

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



TOPIC

**“TOURIST SERVICE BASED ON OUTDOOR ACTIVITIES AT THE SPIRIT OF
THE MOUNTAIN VIEWPOINT.”**

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Abstract

Luxury Getaways is a tour operator which offer outdoor recreational areas, organization of guided activities, exceptional panoramic views of Salvadoran natural beauty, combining comfort, adventure and sustainability, attracting both national and international tourists in search of authentic and unforgettable experiences. As well as contributing to sustainable environmental protection practices, using eco-friendly materials, promoting recycling and implementing measures for the conservation of local natural resources. Luxury Getaways stands out in particular for offering private transport from San Salvador to the viewpoint El Espíritu de la Montaña; to tourists with minimum age of 6 years until 60 years. This camping service represents an opportunity to promote tourism, environmental conservation, economic development and publicize the natural beauties and tourist attractions found in our country. The viewpoint of El Espíritu de la Montaña is a place surrounded by many trees where you can appreciate the view of the Gulf of Fonseca and different islands belonging to El Salvador, Honduras and Nicaragua.

Keywords: tourism, Conchagua, nature, outdoor activities, tourism history, camping, natural resources.

Introduction

Tourism is defined as the social, cultural and economic phenomenon that arises when people move from their everyday space to another place, whether for personal, professional or even business reasons (ONU TURISMO, s.f.).

Tourism has become a source of economic income, in which many people try to offer different tourist services to which national and international people are often attracted, thus generating a monetary income for the country and at the same time being a source of employment. This project seeks to promote nature tourism in El Salvador, in order to offer a pleasant outdoor experience and promote the care of nature, since the country has a diversity of natural resources.

Chapter I of this work consists of the objectives, both general and specific objectives. In addition, the justification where the importance of our tourist service and the main reason why a camping service is an excellent option for tourists who wish to have an experience surrounded by nature. Next, the name of our service is detailed, as well as the location of our central office. The tourist route, the attributes of the service and the typology are also explained. Finally, it details how the different strategies for human development and sustainability will be applied.

In the chapter II deals with the origin of tourism, as well as the beginning of tourism activity in El Salvador. We also found the natural resources of Conchagua as El Maculis Beach, Conchagua Volcano and Complejo de Conchagua places that are tourist attractions. It is important to mention the cultural identity of the district of Conchagua, its festivities and celebrations, its gastronomic richness and its local legends. In addition, in this chapter we talk about design, quality control, customer satisfaction and strategic plan.

Chapter III we focus on the characteristics of the entrepreneur, the types of entrepreneurs that exist. As well as the characteristics that the company possesses. The business ecosystem is mentioned along with market niches, the importance of those and the types that exist, we highlight our market niche. In this last chapter you can find our logo and its meaning, our motto is detailed. Additionally, we detail more about our mission as a company, our vision for the future and our values that we have as a company Luxury Getaways.

Chapter I:

Tourist Service Profile

Objectives

General objective:

Provide a quality camping service to local and foreign tourists looking to live a new experience with outdoor activities with family or friends at the Spirit of the Mountain viewpoint in Conchagua, department of La Unión.

Specific objectives:

- Explain to our clients the importance of conserving and protecting the natural resources of our country, generating sustainable development in El Salvador.
- Provide new experiences in the area of natural tourism, leaving the comfort zone of each client.
- Promote natural tourism in El Salvador, contributing to the development of the country.
- Be the first option for people looking to do tourism.
- Generate income and sustainability in natural areas through tourism.

Justification

The Spirit of the Mountain viewpoint responds to the growing demand for natural and sustainable tourist experiences in the country, it is also considered one of the best places where people can camp, adventure, enjoy its landscape, observe the beautiful view of the Gulf of Fonseca and being in contact with nature. It is for this reason that it was chosen as the main objective and destination for our tourist service.

The objective of this service is to offer outdoor recreational areas, organization of guided activities, exceptional panoramic views of Salvadoran natural beauty, combining comfort, adventure and sustainability, attracting both national and international tourists in search of authentic and unforgettable experiences.

The implementation of this service will bring with it a series of benefits for the local community as well as for tourists who visit The Spirit of the Mountain viewpoint. First, promoting natural tourism will contribute to the economic development of the country. In addition, our camping service will attract tourists interested in outdoor activities, which will boost the local economy by promoting this tourist service.

As well as contributing to sustainable environmental protection practices, using eco-friendly materials, promoting recycling and implementing measures for the conservation of local natural resources.

This camping service represents an opportunity to promote tourism, environmental conservation, economic development and publicize the natural beauties and tourist attractions found in our country.

Description of the Tourist Service



Service's name: Luxury Getaways.

The origin of our name Luxury Getaways which in Spanish is Salidas de Lujo was created with the ideal of doing a "luxurious" activity with a budget within everyone's reach.

Location: Luxury Getaways has an office located in Metrocentro, San Salvador, as we consider it a good place where our customers can have easy access to get there faster. In addition, customers can find out about our camping services through our different social networks, Facebook, Instagram and WhatsApp.



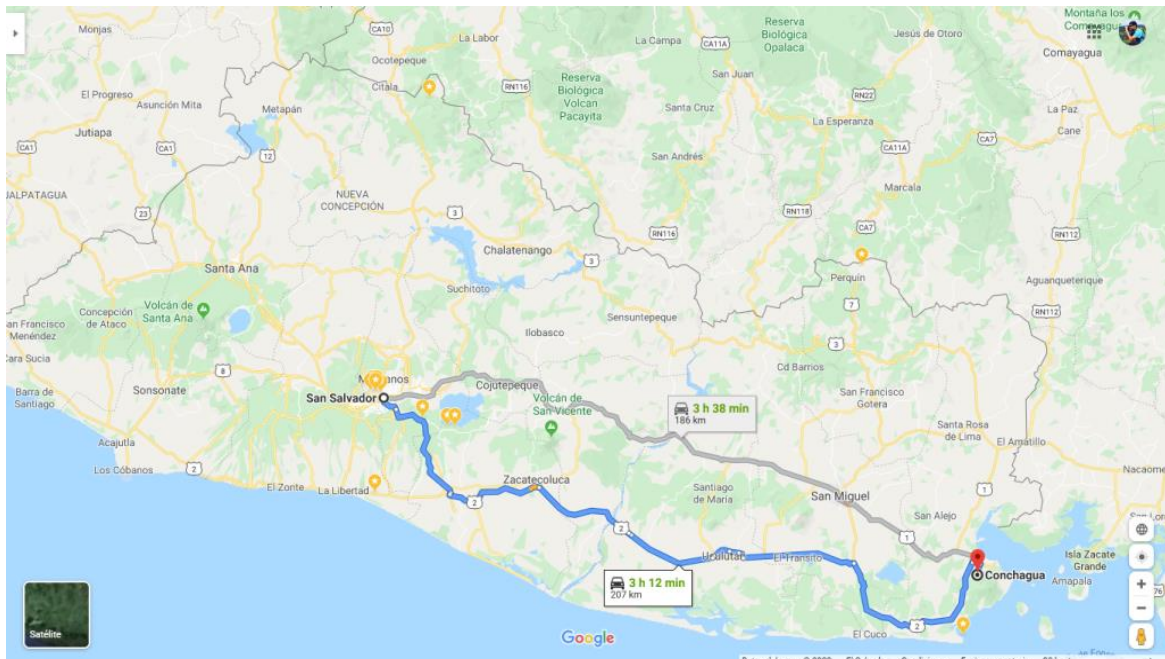
(Photo taken from the mapa owje)¹

¹ Photo taken from owje.com. Mapa Departamento San Salvador, El Salvador.

Tourist route.

Our camping service will be in El Espíritu de la Montaña, located in Conchagua, in the department of La Unión.

The meeting point will be in San Salvador, the specific point will be negotiated with each client managing to meet the needs and exceeding the expectations of campers. You will leave from the morning to our place of camping, managing to make lunch in a local place of the Union, then we will make the arrival to the viewpoint, where they will be offered the camping tents to have a pleasant experience, will be given the indications of time of the fire and departure of the place, as well as the indications while we are present in the place.



(Photo taken from juan lievano)²

² Photo taken from Lievano, J. Todo Lo Que Necesitas Saber Del Espíritu De La Montaña

Service Attributes.

Luxury Getaways stands out in particular for offering private transport from San Salvador to the viewpoint El Espiritu de la Montaña; to tourists with minimum age of 6 years until 60 years. Committed to protecting the nature of our country we will provide ecological bags avoiding the use of plastic and disposable materials in our camping visits. Camping tents and sleeping bags will be provided by our company offering a unique experience to each person we are committed to providing the necessary tools for each camper to worry only about enjoying, learn and know more about the natural resources of our country.

Coffee or hot chocolate will also be given at the time of the bonfire to create a cozy and family atmosphere. In turn, educational talks will be given on the care of nature. As our service is aimed national and international people, interpreters will be offered whenever our clients request it, as we will have interpreters in the English or French language.

Typology of the service.

Luxury Getaways is oriented to nature tourism. Which focuses on raising awareness about the care and preservation of nature through activities with interaction in it without altering the ecosystem or damaging anything around us. In addition, we consider that it will be more attractive for locals and foreign tourists looking to have a different experience and get out of the usual connecting with nature in a natural environment and free of pollution.

According to TEXAS PARKS & WILDLIFE, nature tourism is “responsible travel to natural areas, which conserves the environment and improves the welfare of local people.

It is tourism based on the natural attractions of an area.”, In other words, natural tourism will be all that is carried out in nature in a responsible manner, being promoters of the care of natural areas.

The viewpoint of El Espíritu de la Montaña is a place surrounded by many trees where you can appreciate the view of the Gulf of Fonseca and different islands belonging to El Salvador, Honduras and Nicaragua. Emphasizing the preservation of these natural areas, being the natural view of them an attraction for many tourists who like to surround themselves with nature and beauty that contains our beautiful country of El Salvador.

Application of strategy for human development and sustainability

According to the ONU “biodiversity is vital for tourism and a healthy environment is a critical factor for the competitiveness of the tourism sector. Coasts, mountains, rivers and forests are great attractions for tourists from all over the world.” (“Sustainable Development of Tourism | UN Tourism”)

Our company seeks to incorporate some strategies and generate a positive impact not only on our customers, but also to promote a service that supports environmental conservation, social well-being and economic security.

That is why it was considered to add three important strategies for human development and sustainability:

Biodiversity:

Luxury Getaways pretends to make our clients aware of the diversity about flora and fauna that exists in the Mountain Spirit viewpoint, to make sure we protect and conserve the ecosystem, this implies the indiscriminate felling of trees and plants, promote recycling and proper waste management, among other measures such as; providing information to our clients about the importance of biodiversity in the area, organizing talks, guided walks or informative material that raises awareness about the local flora and fauna and the importance of its conservation. In addition to making responsible use of the resources offered in the area, promoting sustainable practices among our customers as well as saving water and using biodegradable products.

Climate change:

Climate change is a very evident problem in our times, our company will be committed to promote environmental care through talks about the importance of

preserving natural forests, encouraging the planting of trees in protected areas and even in their own homes. At the same time, tourists should be made aware of the importance of reducing or avoiding the use of non-biodegradable materials.

At the Mountain Spirit viewpoint, non-disposable plates, cups and utensils will be used, the use of plastic materials will be reduced, and clearly labeled and accessible recycling containers will be provided, motivating people to recycle as an effective way to combat climate change and protect our planet for future generations.

One Planet:

Our company is known for its human value, generating employment for people without distinction of race, gender or religion, maintaining a healthy visit, avoiding polluting or damaging nature. We are committed to make a good use and care of the place, achieving that both flora and fauna, which attract dozens of tourists, can continue to be cared for and preserved in their habitat, without damaging the ecosystem with the visit of campers; on the other hand, we will achieve a positive impact on people to be in a healthy, natural and pollution-free environment, seeking their development and not their extinction.

Chapter II

“Elements for the Design of the Tourism Product”

Theoretical Framework

1. Tourism History

Tourism has become more important over the years; at the same time, it has become one of the main economic activities in the countries. In order to explain into tourism activities, tourism is understood as the social, cultural and economic phenomenon that makes people move within their own country or travel to another country (ONU Turismo).

It should be understood that a tourist is a person who travels for pleasure or business purposes for temporary periods; however, people who travel to another place for work purposes are not considered tourists according to Arthur Bormann (Escola Universitària Mediterrani, 2023).

Also, tourism activity has become very important due to the fact that this type of activity generates the construction of infrastructure that generates development in other areas such as transportation, employment and the enhancement of culture and traditions by achieving a cultural exchange (Editorial Etecé, 2021).

According to the Subsecretary of Tourism in the State of Mexico there are different types of tourism:

1. Nature tourism are those whose purpose is to carry out activities where you are in contact with nature. This type of tourism can be found in ecotourism, adventure tourism and rural tourism.

2. Ecotourism are activities carried out outdoors where they are taught about their care, importance; all while being in contact with it.

3. Adventure tourism: these are all types of activities where a sport or recreation is practiced making use of nature while at the same time taking care of the cultural

natural and historical heritage that the place may have. For example, mountaineering, hiking, mountain biking, among others.

4. Rural tourism is that type of tourism where people get to know villages with cultural and social history, in order to learn about and protect the environment, customs and traditions of these communities.

5. Religious tourism are those ecclesiastical activities, or activities directed by a religious entity, that make many people travel from their places of residence and be part of these moments of celebration such as patron saint festivities, holy week, among others.

6. Gastronomic tourism. This tourism is characterized mainly by food, where the places offer different types of dishes to attract tourists, either in the form of festivals or in local stalls where people can taste dishes originating in the towns.

2. History of tourism in El Salvador

El Salvador, popularly known as "America's Little Thumb", is a country that offers wonderful views of volcanoes, mountain ranges, beaches, forests, and many more natural riches within this small country. El Salvador gave way to tourism activity until 1924 under the government of the president at that time, Alfonso Quiñones Molina, where the Board of Directors of Tourism and Agricultural and Industrial Propagation was created with the objective of promoting domestic and foreign tourism (Reyes E. S., 2021).

It was in 1961 that the Salvadoran Tourism Institute (ISTU) was created with the purpose of administering the country's recreational centers to promote family, social and hiking activities. In 1996, the Salvadoran Tourism Corporation (CORSATUR) was created to establish a regulatory framework for the organization and development of tourism activities; The Ministry of Tourism was subsequently established in 2004 to establish El Salvador as a tourism brand and destination. In addition, in 2005 the Tourism Law was approved, which promotes the care of resources and fosters the development of the country (Orellana, s.f.).

In El Salvador, tourism activity began to develop in a better way in the 19th century with the creation of the railroad tracks. The greatest boom for this activity was in 1978 due to the implementation of strategies where El Salvador would begin to be included in the international tourist routes. At the same time, there would be the development of the coastal zone as the main area would be the Estero de Jaltepeque on the Costa del Sol. However, due to the armed conflict of the 1980s, tourism activity had very little influence because the country was considered violent and dangerous for tourists (Biblioteca UTEC).

After the armed conflict came to an end, there was a slight improvement in tourism activity. The signing of the Peace Accords allowed many foreigners to come to the country. In the following years, strategies were needed for the development of tourism in the country, which due to the impact of the armed conflict was difficult to establish a better image for El Salvador. Due to this, the government implemented a new law that created the Salvadoran Tourism Corporation (CORSATUR) (Garcia Moran, Pimentel Quintanilla, & Sánchez Alfaro, 2012).

We can consider the importance of the tourist activity in the country, since it develops different social, cultural and economic areas in the country, generating sources of employment, strengthening at the same time the cultural features of the country with the customs and traditions, and at the same time taking care of the environment by raising awareness for the care of the environment (Garcia Moran, Pimentel Quintanilla, & Sánchez Alfaro, 2012).

In the year 2024 the panorama in the area of tourism has improved through the security issue, where we can find in the country mountains, lakes, volcanoes, beaches, cultural and social heritages. Touring the country from end to end is something that is available not only to locals but also to foreigners. By the year 2022, El Salvador had an income of 2.5 million tourists according to figures provided by CORSATUR. At the same time, the World Tourism Organization ranked the country for the year 2023 in fourth place worldwide and in first place in Latin America in the increase of tourists compared to the figures for the year 2019 (Papaleo, 2024).

3. Natural Resources of Conchagua, La Unión

The district of Conchagua is located in the department of La Union with an area of 200,64 Km², it is located 184km from the capital of San Salvador. Conchagua is divided into 15 cantons and 76 hamlets. Their cantons are: Cerro El Jiote, Conchaguita, El Cacao, El Ciprés, El Faro, El Pílon, El Tamarindo, Huisquil, Los Ángeles, Llano de los Patos, Maquigue, Piedra Blanca, Piedra Rayada, Playas Negras y Yologual (ECURED, s.f.)



(Photo taken from La Iglesia de Jesucristo de los Santos de los Últimos Días)³

The district of Conchagua is a place where we can enjoy different natural resources such as:

3.1 The Maculís Beach

El Maculis is a coastal area of Conchagua which will be declared a protected natural area by the Ministry of Environment and Natural Resources (MARN). This site is home to aquatic biodiversity and the protection of this resource ensures the survival of local species (Diaz, Diario El Salvador, 2023).

³ photo taken from La Iglesia de Jesucristo de los Santos de los Últimos Días. La Unión, El Salvador.



(Photo taken from Diario El Salvador)⁴

3.2 Conchagua Volcano

Conchagua Volcano has a natural protected area of 1,200 manzanas of forest inhabited by different animal and plant species. This area rises 1,180 meters above sea level. It is considered the lung of the department of La Unión, therefore, since 1998 has worked for the protection and preservation of this natural resource (Diaz, La Prensa Grafica, 2018).



(Photo taken from La Prensa Grafica)⁵

⁴ Photo taken from Diario El Salvador. Declaran área natural protegida a el maculis en Conchagua, La Union.

⁵ Photo taken from La Prensa Gráfica. La reserva natural que es el pulmón de La Union.

3.3 Complejo Conchagua

This natural protected area is part of the Bay of La Union conservation area located at 1,157 meters above sea level. It has a great biodiversity in flora and fauna. From this place you can see the lagoon of Olomega, El Tamarindo Beach, the mouth of the Goascoran River and the bay of La Union (ECURED, 2019).



(Photo taken from Ministerio de El Salvador Travel/ Ministerio de Turismo de El Salvador)⁶

4. Cultural Identity, Intangible Tourism Resources

Cultural identity refers to an individual's sense of belonging to a specific culture or group, based on shared characteristics such as language, religion, customs, values, traditions, and forms of behavior. In addition, cultural identity can evolve over time and can be influenced by external factors such as globalization, migration, and contact with other cultures (López, 2023).

For example, countries create identities from various aspects of their local culture, but there are also identities that go beyond geographical boundaries,

⁶ Photo taken from Ministerio de El Salvador Travel, Ministerio de Turismo de El Salvador. Área natural protegida de conchagua.

allowing people to feel part of something bigger through various common elements.

Cultural identity is influenced by a variety of factors that can vary in importance according to context and society. Some of the main factors that influence cultural identity are:

History: The shared history of a community or nation, including collective experiences of success, suffering, migration, colonization, and resistance, play a fundamental role in the formation of cultural identity.

Geography: The physical environment, climate and natural resources of a region influence people's cultural practices, traditions and ways of life.

Language: Language is a crucial factor that not only facilitates communication, but also transmits and preserves the culture, values and traditions of a community.

Religion: Religious beliefs provide a framework of values and norms that can unite people and give them a sense of common identity.

Education: The education system and the knowledge that is taught influences the perception of cultural identity as it transmits knowledge, values and traditions to new generations.

Festivities: Festivities: Specific celebrations in a culture reinforce cultural identity and provide a sense of belonging and continuity.

4.1 Festivities, Celebrations and Syncretism

The department of La Unión, located in the eastern region of El Salvador, is a place full of many festivities, celebrations and syncretism that attract both locals and visitors from different parts of the country. Below are some of the most

popular celebrations of some municipalities in the department of La Union (La Unión, 2016).

MUNICIPALITY	DATES	CELEBRATION
San Alejo	On January 13th and 14th	In honor of Señor de los Milagros
Meanguera del Golfo	On February 17th and 19th	In honor to San José
San José de la Fuente	On March 18th and 19th	In honor to San José
Santa Rosa de Lima	On August 30th	In honor to Santa Rosa
La Unión	On November 4th	In honor to San Carlos Borromeo
Intipucá	On March 1st	In honor to San Nicolás Tolentino
Concepción de Oriente	On December 7th and 8th	In honor of the Virgin of Concepción

4.2 Festivities and Celebrations in Conchagua

In the municipality of Conchagua, department of La Unión, El Salvador, several important festivities and celebrations are held. Some of the most outstanding are:

Patron Saint Festivities: "They are celebrated in honor of San Sebastian Martyr from January 16 to 20 and the second from July 22 to 25, in honor of Santiago Apostle" (Conchagua, s.f.).



Figure 1. Photograph taken by Joaquín Sandoval.⁷

During these festivities, processions, masses, and various cultural and recreational activities are held. The dances of the Historiantes or Moros y Cristianos play a leading role in the festivities of the municipality of Conchagua, as well as the dance of the Vaquita, and the dance of the San juaneada (Rovira, 2022).



Figure 2. Photograph taken from the Ministry of Culture.⁸

Feast of the Virgin of Conchagua: This festivity is celebrated from December 4 to 19 in honor of the Immaculate Conception of Mary. It includes religious activities such as processions and masses, as well as cultural and social events (Noticias de El Salvador, 2021).

Holy Week: Conchagua, like many other towns in El Salvador, celebrates Holy Week with solemn processions, reenactments of the Passion of Christ and various religious activities (Conchagua, Lo Mejor de Mi Tierra, 2021).

⁷ Photograph taken by Joaquín Sandoval.

⁸ Photograph taken from the Ministry of Culture. Conchagua recibe por primera vez a la orquesta sinfónica de El Salvador.



Figure 3. Photograph taken from Conchagua, *Lo Mejor de Mi Tierra*.⁹

4.3 Gastronomy

The department of La Union is a place of rich history and natural beauty that is also distinguished by its exquisite gastronomy. Tasting the gastronomy of La Union is not only a culinary experience, but also an opportunity to connect with the culture and people of this charming region. The people of La Union are known for their hospitality and warmth, something that is reflected in every bite of their delicious food, where the freshness of the ingredients and the passion for cooking are key ingredients in every dish.

The history of the Union's gastronomy is intertwined with the influence of indigenous, Spanish and Afro-descendant cultures. Before the arrival of the Spanish, the indigenous people of the region were dedicated to fishing and agriculture, which laid the foundations of the local diet.

With the arrival of the Spanish colonizers in the 16th century, new ingredients such as corn, wheat, rice, and various spices were introduced. These elements were mixed with existing culinary traditions, resulting in a unique fusion

⁹ Photograph taken from Conchagua, *Lo Mejor de Mi Tierra*. Archivo de categoría: Costumbres y Tradiciones

of flavors and cooking techniques (Alberto, 2023). Some of the most representative dishes of La Unión are:

Pescado a la Talla:

El pescado a la talla is one of La Unión's most emblematic dishes. It consists of fresh fish, usually snapper or red snapper, which is marinated with a mixture of spices and cooked on the grill.

Mariscada:

Mariscada is a delicious combination of fresh seafood such as shrimp, squid, clams and crabs. They are cooked in a rich tomato sauce with spices, and served with rice and fried plantains.

Sopa de Mariscos or also known as Sopa de Bagre:

Seafood soup is comforting and full of flavor. It is prepared with a variety of fresh seafood such as; catfish, shrimp, zapamiche or pez chucho, pez ruco, clams and green guineos, vegetables and spices.

Pupusas de Mariscos:

Seafood pupusas are a traditional food of El Salvador, and in La Union, seafood pupusas are an exceptional variation. They are filled with a mixture of seasoned seafood and cheese. They are cooked on a griddle until they are golden brown and crispy on the outside, and the inside is full of seafood flavor.

“Other typical foods of the department of La Unión are: The stuffing of shells, the curiles, the totopostes, tustacas, tamales and atoles” (Zona Oriental, s.f.).



Figure 4. Photograph taken from *Comidas Típicas de El Salvador*¹⁰



Figure 5. Photograph taken from *Diario El Salvador*.¹¹

Due to its coastal location, fishing is crucial to the gastronomy of the department of La Unión. The main ingredients in many of its traditional dishes are fresh seafood and fish, demonstrating the influence of marine life on the region's culinary culture (Alberto, 2023).

4.4 Legends

The legends of La Union are another of the aspects that highlight this Salvadoran department. Located in the eastern zone, the department of La Union is known for its beaches and islands, its Gulf of Fonseca, among other attractions. But also, for its stories that inspire the imagination.

¹⁰ Photo taken from *Comidas Típicas de El Salvador*. Totopostes

¹¹ Photo taken from *Diario El Salvador*. Sopa de bagre una delicia del mar en La Unión.

“The legends of La Union that we present are: La piona, El Cerro Juana Pancha and El Cerro de La Culebra. These are stories that have been passed down from generation to generation” (Reyes A. , 2021).

The Legend of La Piona

According to legend, in ancient times, there was an indigenous community called the Conchaguas. One day, the chief of the group gathered all the men to build a large basin in the Chilagual mountain, following the instructions that the goddess of waters had revealed to him in a



Figure 6. Photograph taken from Guanacos¹²

dream. The goddess allowed him that in that place would emerge a source of water that would supply the people to drink and cultivate their lands.

The men worked tirelessly and, after several days, they finished the construction of the pylon. However, the water did not emerge immediately, so they decided to consecrate the basin to the goddess. During the ceremony, a cloud in the shape of a snake with wings appeared over the Conchagua volcano and expanded until it covered the sky, unleashing an intense rain that seemed endless.

When the storm ceased and the sun shone again, the Conchaguas observed that the pylon was full of fresh, crystalline water. When they drank it, they discovered that it had rejuvenating properties.

¹² Photo taken from Guanacos. Leyendas de La Unión.

The community jealously guarded the water from the pilona, preventing it from becoming contaminated and using it wisely, since they believed that in the cave from where it flowed lived a great serpent with wings that protected the spring.

Many years passed until one day a witch arrived from Managua, Nicaragua. When she saw the waterfall, she wanted to bathe in it, but the conchaguas did not allow her to do so. Enraged, the witch threatened to take the water charm away. In an oversight, she filled a jolota eggshell with water from the bollard, and surprisingly, the fountain began to dry up.

Thus, the witch transferred the enchantment of the waters to Nicaragua, creating the great lake of Xolotlán, which is also known as the Lake of Nicaragua.

The Legend's Juana Pancha.

A long time ago, on top of the Conchagua volcano, three kilometers south of a town, lived a beautiful woman named Juana Francisca Callejas, known as Juana Pancha. Thanks to sorcery, she stole large amounts of money, jewels and treasures. Juana Pancha had the ability to fly and disappear as if by magic.



Figure 7. Photograph taken from Guanacos¹³

She frequently used his powers to rob palaces, haciendas and the homes of generals, wealthy and important people in Antigua Guatemala. Occasionally, she

¹³ Photo taken from Guanacos. Leyendas de La Unión.

transformed himself into a domestic animal to enter any place and carry out his robberies.

One night, while traveling from La Union to Guatemala, she was captured by other sorcerers, who decided to burn her. In revenge, Juana Pancha enchanted the cave, so that anyone who enters in search of the treasure cannot get out, and the more they try, the more they get lost on the roads without finding the exit.

However, there is a prophecy that says that the spell will be broken at mid-afternoon on Good Friday, if anyone dares to enter the cave and sleep in it that night, without fear of what they might hear or see.

The Legend of Cerro de La Culebra.

The legend of the Cerro de la Culebra has its origins in the hamlet of Los Ríos, Cedros, in the municipality of Anamorós. In this region lived numerous indigenous people organized in villages led by caciques.



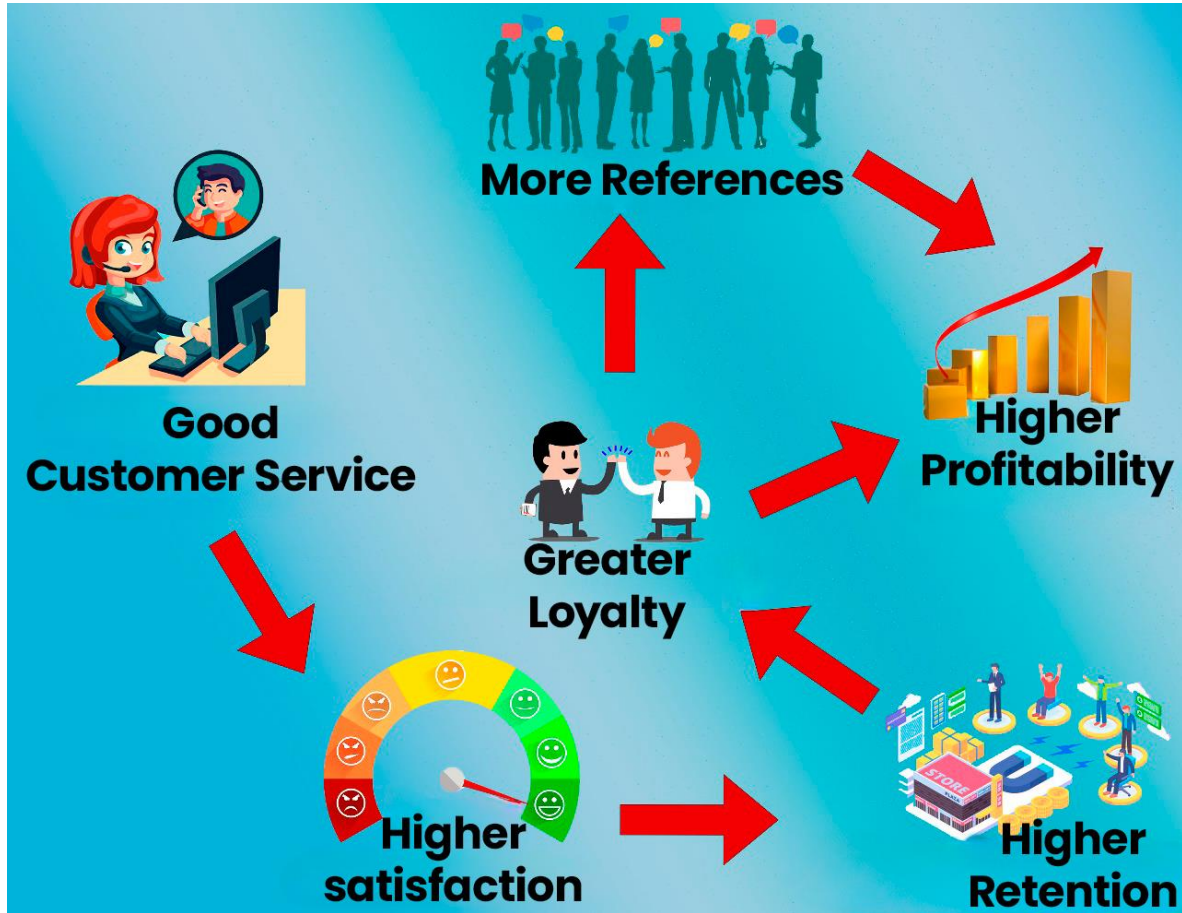
Figure 7. Photograph taken from Guanacos¹⁴

However, not all the caciques got along well with each other; some did not sympathize with the communities that were not under their command, which generated constant conflicts. An example of this was the cacique of Cedros, who did not maintain good relations with the inhabitants of Anamorós and decided to do away with them.

¹⁴ Photo taken from Guanacos. Leyendas de La Unión.

To achieve his goal, the Cedros chieftain used a spell that transformed him into a giant snake. But the chief of Anamorós discovered this plan. Then, he acted quickly and built a hill of stones in the shape of a tapesco, piling rocks one on top of the other until they reached a great height. With this, he intended to watch over the snake and protect his people before they were attacked.

5. Design, Quality Control, Customer Satisfaction



A design that addresses quality control and customer satisfaction is critical to the long-term success of our company. Customer loyalty is one of the purposes of Luxury Getaways which will facilitate the way to achieve this objective. Our company will follow the following design.

- 1) **Good customer service:** To provide exceptional service that meets customer needs and expectations in an efficient and effective manner will require:
 - Staff training: Ensure that all employees are well trained in communication and problem-solving skills.

- Access to information: Provide clear and detailed information on camping routes, activities, safety rules, and necessary equipment.
- Communication channels: Offer multiple channels of communication (phone, email, social media) and ensure that customers can easily contact them at any time.
- Personalized service: Tailor services to individual customer needs (routes adapted to different skill levels).

2) Higher Satisfaction: To achieve a high level of customer satisfaction through the delivery of our services that meet or exceed the expectations of each of them to achieve this will require:

- Continuous evaluation: Collect and analyze customer feedback after each tour to identify areas for improvement.
- Equipment quality: Ensure that all camping equipment is in good condition and of high quality.
- Memorable experiences: To offer unique and memorable activities where each client can be part of their own experience, enjoying each stage of the trip.

3) Higher Retention: To maintain existing customers so that they continue to purchase and use our camping services; therefore, to be their first choice, in order to achieve our objective, we will use:

- Loyalty programs: Offer discounts or exclusive benefits for recurring customers.
- Continuous communication: Keep in frequent contact with customers through different platforms such as social networks and emails.

- Exclusive offers: Providing exclusive offers or previews of new tours to loyal customers.

4) Greater Loyalty: Create an emotional and trusting connection with customers so that they prefer us. Guided by:

- Emotional connection: Fostering an emotional connection through personalized experiences and genuine care.
- Acknowledgment: Recognize and reward loyal customers with special mentions, thank-you gifts, or exclusive events.

5) Higher Profitability: Increasing revenue and reducing costs through efficient customer relationship management.

- Cost optimization: Efficiently managing operating costs, such as equipment maintenance and supplies.
- Diversification of services: Offering a variety of tours and activities to appeal to different market segments.

6) More References: Increase the number of new clients obtained through recommendations from existing clients. This will include:

- Referral program: Create a referral program that encourages current customers to recommend the company to friends and family. Thus, performing a word-of-mouth marketing control.
- Testimonials and reviews: Soliciting and highlighting positive testimonials and reviews on the website and social networks.

5.1 Strategic Plan.

Action	Person in charge	Improvement
<p>Advertising in social networks: Facebook, Instagram, WhatsApp, X y TikTok</p>	<p>Rubidia Carranza: Responsible for publicizing the company on different platforms through videos, reels, post, etc.</p>	<p>The first 2 people who share our camping package posts will get a 20% discount.</p>
<p>Delivery of Flyers</p>	<p>Carolina Vásquez: In charge of distributing information bulletins about the company, its activities and the different promotions, distributing them in different parts of the country</p>	<p>All those who present the information bulletin will receive a 50% discount on their first camping package.</p>
<p>Promote through phone calls to frequent customers offering them family camping packages.</p>	<p>Rubidia Carranza y Carolina Vásquez: In charge of calling customers who have already purchased a camping package.</p>	<p>Offer a family package for 5 people where one family member's expenses will be paid.</p>

Chapter III

“Local Development Through a Tourist Product”

3.1 Profile of the Entrepreneur

3.1.1 Definition of Entrepreneur

An entrepreneur is a person who leads and manages business ventures with the goal of making a profit, assuming a degree of financial risk in the process. The term “entrepreneur” has its origins in the 18th century, at the dawn of industrial capitalism. It was the Anglo-French economist Richard Cantillon who first used it to describe someone who pays a certain price to resell a product at an uncertain price, making decisions about the procurement and use of resources and admitting the risk inherent in entrepreneurship (Concepto, 2024).

In the early 19th century, French economist Jean-Baptiste Say described the entrepreneur as “an agent of change who gathers and combines the means of production, natural, human and financial resources to build a productive entity and finds the value received from the products, the recovery of the capital invested, the expenses incurred and the profits sought”. Later, at the beginning of the 20th century, the Austro-American economist Joseph Alois Schumpeter argued that entrepreneurs are not simply ordinary managers or administrators, but people who, based on their intuition, implement new economic opportunities. In second half of the 20th century, the Austrian Peter Drucker defined entrepreneurship as the process of generating profits by combining resources in a unique and valuable way in an environment characteristic by uncertain and ambiguity (Hernandez, 2023).

3.1.2 Types of Entrepreneurs

There are several types of entrepreneurs (Cruz, 2024):

1. Visionary entrepreneur

This type of entrepreneur anticipates market trends and explores opportunities in emerging niches. They are not afraid to take risks and have a low aversion to failure, as they are confident in their ideas, but always base their decisions on data. His main motivation is to make the ideas he conceives a reality, and he does his best to achieve it.

2. Passionate entrepreneur

This type of entrepreneur is distinguished by having a defined purpose that goes beyond simply creating a business or generating income. Their profile is idealistic and their passion is driving force behind their entrepreneurship. In addition, their mindset is usually focused on making a significant impact on the world, continuously looking for ways to improve something valuable in order to transcend.

3. Innovative entrepreneur

This type of entrepreneur has a knack for identifying improvements in what already exists. He is constantly thinking about how to simplify problem solving and is enthusiastic about new trends in his own business as well as in others.

4. Entrepreneur investor

This profile includes entrepreneurs who finance their own project and invest capital to drive it forward, as well as those who act equity partners, contributing resources, but without being actively involved in the development of the business.

5. Multi-entrepreneur

Generally, they are very active people who are constantly implementing new business ideas or improvements. Whether they work in a company or develop their own projects, they will always find a way to carry out new initiatives.

6. Social entrepreneur

This type of entrepreneur is not always looking for personal financial gain; what motivates them to undertake is their desire to solve social problems. He identifies opportunities in the difficulties faced by his community and often starts with a non-profit approach. He surrounds himself with people who share his vision of helping others.

7. Specialist entrepreneur

This type of entrepreneur has a clear area of specialization in which he/she operates with ease, since he/she masters it well. His profile is more technical and tends to focus on a single project, given his high level of specialization.

3.1.3 Characteristics of an Entrepreneur

In general, an entrepreneur has the following characteristics (Sordo, 2023):

1. Independence

This characteristic must occupy the first place, since entrepreneurs do not like to take orders from others. However, this does not imply that they are rebellious. An entrepreneur tends to be autonomous and enjoys leading their own projects.

2. Initiative

They always look beyond: They offer valuable ideas and are willing to take calculated risks, guided by their instincts. They provide unique perspectives on the challenges or problems they face.

3. Innovation

They yearn to transform the way things are done and are often considered perfectionists. They want to be in control of their business and lifestyle, and their vision empowers them to create great projects using simple tools.

4. Passion

If you aspire to be a successful entrepreneur, it is essential that you believe in what you do, especially because there will be times when things do not go expected. Passion for you work will be what drives you forward.

5. Persistence

Negativity and entrepreneurship are two concepts that do not mix, not because they believe that everything will turn out well. When things do not work out or go wrong, the entrepreneur analyzes his mistakes or failures and tries again. Although everyone may fear failure, the entrepreneur handles it in a different way. Many see fear as an obstacle to achieving their goals; on the other hand, an entrepreneur sees it as an obstacle to moving forward.

3.1.4 Characteristics as an Entrepreneur Luxury Getaways

Responsibility	As a company we are characterized by the commitment acquired with each one of our clients, being responsible from beginning to end with each one of them by means of the agreed activities, fulfilling what was agreed according to the camping package contracted.
Dynamic	Our company is identified for being very dynamic when offering our services, since complementary activities are destined during the trip so that our

	<p>clients can enjoy from beginning to end. Performing activities not only outdoors but from the moment they get on the transport.</p>
Organized	<p>Organization is a representative value of what we are. Since we take care of meticulously planning the time invested in each activity to be carried out, ensuring that our customers have a pleasant and satisfactory experience with us.</p>
Passion	<p>We personify the passion for nature and transmit it to each one of our clients, in order to motivate them to take care of and use the natural resources we have as a country.</p>
Persistence	<p>Persistence is a crucial part in order to achieve our goals as a company. Maintaining organization and coordination with the team in order to achieve greater efficiency to overcome the challenges we face in the future.</p>

3.2 Entrepreneurial Ecosystem

An entrepreneurial ecosystem is the environment in which new business can establish important connections with other companies, institutions or investors, allowing them to develop innovative ideas with the potential to generate profits. This type of ecosystem integrates social, political, economic and cultural aspects to create an environment, both physical and digital, in which different actors collaborate to promote and strengthen various forms of entrepreneurship (Forero, 2019).

3.2.1 The Entrepreneurship Ecosystem Model

The Entrepreneurial ecosystem is defined by 6 domains as follows (Leadership Institute for Entrepreneurs, n.d.):



Illustration 1 Photograph taken from Leadership Institute for Entrepreneurs¹⁵

1. Leadership and Policy

Leadership and policy provide direction and legitimacy to both entrepreneurs and the entrepreneurial ecosystem through encouragement and support, problem solving, and the creation of laws and incentives that benefit businesses.

¹⁵ Photograph taken from Leadership Institute for Entrepreneurs. Entrepreneurship Ecosystems.

2. Finances

Finance acts as the engine that early-stage and growth-oriented start-ups, as well as contributing to the development of the entrepreneurial ecosystem through access to microcredit, angel investors and venture capital. It is essential to have support to prepare for fundraising and facilitate opportunities to present projects.

3. Culture and Media

Cultural beliefs impact how entrepreneurs and the entrepreneurial ecosystem are accepted and promoted. Influential leaders should highlight success stories role models using media and social networks.

4. Support Services

Support systems should encompass a variety of essential infrastructure, such as energy, telecommunications and transportation, as well as entrepreneurship networks. Platforms and networking events. Experienced coaches and mentors, along with professional support services, are key to ensuring success.

5. Human Capital

To ensure the success of business, it is essential to have human capital, i.e., professionals with expertise in both technical and managerial areas. Educational institutions and outsourcing support must adapt to the growing demands for skills in the market.

6. Markets

Markets and Access to them provide opportunities for proof of concept, sales and distribution. Clients include both national and international market, and include both large and small companies, and governments contracts.

3.3 Market Niche

3.3.1 Definition

A niche market refers to a very specific group of consumers who have common characteristics and are therefore likely to purchase certain products or services. These niches represent small, well-defined segments within a broader market that a company might target (Coursera, 2024).

3.3.2 Difference Between Market Segment and Niche

A market segment refers to a set of individuals who share common characteristics in terms of wants, needs, lifestyles or consumption habits. On the other hand, niche markets are more specific subgroups within these segments, made up of a smaller number of people.

This concept can also be applied to companies, not only to individuals interested in satisfying their needs. An example of this would be the bicycle market. Bicycles in general would represent one market segment, but within this segment we can identify several niches, such as racing bikes, vintage bikes, mountain bikes, children's bikes, among others (European Business School, 2019).

3.3.3 Importance of Market Niches

Niche markets allow companies to create products and services tailored to the particular needs of a specific group of consumers, which significantly improves customer satisfaction and retention. Instead of facing high competition in mass markets, companies can excel in smaller, less exploited segments. In addition, marketing campaigns can be more precise and effective, as they are specifically targeted to a well-defined audience, optimizing the use of resources. Finally, by

focusing on a niche, companies tend to achieve greater loyalty and repeat purchases, as consumers feel that their needs are being fully met (Clientify, 2024).

3.3.4 Types of Market Niches

We can classify market niches into 5 different types (Terrerros, 2022):

- Group by age.
- Group by special conditions.
- Group by gender.
- Group by profession.
- Group by ideologies and values.

3.4 Our Market Niche

The niche market for the Luxury Getaways camping service can focus on a specific group of clients seeking luxury experiences in nature.

- **Nature lovers.**

People interested in experiences of contact with nature but who value modern comforts and style. People want to enjoy activities such as hiking, stargazing, but prefer not to sacrifice comfort. Example: Groups of friends or families looking for outdoor adventures with a touch of luxury.

- **International travelers.**

International tourists seeking unique experiences in exclusive destinations. Travelers looking for experiences different from the international ones, prioritizing comfort and personalization.

- **People seeking wellness and disconnection.**

Clients interested in wellness retreats, such as meditation or digital detoxification in natural surroundings. Examples: Workers, entrepreneurs or people looking for a space to disconnect from the hectic city life.

- **Geographic focus.**

National: Local clients, especially from cities like San Salvador, looking for luxury experiences without leaving the country.

International: Tourist who wish to explore El Salvador as an exotic and exclusive destination.

3.5 Logo and Motto



Our logo is represented by the landscape of mountains and trees that represents nature highlighting the environments in which our company operates and

that we will be surrounded at the Mirador El Espiritu de la Montaña promoting a camping experience in natural areas of scenic beauty in El Salvador.

The tent is the central image that reflects the camping experience, as it is a key part of the services offered by our company. In addition, the tent symbolizes comfort which is an essential aspect of luxury camping or luxury outings.

The use of earthy and green colors reinforces the harmony with nature and sustainability, key values of our company dedicated to offering outdoor experiences and activities.

Our motto **“The art of camping, connection with nature”** emphasizes our company's mission to offer more than just a camping service, presenting the activity as an art since they can be considered exciting and interesting for those who are passionate about nature. **“Connection with nature”** emphasizes that the essence of Luxury Getaways is to create a deep bond between clients and their natural surroundings but with a focus on comfort. We want each of our clients to experience first-hand the feeling of being one with nature, more than a camping activity, an art of enjoying what is around us.

3.5.1 Mission

We are a tour operator that offer camping trips to the El Espiritu de la Montaña lookout in Conchagua, La Unión that are socially responsible and environmentally friendly. At the same time, they satisfy the needs of our clients, fulfilling their expectations and desires when carrying out our activities.

3.5.2 Vision

To become a leading tour operator in luxury camping tourism, recognized for creating unforgettable experiences, offering optimal service, providing the highest quality and faithfully demonstrating our social and environmental commitment.

3.5.3 Values

Responsibility: We are committed to offering safe, transparent and quality experiences, ensuring customer satisfaction, minimizing environmental impact through sustainable practices, such as responsible resource management and respect for nature and local communities.

Respect: We foster a deep respect for the natural environment, educating our clients and collaborators about the importance of conservation and biodiversity, and we also respect people regardless of their condition or ideologies.

Empathy: We understand and anticipate the needs of customers, offering a close and attentive service that guarantees their satisfaction and comfort.

Passion: Passion is essential, as it helps people feel motivated and we inspire our clients to explore and connect with nature through experiences that awaken their adventurous spirit, thus achieving a pleasant environment for both the company and the clients.

Teamwork: We value collaboration and mutual respect within our team, creating an inclusive and supportive environment that promotes personal and professional growth.

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Annexes

