-de-la-calera>



8. El Imposible National Park

A destination of incomparable beauty, located at an altitude between 1,450 and 1,200 meters above sea level, offering a stunning natural setting with diverse wildlife and exotic flora sheltered by dense tropical forest. This lush environment hides captivating trails that lead to truly magical and awe-inspiring places.

The vast expanse of El Imposible National Park allows it to offer a wide range of services to visitors throughout the year. Hiking is undoubtedly an essential part of the park's tourism program.

Usually led by specialized naturalist guides, these walks take you along trails that cross the entire park, where you can enjoy the scenery and wildlife of this fascinating forest, as well as its viewpoints, rivers, springs, and waterfalls.

Birdwatching enthusiasts should not forget their binoculars, and photography lovers should have their cameras and video equipment ready to capture unique images and footage of this impressive natural treasure.

For those who enjoy extreme sports, the park offers hiking across peaks and valleys, rappelling, and even refreshing swims in any of the pools formed by the seven rivers that flow through the park³⁵.



8. Montecristo National Park

A unique cloud forest that envelops you with its magic and charm — you'll find yourself surrounded by pines, cypresses, oaks, and flowers. This is Montecristo National Park, in Metapán, the ideal place for nature lovers, adventurers, and those who enjoy cool weather, with temperatures ranging between 6°C and 18°C. Here, you can breathe pure air while listening to the sounds of nature — an experience you'll want to live more than once.

The park also functions as an interpretive center, where you can learn about history through ancient objects and discover the animal species that inhabit the area. The adventure begins at the starting point, where you'll hike to a waterfall that forms a cold, crystal-clear pool, and cross hanging bridges that will get your adrenaline pumping.

Montecristo is part of the Trifinio Transboundary Biosphere Reserve and was the first protected area declared in El Salvador. Its highest point is at Punto Trifinio, where the borders of three countries meet: El Salvador, Honduras, and Guatemala.

This destination offers camping areas, cabins, a soccer field, and trailheads leading to viewpoints, rivers, and the Garden of the 100 Years, where you can admire different species of ancient plants, ferns, and orchids. One of its main attractions is the Tree of

³⁵ El Salvador Viajar. (2022, enero 27). *Parque Nacional El Imposible: Qué ver y hacer*. <https://elsalvadorviajar.com/parques-nacionales/el-imposible/>

Love, a curious union of two trees where you can share a magical and unique moment with someone special. It is also the perfect spot to observe quetzals³⁶.



9. El Boquerón National Park

El Boquerón National Park is a protected natural area managed by CORSATUR, located at the summit of the San Salvador Volcano, at approximately 1,950 meters above sea level. Daytime temperatures range from 18°C to 22°C, dropping to between 12°C and 8°C at night. The park features an interpretive center, walking trails, scenic viewpoints, restrooms for visitors, and parking facilities.

From here, you'll enjoy the most spectacular view of San Salvador City, and on clear days you can even see Lake Ilopango. At the summit, there are fields of exotic flowers as well as many other beautiful wild floral varieties, along with cypress and pine trees³⁷.

³⁶ El Salvador Travel. (s.f.). *Parque Nacional Montecristo*. Ministerio de Turismo de El Salvador. <https://elsalvador.travel/destination/parque-nacional-montecristo/>

³⁷ Corporación Salvadoreña de Turismo. (2021, junio 30). Parque Nacional El Boquerón. Gobierno de El Salvador. <https://corsatur.gob.sv/servicios/parque-nacional-el-boqueron/>



2.5 CULTURAL IDENTITY

The San Miguel Carnival

The San Miguel Carnival, in El Salvador, is one of the most colorful, joyful, and lively events in the Central American region. It is the largest and most anticipated celebration in the country. Lasting approximately one month, it offers visitors a festive atmosphere filled with live music, dancing, food, and vibrant floats or parade cars.

This year, the celebrations begin on October 29 with the Desfile de Correos (Postman's Parade) and conclude on November 26 with the grand float parade and carnival. For its 63rd edition, the chosen theme is: "La Perla Oriental pays tribute to Paquito Palaviccini in the carnival."

This celebration had humble beginnings. Originally, it was held every May 8 to commemorate the founding of the city. From the start, it was already a great opportunity to promote business and trade among merchants and entrepreneurs from all over Central America.

In 1939, the Municipal Council decided to move the festivities to November 21 in honor of the Virgin of Peace, the town's patron saint. Although there were scattered celebrations in different neighborhoods of the city, over the years it became clear that people were increasingly drawn to the areas around the casinos to enjoy the dance festivals, enlivened by famous orchestras such as La Polío, where Palaviccini — the composer of the soundtrack for this historic carnival — used to play.

The carnival became international in 1959, and since then its fame has continued to grow throughout the region — both for the joy and energy it brings, and for the

international music groups that delight the crowds. This vibrant atmosphere attracts visitors from several countries during the month-long celebration³⁸.



November: National Pupusa Day

Every November, National Pupusa Day is celebrated, and as is tradition, many Salvadorans, together with family and friends, enjoy this unique dish native to El Salvador. The country is known for its cuisine, rich in unique flavors and varieties, with dishes such as tamales, chicken sandwiches (panes con pollo), fried yuca — and pupusas are no exception. They are one of the dishes most enjoyed not only by Salvadorans but also by visitors from abroad.

Pupusas have become one of the most traditional and emblematic delicacies of Salvadoran cuisine in recent times. It is important to remember that the history of “National Pupusa Day” dates back to April 1, 2005, when it was officially established by the Legislative Assembly of El Salvador, designating the second Sunday of November each year for its celebration.

By tradition and preparation, pupusas are handmade. At their core, they consist of a tortilla made from corn or rice dough, filled with one or more ingredients, and served with the perfect pairing of curtido (a lightly fermented cabbage slaw) and tomato sauce.

³⁸ Volaris Revista. (2023, octubre 29). Carnaval de San Miguel: La fiesta más grande de El Salvador. <https://volarisrevista.com/carnaval-de-san-miguel-la-fiesta-mas-grande-de-el-salvador/>



Pupusas are the most widely consumed dish in all of El Salvador — especially on Sundays.

One of the most common habits among Salvadorans when enjoying pupusas is the traditional way of eating them: directly with the hands, breaking off pieces bit by bit without using any utensils. However, in some cases, there are people who prefer to eat pupusas using a fork.³⁹

Independence Day

Independence Day in El Salvador is celebrated every year on September 15, a tradition that dates back to 1821. Without a doubt, this is an event of great national significance, as it marked the moment when the country became a sovereign and independent nation, free from the control of other states.

History of Salvadoran Independence Day

The story recounts the events that led to the signing of the Act of Independence on September 15, 1821, thanks to the efforts of both well-known independence leaders and many anonymous men and women. Years before achieving their goal, they carried out movements and uprisings aimed at breaking free from the Spanish Empire of that era.

³⁹ Díaz García, M. (2022, noviembre 13). Día Nacional de la Pupusa: una exquisita tradición. ElSalvador.com. . <https://www.elsalvador.com/h-entretenimiento/h-turismo/dia-nacional-pupusa-olocuilta-planes-renderos/1015192/2022/>



August 3–6: The August Festivities

From religious activities to thrilling amusement rides, between August 1 and 6 the capital city, San Salvador, comes alive with events honoring the Divine Savior of the World, the country's patron saint. For both local and international visitors, this is a unique opportunity to enjoy local traditions, savor typical cuisine, and take part in festive activities that offer an unforgettable experience for all ages.

Parades

Desfile del Correo (Postman's Parade): This marks the official start of the August Festivities, traditionally held on August 1. The celebration gathers thousands of people along the main streets of San Salvador, creating a joyful and vibrant atmosphere, with floats and plenty of surprises.

Desfile del Comercio (Commerce Parade): Held every August 3 as part of the fiestas agostinas, this parade travels through the city's main streets with marching bands and cultural performances. Organized by businesses and brands, it's a colorful spectacle full of creativity and cheer⁴⁰.

⁴⁰ El Salvador Travel. (s.f.). Las Fiestas de Agosto: tradición, cultura y diversión. Ministerio de Turismo de El Salvador. <https://elsalvador.travel/article/las-fiestas-de-agosto-tradicion-cultura-y-diversion/en/>



May 7: Soldier's Day

Every May 7, El Salvador commemorates Soldier's Day, officially recognized since 1951. The date pays tribute to the members of the Armed Forces and their historic role in national defense. The celebration coincides with the creation of the first militias in 1824, following independence.

Although it is not a public holiday, it usually includes formal ceremonies and recognitions in military barracks.

Fact: The Salvadoran Army played an important role, alongside the National Civil Police, in the operation to capture tens of thousands of gang members as part of the national security plan. This resulted in a drastic reduction in crimes and extortion, taking territorial control away from groups classified under Salvadoran law as terrorist organizations.⁴¹

⁴¹ EISalvadorEsHermoso. (s.f.). Día del Soldado en El Salvador. <https://elsalvadoreshermoso.com/r/dia-del-soldado-en-el-salvador/>



May 3: Day of the Cross

The Day of the Cross is an ancestral celebration which, nowadays, is rarely told in its full reality or given the cultural importance it deserves. Its origins date back centuries, and it remains a tradition worth keeping alive regardless of our different religious expressions.

In El Salvador, the Day of the Cross is celebrated every May 3. During this festivity, a cross made from the wood of the jote tree (*Bursera simaruba*) is placed outside homes, in courtyards, schools, and workplaces.

This cross is decorated with chains made of tissue paper, confetti, and at its base, seasonal fruits such as mangoes, jocotes, and coyoles — mostly fruits native to the area, although today a greater variety can be seen. Tradition says that if you wish to take a fruit from the altar, you must kneel, make the sign of the cross, and then take the fruit you like best⁴².

⁴² Renderos Bardales, L. M. (2024, mayo 3). El Día de la Cruz: El 3 de mayo. Transforma EDU – FUSALMO. <https://transformaedu.fusalmo.org/3-de-mayo-el-dia-de-la-cruz/>



May 1: Labor Day

Labor Day, also known as International Workers' Day or simply "May 1st," is one of the most important commemorative dates in history, due to its connection with the defense of labor rights and its role in shaping the workday as we know it today.

Although today we enjoy broader labor guarantees — such as the right to rest, workdays limited to a maximum of eight hours, and even increasingly flexible, autonomous, and decentralized employment options — the reality for workers was not always like this throughout history⁴³.

⁴³ Trabajar por el Mundo. (s.f.). Día del Trabajo: Origen y significado del 1 de mayo. <https://trabajarporelmundo.org/dia-del-trabajo-1-de-mayo/>



Holy Week

What do Holy Thursday and Good Friday represent? They represent different moments. Holy Thursday commemorates the institution of the Eucharist and the washing of the feet — an act of humility by Jesus toward his disciples. Good Friday, on the other hand, is a day of mourning and reflection on the crucifixion and death of Jesus⁴⁴.

What traditions are observed during Holy Week? Traditions vary by region, but some of the most common include:

- Religious processions
- Reenactments of the Passion of Christ
- Fasting and abstaining from meat
- Visiting churches
- Special liturgical celebrations

⁴⁴ Barbieri, C. (2025, abril 17). *Semana Santa: qué significa, origen y por qué se celebra*. *Marie Claire México*. <https://marieclaire.com.mx/significado-semana-santa/>



January 16: National Day of the Victims of the Armed Conflict

With 62 votes in favor, the New Legislative Assembly approved declaring January 16 as the “National Day of the Victims of the Armed Conflict,” as a tribute to those who gave their lives in the war. The decree was proposed by the Assembly’s president, Ernesto Castro, who stated: “Never again will those who negotiated their own impunity in 1992 be honored. Never again will a non-existent peace be commemorated — one that left behind poverty and pain.”

Legislators from the Cyan Bench pointed out that the signing of the Peace Accords was merely a pact between ARENA and the FMLN, in which the Salvadoran people were forgotten and the victims of the armed conflict were mocked⁴⁵.



⁴⁵ Redacción UH. (2022, enero 11). Nueva Asamblea declara el 16 de enero «Día Nacional de las Víctimas del Conflicto Armado». Última Hora SV. <https://ultimahora.sv/nueva-asamblea-declara-el-16-de-enero-dia-nacional-de-las-victimas-del-conflicto-armado/>

2.6 GASTRONOMY

Salvadoran cuisine is a vibrant reflection of the culture, history, and traditions of El Salvador. With a blend of Indigenous, Spanish, and African influences, the gastronomy of this small yet diverse Central American country offers unique flavors and emblematic dishes that win over every palate. From the famous pupusas — considered the national dish — to traditional desserts such as plantain empanadas, Salvadoran food is a culinary experience that combines fresh ingredients, ancestral techniques, and a touch of authenticity.

This article explores the flavors, stories, and secrets behind this delicious cuisine, inviting you to discover why Salvadoran food is so special. A clear example is the renowned pupusa, a thick tortilla filled with ingredients such as cheese, beans, or pork cracklings (chicharrón), enjoyed throughout the region.

But Salvadoran gastronomy goes far beyond pupusas. Delicious dishes such as atol de elote (sweet corn drink), bean empanadas, and tamal de elote (sweet corn tamale) are just a few of the many culinary treasures found in the country. Every bite is a tribute to the nation's rich cultural heritage and the fresh ingredients of the region. The combination of corn, beans, and meat in its recipes makes Salvadoran food both comforting and authentic — a true gastronomic gem.

Enchiladas Salvador



Tamales Salvadoreños



Panes con Pollo Salvadoreños



Sopa de Res Salvadoreña



Yuca Frita Salvadoreña



Empanadas Salvadoreñas



Mariscada Salvadoreña



Bebidas Salvadoreñas Tradicionales



Fresco de Chan



Atol de Piña



Fresco de Ensalada



2.7 STORIES AND LEGENDS IN EL SALVADOR

1. La Siguanaba

Legend has it that Sihuehuet, or “beautiful woman,” became pregnant by the Sun god, who was the son of the god Tlaloc. She gave birth to a son named Cipitío, but would leave him alone so she could be with her lover, going out to stroll and have fun.

The child survived only on ashes, and when Tlaloc found out, he cast a curse upon the mother, declaring that she would no longer be known by her name but as Siguanaba, which means “horrible woman.”

She was condemned to wander along roads and empty paths, frightening men who walk alone, are unfaithful, or stay out late at night — forcing them to return home by revealing her terrifying face⁴⁶.

⁴⁶ Kiss, T. (2025, abril 16). *Sincretismo: concepto, tipos y ejemplos*. Enciclopedia Concepto. <https://concepto.de/sincretismo/>



2. El Cipitío

This is the most well-known character among Salvadoran legends, and he is the son of La Siguanaba. He is also under a curse cast upon him by the god Tlaloc, which prevents him from ever growing up — he will always have the appearance of a ten-year-old boy.

He is a cheerful and mischievous figure, wandering and darting about with his big belly and enormous hat, and he even has the ability to teleport. His feet are deformed, which is why farmers must pay close attention so as not to get lost when following his tracks.

He enjoys eating ashes and likes to be near rivers, where he plays tricks on the beautiful young women who visit these places — whistling at them, tossing flowers, or laughing out loud. He is also known as Cipit, which in the Nahuatl language means “child,” and by custom, Salvadoran children are often called cipotes⁴⁷.



3. Flor de Amate

Another of El Salvador’s captivating and enigmatic legends is that of the Flor de Amate, known for bestowing “good luck” upon those who receive its gifts. What is surprising about this tree is that it does not produce flowers — only twisted branches and abundant foliage.

It is said that only mute people can see its flowers at midnight, and they must pick them very carefully using a white handkerchief. If done improperly, the flower will simply vanish, for the Devil is said to be its true owner⁴⁸.



4. El Cadejo

In pre-Hispanic times, Indigenous people believed that dogs helped their masters cross over to the afterlife at the moment of death. With the Spanish conquest, this belief — now part of Salvadoran legend — underwent some changes and began to be told as a way to illustrate the difference between good and evil. This is how the tale of El Cadejo was born.

The story tells of two dogs: the white cadejo, which represents good, and the black cadejo, which represents evil.

These spirits have different purposes: the white cadejo protects believers and watches over the souls of newborn children, while the black cadejo appears to those who wander at night or commit indecent or immoral acts⁴⁹.



La Carreta Bruja:

One of the Salvadoran legends that inspires the most fear among the population — especially when the country’s roads and highways are deserted at night — is the terrifying apparition of *La Carreta Bruja*, also known in some places as *La Carreta Chillona* (“the Screeching Cart”).

Its name comes from the sound made by its wooden wheels as they roll along the pavement; it is also said that this cart moves backwards and has no driver. The sound, breaking the silence of the night, is so chilling that even animals are frightened.

In general, it is believed that the cart is a spirit that collects the souls of those who wander along lonely roads, taking them to “the other world.” Some say it carries inside it the bones of the dead who have risen from their graves, calling out the names of liars or deceitful people and delivering macabre warnings⁵⁰.



El Justo Juez de la Noche

This is a wandering ghost who, since ancient times, has roamed on horseback — but instead of a head, a column of smoke rises from his shoulders. He is usually well-dressed and carries a kind of rope or whip in his hands to punish those who dare to go out at night⁵¹.



2.8 SYNCRETISM

Syncretism

Syncretism is the fusion or combination of different beliefs or cultural traditions. It occurs when elements from different societies are integrated to form a new system of beliefs or practices.

The phenomenon of syncretism arises as a result of intense contact between different groups, such as the conquest of one people by another, or prolonged social, cultural, and commercial exchange between two distinct societies.

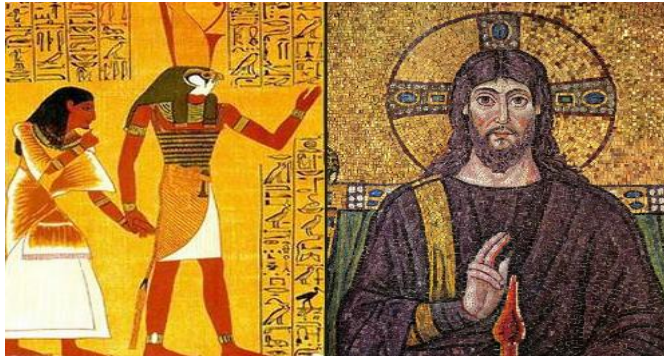
The term syncretism is of ancient Greek origin. It is believed to come from the Greek word *sýnkresis*, meaning “union” or “fusion.” In the 16th century, the term was used by the Dutch philosopher Erasmus of Rotterdam (1466–1536) to refer to the reconciliation of two different philosophical perspectives. Since then, it has become a term used in various social sciences, such as anthropology, linguistics, and history⁵²



Cultural Syncretism

Cultural syncretism is a process of cultural blending in which two or more cultures merge into one. This process can occur in many different ways and over long periods of time.

In most cases, it involves the imposition of a dominant culture over another that is dominated. However, the result of the contact between the two is the creation of a new, mixed culture that inherits elements from both traditions⁵³.



Religious Syncretism

Religious syncretism is the process of assimilating two or more different belief systems, giving rise to a new religious culture that combines elements from both systems. It is a historical process that occurs through the imposition of one religion over another and the reinterpretation of the fundamental elements of both traditions.

In many cases, religious syncretism allows deities from different religions to be merged into one. For example, in Afro-Brazilian tradition, figures of Catholic saints were combined with Yoruba deities, creating a unique synthesis that reflects the region's diverse cultural heritage.

In other cases, equivalences are established between practices and narratives. In this way, common elements from both religions are identified and reinterpreted as a shared teaching. For example, in the syncretism between Indigenous American traditions and Catholicism during colonization, ancestral deities and rituals were reinterpreted as Christian saints, allowing Indigenous communities to preserve elements of their culture while adopting the Christian faith imposed by the colonizers⁵⁴.

⁵³ Kiss, T. (2025, abril 16). Sincretismo: concepto, tipos y ejemplos. Enciclopedia Concepto. <https://concepto.de/sincretismo/>
Component



Linguistic Syncretism

Linguistic syncretism is the process that occurs when a population that speaks a particular language incorporates elements from another, such as words, expressions, and ways of forming sentences.

This process takes place as a result of contact between two different cultures. Generally, one language is dominant or has greater prestige, but it is not completely imposed; instead, some of its elements are incorporated into the less prestigious language. In this way, the latter does not disappear but is modified by assimilating terms or variants from the dominant language.

On one hand, this phenomenon often occurs alongside religious or cultural syncretism, as words are incorporated to name new elements or practices that did not exist in the target language. On the other hand, it also develops in bilingual societies, where one language or the other is used depending on the situation, with one enjoying greater social prestige⁵⁵.

2.9 STRATEGIC: QUALITY CONTROL, CUSTOMER SATISFACTION

Component	Strategic Action	Expected Result
Personalized Customer Service	Ongoing training in kindness, patience, understanding, conflict resolution, and service	Satisfied and loyal customers
Higher Profitability	Develop efficient and effective process management and customer loyalty strategies	Increased revenue through recommendations and repeat business
Better References	Conduct publicity interviews and reviews that provide positive references about the service provided	Positive reputation and organic growth
Maximum Trust	Transparency in itineraries, prices, and conditions	Customer security and credibility
High Satisfaction	Monitor customer experience and provide post-sale follow-up	Positive evaluations and continuous improvement
Memorable Experiences	Design trips with cultural, emotional, and personalized value	Positive evaluations and continuous improvement
Implementation of Green Strategies	Use eco-friendly vehicles, display environmental care messages at destinations, and place waste collection bins	Conscious and sustainable tourism

QUALITY DESIGN FRAMEWORK

Personalized Customer Service: This component focuses on the continuous training of staff in skills such as kindness, patience, understanding, conflict resolution, and service. The goal is for each customer to feel heard, valued, and attended to in a unique way, generating satisfaction and loyalty.

Higher Profitability: The aim is to develop efficient and effective process management, especially in customer service and loyalty. By improving the customer experience, revenue increases through recommendations and repeat business, directly contributing to the profitability of the company.

Better References: This involves conducting reviews and interviews that highlight the quality of the service provided. These positive references act as organic publicity, strengthening the company's reputation and attracting new customers.

Maximum Trust: Full transparency is guaranteed in itineraries, prices, and service conditions. This generates security and credibility for the customer, which is essential for building long-lasting and trustworthy relationships.

High Satisfaction: A system for monitoring the customer experience and providing post-sale follow-up is implemented. This allows for positive evaluations, the identification of areas for improvement, and the application of corrective actions to ensure continuous improvement.

Memorable Experiences: Trips are designed with cultural, emotional, and personalized value. This approach seeks for the customer not only to enjoy the destination but also to connect deeply with the experience, resulting in lasting memories and spontaneous recommendations.

Implementation of Green Strategies: The use of eco-friendly vehicles is promoted, along with the placement of environmental care signage at destinations and the installation of waste collection bins. This fosters conscious and sustainable tourism, aligned with current trends in environmental responsibility.

Chapter III:

Local development through a product

3.1 Entrepreneur Profile

Type of entrepreneur

Internal entrepreneurs or intrapreneurs:

In the case of entrepreneurs leading a Tour Guide Agency, we develop a business vision focused on growth through the design and implementation of strategies that enhance service quality. Time and effort are invested in modern processes that not only elevate the experience provided, but also generate tangible benefits for both the guides and the company, reinforcing the consolidation and long-term presence of the business in the market.



3.1.2 Entrepreneurial Ecosystem.

According to American ecologist Aldo Leopold (Definición de ecosistemas según autores, ejemplos y concepto, 2025), an ecosystem is a system composed of a community of living organisms and their physical environment, which interact with one another and with their surroundings to maintain a specific structure and function. It is governed by the fundamental principle that life cannot be understood without considering the environment.

Market: A market is a place where buyers and sellers can come together to facilitate the exchange or transaction of goods and services.

Market: It is understood as a space either physical, such as a plaza or store, or virtual, like a digital platform where buyers and sellers interact with the goal of exchanging goods and services. This environment facilitates negotiation between parties, allowing products to reach those who need them and enabling providers to gain benefits from their offerings. Moreover, the market plays an important role in the economy by regulating prices through the dynamics of supply and demand, promoting competition, efficient resource allocation, and the development of new business opportunities.

- Financing: To provide funding for (an individual or a company)
- Culture: The customs, arts, social institutions, and achievements of a nation, people, or other specific social group.
- Policies A course or method of action selected from among alternatives and considering given conditions to guide and determine present and future decisions.
- Support: To provide assistance, specifically financial support; to enable functioning or action.
- Human Capital: *The skills, knowledge, and experience possessed by an individual or population, viewed in terms of their value or cost to a country.*

3.1.3 Competencies and characteristics as an entrepreneur

Competencies	Characteristics	
Achievements	Look for opportunities	It consists of identifying real challenges or deficiencies within society, analyzing their causes and opportunities, and transforming those observations into concrete proposals. Through strategic and creative action, the entrepreneur develops services or products that address these needs, generating market value and contributing to collective well-being.

	Perseverance	<p>In a Tour Guide Agency, the entrepreneur is the one who takes action, so they must not be discouraged. Failures should be seen as positive experiences that teach them to seek alternatives and overcome the challenges and obstacles they may face.</p>
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	Risks	<p>In any entrepreneurial venture, maintaining the business will be challenging, as many obstacles will arise along the way. However, with perseverance, creativity, and a clear vision, it is possible to overcome these challenges and achieve sustainable growth.</p> <p><i>However, the organizational structure must incorporate various strategies to minimize the impact these problems may have on the company. To achieve this, it is essential to design effective solutions and seek support for better management.</i></p>
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Commitments	Goal setting	To ensure the success of a tourism initiative, it is essential to define clear goals and design a plan that responds to local challenges with sustainable solutions.
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	Information research	For a company, information must be gathered from books, the Internet, and other businesses, because even if the idea is good, lacking the necessary information can lead to failure. Furthermore, as Tour Guides, it is essential to be familiar with the places where the service will be offered and to have knowledge of the country's most important events in order to be prepared for any client questions and ensure their satisfaction with the information provided.
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	<p>Compliance commitments</p>	<p>with</p> <p>As entrepreneurs, we must be responsible for the obligations we take on, as they are essential for the growth and sustainability of the business.</p>
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		<p>Assigned. All activities must be organized and carried out without delay in order to achieve business growth.</p>
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Leadership	Teamwork	In a Tour Guide Agency, teamwork is essential, as all members share a common goal: to provide quality service and contribute ideas that support the company's growth.
	Problem-solving ability	As entrepreneurs, it is essential to seek solutions when facing negative situations that hinder the achievement of our goals. Instead of giving up, we must use creativity to develop new strategies for the future.

3.1.4 Barriers to entrepreneurship

Every entrepreneurial project involves its own challenges, especially when aiming to consolidate and expand a business in a competitive environment. In the case of a Tour Guide Agency, this is no exception. The market already includes many players, and if you have a clear vision of the service you want to offer, the path will be marked by a series of challenges known as entrepreneurial obstacles. These may arise in various forms and at different stages of the process—from initial planning to daily operations—and require creativity, resilience, and strategic thinking to be overcome.

- **Financing:** In the commercial sphere, entrepreneurs who promote tour guide agency projects face significant challenges in establishing and expanding their ventures. Many of us begin with limited personal resources, which can make initial sustainability and market growth more difficult to achieve.

- **Lack of knowledge of the market:** As entrepreneurs, we must avoid the mistake of underestimating the competition. Rather than competing head-on with established brands, the key lies in offering authentic and intuitive proposals. Direct competition may compromise service quality and lead to customer dissatisfaction. It is wiser to pursue alternative paths that highlight our unique value and strengthen our distinct identity.

- **Underestimating the competition:** As entrepreneurs, we must avoid the trap of underestimating the competition. The key to success lies in offering authentic and distinctive proposals. Competing directly with established brands may compromise service quality and lead to customer dissatisfaction. It is wiser to pursue alternative paths that showcase our genuine value and strengthen our unique identity.

- **Failure:normal** It's natural to feel fear when goals seem out of reach, but authors like Sebastián Gutiérrez and Luis Ramos remind us that failure can be a powerful engine for learning. What truly matters is staying grounded, reinventing ourselves when needed, and continuing to invest in innovation.

- **Lack of time:** According to the Algebra.com School of Entrepreneurs, one of the most common fears is not devoting enough time to the business. To ensure growth, entrepreneurs must fully commit, invest time in developing innovative ideas, and reinforce every aspect of the project.

- **F Lack of preparation:** For those of us working as Tour Guides, it is essential to have a solid understanding of both national and international tourism. Being familiar with destinations, local dynamics, and tourist expectations allows us to deliver a professional, enriching, and culturally relevant service.

3.1.5 Success Factors.

In today's business environment, launching a venture requires much more than just a good idea. Competition is fierce, and the market demands concrete, well-designed proposals with strategic vision. Within this

framework, it is essential to rely on models that have proven to be highly effective..

Tom Peters and Robert Waterman (1982) developed a strategic model based on the analysis of the most influential companies of their time, both in the United States and Japan. This framework, known as the "7S Model," identifies key elements that must be examined to achieve business success.

As a Tour Guide Agency committed to quality, authenticity, and sustainable growth, it is essential to incorporate these strategies to remain competitive and generate a positive impact in the market. Implementing them will not only allow us to strengthen our value proposition, but also to adapt swiftly to changes in the environment and solidify our identity as an innovative, service-oriented company..

Strategy You must have personnel capable of identifying new strategies and exploring the best options to improve the company, taking into account the available resources. Additionally, it is essential to establish clear goals and conditions in relation to both competitors and customers.

Structure:: Internal organization must be well structured. Each staff member should understand and acknowledge their responsibilities, maintain effective communication with the areas of authority, marketing, and operations, and fulfill their duties to ensure the proper functioning of the company.

Systems:: Internal processes require thoughtful planning and creativity. It is essential to implement effective mechanisms for managing promotions, handling capital appropriately, and establishing recruitment systems that enable us to attract talent capable of identifying growth opportunities and delivering innovative solutions.

Staff:: In an agency, human capital is the central pillar. It is the people who create, execute, and improve processes, which is why investing in their training and motivation is a top priority.

Motivation:: Entrepreneurship demands passion and commitment. Consistent dedication, genuine enthusiasm for our work, and the

willingness to face major challenges are key factors that make a difference on the path to business success.

Business plan: Every entrepreneurial venture must begin with a solid plan. This document should define clear objectives, analyze the market and its behavior, create a profile of the target customer, and project the expected benefits. Having clarity in these elements allows us to make informed decisions and move forward with confidence.

3.1.6 Entrepreneur's concept

According to Ricardo Pineda, Project Manager at 'Compartamos con Colombia', Corporate Responsibility involves a genuine commitment from companies to actively contribute to building a more just society, with the vision that such efforts will be reflected in a more favorable and opportunity-rich market environment in the future.

3.1.1 Social Responsibility:

At our Tour Guide Agency, we responsibly embrace the commitment to implement innovative strategies that strengthen our management systems. We firmly believe in the importance of cultivating a work environment where every team member feels motivated, valued, and recognized as an essential part of the service we provide.

Our vision goes beyond customer satisfaction—we aim to promote well-being among our staff and respond with integrity to the expectations of all stakeholders in the tourism sector. We are committed to a management model that integrates quality, sustainability, and human-centered values, convinced that tourism can be a transformative tool for our communities.

At our Tour Guide Agency, we firmly believe in the power of tourism as a tool for social development. That is why we dedicate all available resources to actively contribute to the local environments where we operate, generating dignified and sustainable employment opportunities.

Every activity we design seeks to improve people's quality of life both socially and economically by strengthening community ties and promoting inclusion. Our social responsibility is not a complementary effort, but a guiding principle that shapes our decisions and reaffirms our commitment to collective well-being and territorial equity.

Environmental Responsibility:

At our Tourism Guide Agency, both the management team and the guides are committed to implementing practices that promote the protection of the natural environment and minimize any environmental impact caused by our activities.

We aim to develop educational and operational initiatives that foster respect for local biodiversity, including organizing talks, reforestation days, eliminating the use of plastics, and promoting biodegradable products. Our approach seeks to integrate ecological awareness into every tourist experience, actively supporting the care of the planet.

Ethical Responsibility:

As tour guides, we are committed to providing fair, respectful, and equitable treatment to all clients who place their trust in our services, regardless of age, ethnic origin, cultural identity, or sexual orientation.

We firmly believe that professional ethics begin with empathy and the recognition of diversity as a fundamental value. That is why every experience we design is guided by principles of inclusion, mutual respect, and social responsibility, ensuring that all visitors feel welcome, safe, and valued.

Responsibility with ourselves:

It is essential to take responsibility for achieving our goals and to be prepared to face any challenges that may arise, seeking creative solutions that ensure the continuity and competitiveness of our venture in the market.

Implementation of Corporate Social Responsibility (CSR) of the company

As entrepreneurs, we understand that corporate social responsibility involves carefully evaluating how our activities as a tour guide agency impact both the community and the natural environment. That is why we are committed to implementing actions that generate a positive impact. Below, we outline the main areas of social responsibility we have chosen to embrace.

1. **Business ethics:** Our agency will be guided by solid ethical principles, complying with current regulations and promoting fair and respectful relationships with collaborators, clients, and suppliers.
2. **Environmental sustainability:** We will actively work to reduce our ecological footprint through the responsible use of resources, the integration of sustainable practices, and the exploration of renewable energy.
3. **Responsibility towards employees:** We guarantee safe and healthy working conditions, will promote professional growth, offer fair compensation, and foster diversity and inclusion at all levels of the organization.
4. **Social Responsibility:** We get involved in initiatives that benefit the local community, such as volunteer programs, support for social organizations, and participation in projects that reflect the interests of our team.
5. **Service Quality:** We strive to provide high-quality tourism experiences, prioritizing customer satisfaction, protecting their privacy, and maintaining transparent and honest communication.

6. **Innovation and sustainable development:** We will drive continuous improvements in our services and processes, seeking innovative solutions that reduce environmental impact and strengthen our value proposition.
7. **Transparency and accountability:** We will act with transparency in our business practices and take responsibility for any adverse effects that our activities may have on the social or natural environment.
8. **Ethical supply chain:** will ensure that our suppliers also meet ethical and sustainable standards, and we will work as a team to improve the tour guide service supply chain. Corporate social responsibility is not only a moral obligation, but it can also generate long- term benefits for this tour guide agency, working towards a good reputation, customer. 55 Loyalty, and greater attraction of talent. As entrepreneurs, it is essential to balance economic objectives with social responsibility to build a successful and sustainable company over time.

The concept of a market niche refers to a group of individuals or companies that share specific needs, have the willingness to satisfy them, and possess the economic capacity to acquire the necessary goods or services.

In terms of classification, market niches are defined as specific groups of consumers who share common traits or behaviors, making them segments with high commercial potential. According to Andrea Restrepo and the Crandi Academy, there are three main types of niches:

- **Demographic niches**, based on age, gender, educational level, among other factors.
- **Behavioral niches**, focused on consumption habits, brand loyalty, or product usage.
- **Psychographic niches**, which consider values, lifestyle, and personality traits.

Market niches correspond to specific segments within a group of consumers who share common traits or needs, making them valuable opportunities for developing commercial strategies. According to Andrea Restrepo, there are three main categories of niches: those defined by demographic criteria, behavioral patterns, or psychographic aspects.

Strategy to identify a market niche (Blue Ocean)

Blue oceans are unexplored areas of the market industries that do not currently exist. These oceans consist of market spaces that remain untapped, offering high demand and opportunities for profitability (Chan & Mauborgne, 2015).

We will implement the Blue Ocean Strategy by focusing on a modern niche: individuals of various ages experiencing work-related stress, as well as young people with an adventurous spirit who seek authentic experiences in Salvadoran tourism. This approach will help us create differentiated proposals that respond to both emotional needs and the desire for cultural exploration.

Elements when choosing a Niche Market.

– TARGET AUDIENCE

This Tour Guide Agency was created to serve both national and international travelers who wish to immerse themselves in the cultural, historical, and traditional richness of El Salvador.

Our offerings are designed for people of all ages, backgrounds, and beliefs, promoting authentic and respectful experiences that celebrate diversity.

Problem

Search for strategies that enable tour guides to present information about places with low tourist interest, making these destinations attractive to all types of travelers. The goal is to ensure that visitors feel motivated and inspired to learn about the country's culture, traditions, and customs through the guidance of our tour professionals.-

Desired result:

The main objective is to effectively communicate the details of each visited location, ensuring that tour guides deliver a high-quality service supported by their expert knowledge and professional attitude. Our goal is for every client to fully enjoy their experience, leaving satisfied and

motivated to hire the services of the Explorer Tour Guide again for future journeys.

- Salsa secreta

Nuestra esencia distintiva se basa en la excelencia de nuestros guías turísticos, el compromiso con la privacidad de cada turista, la promoción de un ambiente de calidad, confortable y la creación de experiencias memorables que perduran más allá del viaje.

3.2 Niches market

The Tour Guide service is tailored to a specific niche composed of individuals seeking to relieve work-related stress through revitalizing experiences, as well as young enthusiasts of domestic tourism who aim to connect with authenticity and live memorable adventures in El Salvador.

3.2.1 Characteristics of my market niche

- a) Professionalism
- b) Harmonious coexistence
- c) Conciencia cultural
- d) Sostenibilidad

3.2.2 Client management

- **Customer segmentation:** We define the interests, travel preferences, and demands of our clients.
- **Customer service:** We will verify customer satisfaction through a personalized survey using a digital form.
- **Customer loyalty program:** We will offer a stimulus discount to returning clients as a way to reward their loyalty and encourage future bookings.

- **Healthy and effective communication:** with tourists who request to leave suggestions after a pleasant travel experience.

- **Use of technology:** We will design a space to provide information about tourism offerings and enable online reservations."

3.2.3 Strategic alliances

To expand our reach in the tour guide agency, and improve our clients' experience and their

satisfaction by providing them with a professional and quality service, we will implement the

following strategic alliances:

- **Travel Agency**

We will contact Travel Agencies that do not offer tour guide services and we will offer them our

experience; this will allow them to offer more complete tourist packages to their clients.

- **Local Transportation**

We aim to forge strategic partnerships with tourism operators and transport companies, integrating our guide services to elevate the travel experience and boost visitor satisfaction."

- **Local tourism associations and public entities**

Establishing ties with local tourism associations and public entities will open doors to specialized fairs and events, facilitating the promotion of our services and strengthening networks with key tourism stakeholders.

- **Ministry of Tourism**

We will seek to formalize a collaboration with the CORSATUR unit, with the aim of having our tour guide agency recognized as a reliable option for providing specialized attention to both national and international visitors

- **Art. 9.- To promote and support the declaration of Regions, Zones, or Tourist Centers of National Interest, always in coordination with other public or private agencies and entities.**

Obligations:

Promote the adaptation and development of territorial areas whose characteristics make them ideal for sustainable tourism initiatives.

Collaborate with CORSATUR to strengthen tourism promotion and provide training in the design and delivery of tourism products and services.

- **Art. 11 Tourism companies, as established in articles 12, 13, and 14 of the Law, will be subject to compliance with the following obligations:**

Obligations:

Inform clients and visitors transparently about the prices of products or services offered, including applicable taxes, special contributions, and the currency in which payment is made.

Display current regulations and the general terms of use and service provision in a visible location within the establishment.

Ensure respect for visitors' rights as consumers, in accordance with current legislation.

3.3.1

LOGO



Tourism Law Chapter I

- **Art. 1.- The purpose of this Law is to encourage, promote, and regulate the country's tourism industry and services, provided by national or foreign natural or legal people.**

Visual Elements:

A green mountain with a winding path suggests adventure, nature, and exploration.

A yellow sun in the background represents energy, renewal, and the beginning of new experiences.

A blue Moai-style sculpture evokes cultural heritage, a connection to ancestral civilizations, and the value of authenticity.

Motto

"Connecting dreams with destinations!"

Vision

To be the leading travel operator in El Salvador, recognized for our quality service, commitment to customers, and dedication to promoting national tourism.

Mission

To make traveling within El Salvador easier by organizing and providing everything our clients need to discover beautiful destinations in the country. We focus on offering personalized assistance and reliable services so every trip becomes an enjoyable and stress-free experience.

Values

Commitment: We carry out our services with responsibility and punctuality.

Quality: We strive to offer reliable and comprehensive travel solutions.

Respect: We treat our customers and partners with kindness and courtesy.

Innovation: We constantly adapt and improve to provide better experiences.

Promotion of local tourism: We value and showcase the beauty of our country.

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