

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



**TITLE**

**TOURISTIC SERVICE: ECOXTREME, TOUR OPERATOR OF ECOLOGICAL  
SITES FOCUSED ON EXTREME SPORT**

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**FINAL REPORT OF SPECIALIZATION COURSE ON TOURISM  
IN ORDER TO OBTAIN THE DEGREE OF:  
BACHELLOR OF ARTS IN MODERN LANGUAGES WITH A MAJOR IN  
FRENCH AND ENGLISH**

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## **ABSTRACT**

At Ecoxtreme we focus on our users being able to live an unforgettable experience, linking two activities that help distract them from the long hours of work and the overwhelming day to day life in our country El Salvador. Ecotourism in our country is booming, derived from our extensive environmental resources, however, there is still no proposal like ecoxtreme which helps to exploit this vast wealth with a fun activity such as extreme sports. As a tour operator, we want our visitors to feel at peace with the environment, and happy to be able to enjoy it in an entertaining way. In this work we will find our project proposal, breaking down each idea of our members to launch this project. Project inspired by seeing the need to have sports included not only for like-minded people, but open to the general public, in addition to raising awareness about the care of our nature, in this project we collect all these ideas in addition to exalting our customs and traditions. In our project “ecoxtreme” we seek to develop a different, safe and pleasant tourism for everyone; both for the tourists who dare to live our experience and for nature itself, since we try to raise awareness among the population of the importance of caring for and protecting our planet and especially the green areas of our country, and thus we will guarantee tourism stability and the survival of many species of animals in their habitat, thereby achieving ecological sustainability. As the main purpose of this project, we are going to discover the commitment that we have as Salvadorans to achieve true sustainability, both economically and ecologically, as well as with the tourist market that we can cover, looking for a way to reach many people and thus be able to achieve the full potential of our project. Finally, we will be able to demonstrate our ability to build and launch a tourism service and keep it afloat little by little and thus achieve the desired stability as a tourism agent. Thus, we will achieve the main objective of the specialization course and, in the same way, achieve our personal goals.

*Keywords: Cultural, Sustainable development, tourism, natural resources, cultural identity, strategy plan, action plan.*

## **Introduction**

(Peter Robinson, 2020) *“For many, tourism is a source of fun or relaxation; something people do during time off from work or during retirement. Certainly, hundreds of millions of people take billions of tourism trips every year, with many of them resulting in good times, stories to tell their friends and pleasant memories”*

Tourism in our country has been progressing more and more, and as it progresses it will open the way to new places to visit and in a different way, that is our idea, to make exploration different and that extreme as well as ecological tourism will go. aimed at improving the quality of life of the inhabitants of our country, and in the same way we can somehow raise awareness in our visitors, both national and foreign, in the protection of our environmental resources.

The need to create a tourism service which combines two proposals, such as ecological tourism and extreme tourism, was born from the idea that at the moment there is no similar service within our country, which offers people to distract ourselves from the ambiguities of daily life and in the same way propose the care and protection of our flora and fauna.

Our destination, Sonsonate, is one of the most significant departments in terms of the conservation of its nature, and has great biodiversity. Likewise, extreme tourism today has great importance and fame which we can take advantage of to help invite to more and more people so they can enjoy a pleasant environment and at the same time educate them about the conservation of the areas we will visit.

Chapter I details the importance of the project, with their objectives and justification, what it is our goal and which will be our motor to drive to success. Also includes the profile of the tourism with all the description about the service that we will create. In addition, the typology of the tourism that we pretend to launch and achieve.

Chapter II starts with historical information about how the tourism born and how have been growing during the time around the world and also how it was developed in El Salvador. After that it showed the different legends and gastronomy founded at the locations visited by our tour operator ecoxtreme. Finally, it is founded our strategy plan and action plan.

In chapter III describes the responsibility for an entrepreneur is. Furthermore, it includes the niche market about ecoxtreme, our logo and slogan and the setting up for our tour operator with the mission, vision and our values.

Finally it is written the bibliography used to create all the content and the annexes.

# **CHAPTER I:**

## **“PROFILE OF TOURIST SERVICE”**

## **1.1 Objectives**

### **1.1.1 General Objective**

- Developing a tourism project that combines ecotourism with extreme tourism through routes among mountains and controlled extreme activities that promote the discovery and exploration of the beauty of our country.

### **1.1.2 Specific Objectives**

- To promote sustainable tourism and environmental awareness among visitors through environmental education programs and participation in conservation activities in the visited natural areas
- To ensure the care of the natural areas within our route in the Sonsonate department through ecological projects such as recycling to reduce the amount of waste per visitor by creating merchandise (commemorative pins) that promote our tourist route

## 1.2 Justification

Tourism is one of the most important and fastest-growing industries worldwide, and El Salvador is no exception. With its natural and cultural diversity, the country has enormous potential for tourism development. The municipalities of Apaneca and Juayua, located in the Sonsonate department, are particularly rich in natural beauty, with mountainous landscapes, lush forests, and a rich cultural history. Therefore, the combination of ecological tourism and extreme tourism in this region offers a unique opportunity to boost local economic development, promote environmental conservation, and offer exciting and memorable tourism experiences.

Besides, El Salvador is known for its mountains, but the country's tourism offerings can be even more diverse. The combination of ecological and extreme tourism in Apaneca and Juayua offers an exciting alternative for tourists seeking more active and adventurous experiences. Mountain circuits with ATVs or 4x4 pickups, along with controlled extreme activities such as mountain biking and canopy tours, will attract a segment of thrill-seeking tourists, expanding the country's visitor base and generating positive economic impact.

(BYRMER, 2009) “*The extreme sport experience enables a participant to break through personal barriers and develop an understanding of their own resourcefulness and emotional, cognitive, physical and spiritual capabilities.*” Our purpose is to implement tourism where the health of our clients is the priority, well-being and mental health can be achieved by creating a natural environment followed by physical activities that can push people's minds to the limit.

Our service is born from the need of our Salvadoran population for recreational activities in a more energetic and daring way that helps us not only to get away from the city and its monotonous and polluted environment but also for people to feel in contact with nature.

## 1.3 Description of the Tourist Service



Figure 1 Ecoxtreme own design

### 1.3.1 Name of the Tourist Service

The tour operator is called **EcoXtreme**. It makes reference to the services we offer on our tour, reflecting the combination on ecotourism with extreme tourism; aimed at those who are adventure lovers but that also enjoy their surroundings, taking in the beautiful sceneries that this country has to offer.

### 1.3.2 Location



Figure 2  
<https://www.freepik.es/vectores/hombre-hablando-por-telefono>

Concerning the location, **EcoXtreme** does not have an office, however; customer can have access to all our information through an online modality, around the many social medias platforms everyone uses nowadays like Facebook and Instagram, WhatsApp in order for customers to have different ways to communicate with us and make reservations or consults any information in regard our services.

### 1.3.3 Tourist Circuit

**EcoXtreme** tours offers its services to everyone interested whether that be Salvadorans or foreigners, which the only requirements they need to fulfill is to be young or adults between the ages of 17 and 50. Also, in order that each tour can be carried out, each of them must have a minimum of 10 participants. Now in regards to the places that are going to be available in our route we have:

Circuit duration: 11 hours and 20 min., from 6:00 am to 5:20 pm

Time	Activity	Notes
6:00 A.M. – 8:50 A.M.	Meeting point with transportation at the Gas Station “Shell” in Los Heroes.	Be at least 10 minutes before departing to check list of people for the trip.
9:00 A. M. – 9:40 A.M	Arriving at Juayua. Biking on ATV or Pick up from Central Park at Juayua until “Laguna Verde” at Apastepeque.	It is necessary to wear comfortable clothes and shoes.
9:45 A. M. – 10:45 A. M.	Free time at “Laguna verde” and speech about history, biodiversity and conservation of the place.	It will be possible to take photos and walk around the lake.
10:50 A. M. – 11:30 A. M.	Return on the same ATV or Pick up to Central Park at Juayua.	Be on time to return

<b>11:30</b> <b>A .M. – 1:00</b> <b>P. M.</b>	Lunch	Can be possible to visit “Feria Gastronomica” or to visit some local restaurants (Lunch not included)
<b>1:15</b> <b>P. M. – 1:40</b> <b>P. M.</b>	Drive to “Laberinto de Albania”	We will be transported in a minibus.
<b>1:45</b> <b>P. M. – 3:00</b> <b>P. M.</b>	Use of the activities at “Laberinto Albania”	Entrance at Laberinto will be covered but activities price won’t be included.
<b>3: 00</b> <b>P. M. – 3: 30</b> <b>P. M.</b>	Return to Central Park at Juayua to take bus back to starting point.	Checklist to count people before travelling back.
<b>3:30</b> <b>P.M. –</b> <b>5:20</b> <b>P.M.</b>	Arriving back at the Gas Station “Shell” in Los Heroes.	Giveaway of the Souvenirs (Commemorative Pins).

*Table 1 ecoxtreme Itinerary*

### **Details of the offer**

- Comfortable and affordable ways of transportation.
- Tour guide provided through the whole trip.
- Entrance to the tourist attractions that are part of the tour.
- First aid service

### **The tour does not include**

- Food on the trip.
- Souvenirs.

### Cancellation policy

- If by any way, customers would like to get a full refund, they must ask for a cancellation at least 36 hours prior to the date they had reserved. Customer can use the various platforms provided for communication to complete cancellation.



Figure 3 <https://es.vecteezy.com/arte-vectorial/23104843-cancelacion-politica-caucho-grunge-sello-sello-vector>

- Any cancellation made by customers within 36 hours will not have the possibility of a refund.
- No refund of any kind will be made to customers who does not show up on the date agreed upon for the trip.
- If tour participants does not meet the requirements stated for safety or if the tour does not meet the minimum number of participants required to take place, the visit will be cancelled and the person´s eligible to continue the trip may request a reschedule of the tour for another date or refund if they wished for it.

### 1.3.4 Service Attributes



Figure 4

[https://www.freepik.es/vector-premium/banner-asistencia-guia-turistico-organizar-visita-al-museo-al-sitio-atraccion-interes-informacion-sobre-patrimonio-cultural-historico-contemporaneo-ilustracion-vector-dibujos-animados-plana\\_18194009.htm](https://www.freepik.es/vector-premium/banner-asistencia-guia-turistico-organizar-visita-al-museo-al-sitio-atraccion-interes-informacion-sobre-patrimonio-cultural-historico-contemporaneo-ilustracion-vector-dibujos-animados-plana_18194009.htm)

Between the many attributes EcoXtreme provides to its travelers, we have:

- Expert Guides: Knowledgeable guides who are well-versed in both the ecological aspects of the area and the extreme activities offered can enhance the experience by providing insightful information and ensuring safety.

- Variety of Activities: Offering a range of activities that cater to both Eco tourists and extreme sports enthusiasts.
- Sustainable Practices: Emphasizing eco-friendly practices throughout the tour, such as using renewable energy sources, minimizing waste, supporting local conservation efforts, and adhering to Leave No Trace principles.
- Safety Measures: Prioritizing safety with well-maintained equipment, thorough briefings, trained staff, and emergency response plans to mitigate risks associated with extreme activities.
- Customizable Packages: Offering customizable tour packages that allow tourists to tailor their experience based on their preferences, skill levels, and interests in both ecotourism and extreme activities.
- Local Cuisine and Culture: Incorporating opportunities for tourists to experience local cuisine, cultural activities, promoting cultural exchange and supporting the local economy.
- Education and Awareness: Offering a guided tour focused on environmental conservation, biodiversity, and the importance of preserving natural habitats, fostering a deeper appreciation for the ecosystem.
- Accessibility and Inclusivity: Ensuring that the tourist route is accessible to individuals with diverse abilities and backgrounds, providing options for adapted activities and inclusive facilities.

### **1.3.5 Tourism typology**

Combining mainly nature and adventure, this tour operator is mainly oriented to Natural Tourism, perfect for those types of travelers looking for something more demanding, travelers whose main motivation is to be in contact with nature while enjoying themselves in the many thrill-seeking activities the country has to offer.

Also, since it combines the extreme adventures with the tranquility of discovering natural habitats on the country, it provides a very attractive option when travelling for not



their surroundings and at the same time enjoy impressive views such as the one we can find in the “Laguna Verde” at Apastepeque or in the “Laberinto de Albania”.

These places at Sonsonate not only have a natural value but also a cultural one, since they are surrounded by legends and folk tells that mark and portrays many years of history of this places. For example, there is a well-known legend regarding the “Laguna Verde” that says long time ago, there was a man who tend to hide in the lake, waiting for someone to eagerly bathe in its waters just for him to kidnapped them and never be found. Currently, according to the residents, it is said the spirit of said man still lingers in the waters of the lake, always waiting for some poor soul to get close to take his soul. (Herrera, 2008)



Figure 6 Laguna verde  
<https://www.instagram.com/elsalvadordeantes/p/CKeraIPj-SS/>

Taking into account that this tour has for objective to make people connect with their surroundings, we find as important as letting travelers discover nature, providing them also the opportunity to get acquainted with cultural heritage surrounding the places they’ll visit. With this, we seek to involve the traveler deeper in our history to project them enough of our

history for them to get committed to appreciate and respect what makes this places so special, so that in the future more people know about them and can enjoy them while protecting these places.

### **Gastronomic tourism**

Just as Hall and Mitchell said one (2001) in simple words this type of tourism is defined as “visits to food producers, food festivals, restaurants and specific locations where the taste of food and/or experience of the specificity of typical food products are the main reasons for the trip”.

Now while this is not the main reason of this tour operator, it still plays an important role as an attractive include in it. In the case of **EcoXtreme**, the places that conform our touristic circuit offer a wide variety for travelers in the installations to choose from to get to know a little bit more about the gastronomic identity in Sonsonate.

From coffee places at the “Laberinto de Albania” to enjoy the flavor of well raised coffee bean by coffee growers in the area, to gastronomic fairs in “Juayua”, this tour has a really extended variety of dishes to choose from, for our travelers to experience local cuisine as well as to replenish energies throughout the trip.



*Figure 7 Image generated by AI from [www.freepik.com](http://www.freepik.com)*

## **1.4 Application of Strategies for Sustainable Tourism Development**

"Our goal as a tourism company goes beyond simply satisfying our customers; we strive to be agents of positive change in the local community, fostering inclusive economic development and environmental conservation in our country. We do this by implementing activities that support local entrepreneurs and protect our natural environment."

Therefore, aiming to promote the natural attractions of our country much more and to avoid large-scale repercussions for the community today and in future generations, we have created 2 strategies to promote in our project, developed and sustainable tourism:

### **1. Economic:**

Establish partnerships with small and medium local businesses to boost both their businesses and our venture by using their services such as food, accommodations, transportation, and others that may be different from ours, contributing to the economic development of the locality.

### **2. Environmental:**

- Creation of PINS (Environmental Interpretation Panels) with recycled materials to raise awareness among our customers about the importance of recycling and thus help in the conservation of the green areas of our country and protection of our aquifer mantles such as the green lagoon of Apastepeque.

- Develop efficient waste management systems and promote the use of renewable energies in extreme tourism facilities.

### **3. Socio-cultural:**

Support small entrepreneurs in the Juayua area and surroundings who, due to lack of growth, cannot expand their horizons. These entrepreneurs include those in the area of quad bikes and 4x4 pickups, as well as those engaged in handicrafts, providing support and recognition to the people who inhabit the surrounding areas within the tourist circuits and respecting their customs and, in general, way of life.

## **CHAPTER II:**

# **“CONDITIONING ELEMENTS OF THE TOURIST SERVICE”**

### **2.1.1 History of tourism**

#### **The Early Years**

The Bahamas first recognized the potential of a tourism industry way back in the middle of the last century when its Government passed a Tourism Encouragement Act in 1851. This was followed by a second act passed in 1854. A third act passed in 1857 authorized the Government to purchase land to allow the construction of a “grand hotel”.

In 1859 the government of the day entered into a business relationship with Samuel Cunard, the owner of the famous steamship line, to guarantee regular service to the islands at an annual cost of three thousand pounds. In 1861 a high quality hotel located in Nassau (which became the famous Royal Victoria Hotel) was opened after its construction had been financed by the Government at a cost of 25 thousand pounds. Little happened after the end of the US civil war and it wasn't until 1873 The Bahamas received 500 tourists a year. (EDUCO, 2024)

#### **The 1900's**

In 1898 the Government once again passed legislation designed to stimulate its tourism industry and in 1900 Henry Flagler opened The Hotel Colonial in Fort Nassau, the first beachfront hotel in the country and on the site of the present British Colonial Hotel. Flagler also started his own steamship line to transport tourists between Florida and Nassau.

A Tourism Development Board was set up in 1914 which had the power to advertise and market The Bahamas with an annual budget of three thousand pounds, this being the forerunner of today's Ministry of Tourism. The first air service to Nassau commenced in 1919 with the introduction by Chalk's of seaplane service between Florida and The Bahamas.

(EDUCO, 2024) This led to the beginnings of tourism in The Out Islands with the opening of the Bimini Rod and Gun Club in 1924. Pan American added its daily air service between Florida and Nassau in 1929.

During the 1920s the tourism industry saw spectacular growth with the rebuilding of the British Colonial Hotel in 1923, after it had been destroyed by fire, and the construction of the Hotel Fort Montague in 1926. The solid growth of the 1920s came to a halt during the great depression of the 1930s and the tourism industry of The Bahamas, along with other economic activity, stagnated.

In the 1920s, the era of prohibition of the manufacture and sale of alcohol in the United States, Nassau was a center for rum running and again profited substantially from revenues derived from that trade. Though not spoken loudly some of the islands' most influential families can trace their wealth back to this period. But once prohibition was repealed in 1933 this economic activity collapsed.

The economic difficulties of The Bahamas in the 1930s were compounded by the collapse of the Bahamian natural sponging industry in 1938 when the sponge crop was wiped out by disease, similar to the "red tide".

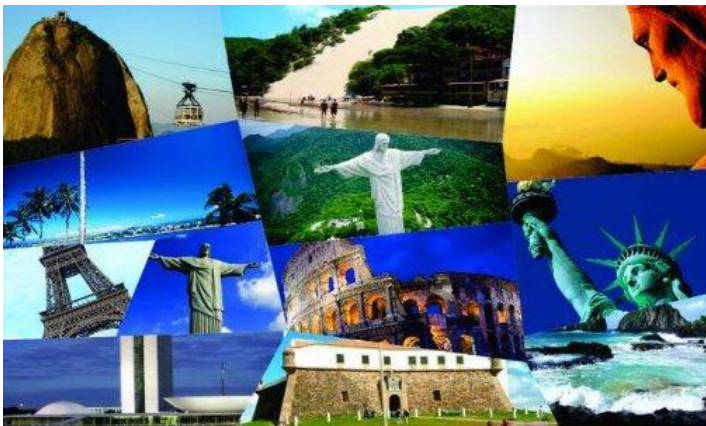


Figure8

[https://www.google.com/url?sa=i&url=https%3A%2F%2Ffelicianodejesus.wordpress.com%2F2015%2F09%2F01%2Fque-es-el-turismo%2F&psig=AOvVaw3u2hsPgoCrRSPIE0Qmu3eJ&ust=1725154511189000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCJiv\\_rOLnogDFQAAAAAdAAAAAB](https://www.google.com/url?sa=i&url=https%3A%2F%2Ffelicianodejesus.wordpress.com%2F2015%2F09%2F01%2Fque-es-el-turismo%2F&psig=AOvVaw3u2hsPgoCrRSPIE0Qmu3eJ&ust=1725154511189000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCJiv_rOLnogDFQAAAAAdAAAAAB)

Natural sponges, which grow in shallow water under the sea, were widely used for personal washing and other purposes prior to the introduction of synthetic sponges and this had proved to be a lucrative source of income for many Bahamians.

So it was that in the late 1940s, following the end of the Second World War, the Government looked back at its economic history of short lived booms followed by desperate slumps and decided it would develop two primary areas of economic activity, first a year round tourism industry and

second an offshore financial services sector, in an attempt to create a stable economy. In 1949 The Bahamas received just 32,000 tourists. (EDUCO, 2024)

In 1949 the Government passed a Hotels Encouragement Act (substantially amended in 1954) designed to stimulate the construction of hotels by offering refund of custom duties and other similar concessions.

In 1950 Sir Stafford Sands, a leading member of the island's Government, revived the Tourism Development Board, gave it a budget of \$500,000 which it used for extensive advertising and the opening of five overseas offices in North America and Europe.

During the 1950s a number of new hotels were built and The Bahamas capitalized upon the growing economy of the USA next door to generate more business. In 1950 the country received 51,975 visitors, in 1951 76,758, in 1953 99,867, and 142,689 by 1954.

In Grand Bahama Billy Butlin, a British entrepreneur, bought a substantial amount of land at the western end of the island and developed a 250 room hotel designed to cater to middle income Americans. It quickly failed, but was reopened in 1955. In 1959 it became part of the Jack Tar group of hotels and closed again in the 1970s. (EDUCO, 2024)

It should be mentioned that Nassau's industry suffered a hiccup in 1958 when a strike by taxi cab drivers in Nassau escalated into a 19-day general strike which caused large numbers of tourists to cancel their trips.

### **The 1960's and beyond**

The main stimulus to the tourism industry however was the imposition of the trade embargo by the United States government on Cuba in 1961 as a result of Castro's overthrow of the Batista government and his subsequent nationalization of American assets in Cuba. The imposition of this embargo essentially prevented Americans from travelling to Cuba and forced the tourism industry of the time to find alternative destinations. In the late 1950s Cuba had been an enormously popular vacation destination for Americans with its casinos and nightlife. As a result of the ban in travel to Cuba much of this traffic switched to The Bahamas.

The Hawksbill Creek Agreement. In 1946 Wallace Groves purchased a lumber company in Grand Bahama Island and began to expand its operation. In 1954 he sold this company to the National Container Corporation (which later became part of the Owens Illinois Company) and created the Grand Bahama Port Authority Ltd. Groves' idea was to create a major port and industrial centre on Grand Bahama. In August 1955 Groves and The Government of The Bahamas signed the Hawksbill Creek Agreement under which the Grand Bahama Port Authority was committed to create a port and industrial community and was granted title of 50,000 acres of crown land. (EDUCO, 2024)

The 1980s But again OPEC held the world hostage in 1979 and created a further oil crisis that plunged the world into recession in 1980, a recession marked by fierce inflation which lasted well into the early 1980s. The growth in the late 1970s and the opening of new hotel rooms resulted in The Bahamas receiving two million visitors a year by 1982. Of these however 1.1 million were stopovers, that is persons staying 24 hours or more whilst more than 700,000 were cruise visitors, the balance being day visitors.

By 1986 The Bahamas received three million visitors a year. However virtually all of the growth between 1982 and 1986 came as a result of cruise traffic which doubled from 720,000 visitors in 1982 to 1.5 million in 1986. As it takes the spending of more than 14 cruise visitors to equal that of one hotel visitor you can see that the rapid growth in cruise traffic, whilst boosting



Figure 9.

<https://www.google.com/url?sa=i&url=https%3A%2F%2Ffiberoeconomia.es%2Finternacional%2Fel-turismo-del-futuro-las-11-predicciones-sobre-como-cambiaran-los-viajes%2F&psig=AOvVaw3u2hsPgoCrRSPIEQmu3eJ&ust=1725154511189000&source=images&cd=vfe&opi=89978449&v>

overall numbers, did little to boost revenues within the country. In fact it was at this time that the first effects of the conversion of potential hotel visitors to cruise visitors began to be noticed to the disbenefit of the country's tourism industry. (EDUCO, 2024)

The 1990s Then in 1991 came the Gulf War and the subsequent North American economic recession. Despite this dislocation the number of tourists visiting The Bahamas peaked in 1992 at 3.7 million visitors but of this total, 2.1 million (57%) were cruise passengers.

The war and recession had the greatest impact upon our long stay stopover and hotel visitors and the number of stopovers, which totaled 1.37 million in 1985, had peaked in 1989 and fell back sharply to 1.39 million in 1992, barely ahead of 1985. Cruise traffic by comparison had almost doubled during that seven-year period, from 1.1 million in 1985 to its peak of 2.1 million in 1992. Thus by 1992 The Bahamas found itself with an aging hotel plant, virtually no new investment, and very poor return on operations and on capital invested. This in turn lead to run down and poorly maintained plant and as a result the destination gained a reputation as a cruise line port of call rather than a destination where one would want to spend a longer vacation.

By 1992 the hotel industry was in a state of shock with low occupancies and low average room rates. The economic dislocation following the Gulf War had also forced two major carriers out of business, Pan American and Eastern, decreasing the amount of airlift to the destination considerably. That year the hotel industry of Nassau Paradise Island experienced average room occupancies of just 52%. That is, over the course of the year, almost half of the 8,000 rooms ran empty. In 1990 the average room rate for large hotels in Nassau was \$99.00. (EDUCO, 2024)

The turnaround in the mid 1990s. One of the first decisions made by the new Government was that it would no longer be in the hotel business. In 1992 the Government owned the 690 room Radisson Cable Beach Hotel, the 390 room Ambassador Beach Hotel, the 175 room Royal Bahamian Hotel all on Cable Beach, Nassau, as well as the 175 room Lucayan Beach Hotel and Casino and 550 room Lucayan Holiday Inn, both in Grand Bahama. In The Out Islands the Government owned two small hotels in Andros and one small hotel at Winding Bay, Eleuthera.

In May 1994 the renaissance of The Bahamian tourism industry began with the sale of Resorts International's Paradise Island hotel to Sun International. In the space of eight months the property was transformed and after a \$250 million makeover reopened in January 1995 to extensive accolades. Also in 1994 the Government was able to sell the 390 room Ambassador Beach Hotel to John Issa's Superclubs hotel chain which closed the hotel in September 1994 and reopened it one year later as Breezes. The Royal Bahamian Hotel was sold to Mr. Butch Stewart's Sandals group in 1995. That hotel was closed for 12 months and reopened as Sandals Royal Bahamian in September 1996. (EDUCO, 2024)

Sun International purchased the 565 room Holiday Inn on Paradise Island in 1996 and demolished it making way for the construction of the 1,200 room Royal Tower and casino complex which opened in December 1998 to enormous publicity and great success. In 1998 Sun decided to close the Paradise Island Airport and continued to further develop its property. In late 2000 they added 50 rooms to the prestigious Ocean Club and completely revamped the 18 hole golf course on the island. By the end of 2000 Sun had invested close to \$1 billion in Paradise Island. (EDUCO, 2024)

In late 1998 the RHK Group out of Canada purchased the old downtown British Colonial Hotel which they closed for complete renovation in May 1998 and reopened after a \$68 million facelift in October 1999. Other hotels, notably the Club Med on Paradise Island, and the Sheraton Grand both on Paradise Island also invested heavily in upgrading their facilities. In late 1999 and early 2000 the old Paradise Island Fun Club changed ownership and was completely refurbished and reopened in July 2000 after a period of closure as the Holiday Inn Sunspree on Paradise Island.

The turnaround in Grand Bahama came more slowly. The Government was not able to sell its hotels until 1997 when both the Holiday Inn and Lucayan Beach and Casino were sold to the Hong Kong company Hutchison Whampoa, the company developing the container terminal in Freeport. Hutchison also purchased the 170 room Atlantik Beach hotel (located between the Holiday Inn and the Lucayan Beach Hotel) which it demolished in July 1998. The renovated 550 room Holiday Inn reopened in April 1999 and the complete 1,350 room resort is scheduled to open in December 2000. The 965 room Princess property was put up

for sale by Lonrho, its British owners, in 1994 but it wasn't until 1999 that it was sold and is presently undergoing a substantial refurbishment and renovation.

In 1995 the Government passed legislation designed to encourage ships to stay longer in port and to increase the overall volume of traffic by offering incentives to the cruiseline companies. This began to pay quick dividends and reversed the decline in traffic. However it was the advent of the Disney Magic in August 1998 with its twice weekly calls on Nassau which really boosted business, to be followed by the Disney Wonder one year later. Disney had purchased and completely redeveloped Castaway Cay in Great Abaco as a port of call for their ships leading to a big jump in numbers of cruise visitors to The Out Islands. This was emulated by Holland America which also purchased their own private island and developed it as Half Moon Cay. (EDUCO, 2024)

### **2.1.2 History of Tourism in El Salvador**

Let me start out by saying that tourists should come to El Salvador. The countryside from its miles of beaches to its mountains and volcanos is filled with beautiful vistas. The food is varied and delicious. The people are warm and friendly. The former headlines about El Salvador's homicide rate do not (and never did) reflect the level of danger to tourists, who have never been a target of the gangs.

The government of El Salvador recognizes the importance of tourism and has been heavily promoting it. Most prominent is its "Surf City" campaign promoting kilometers of Pacific coastline where the waves are championship size and the sunsets are stunning. (El Salvador perspectives, 2022)

In November 2021, El Salvador's Ministry of Tourism noted a surge of travel over the US Thanksgiving holidays, and noted several reasons, with Bitcoin barely mentioned.

Other reasons which help explain the strength of El Salvador's tourism sector: (El Salvador perspectives, 2022)

A lower (safer) level travel advisory from the US State Department than neighboring countries.

The Salvadoran economy has been entirely open throughout 2021.

The country's tourism promotion campaigns are paying off.

The El Salvador tourism website run by the government is a step above anything done by prior administrations.

The average tourist (not the Bitcoin enthusiast) is not going to travel to El Salvador because they can pay with Bitcoin at certain locations like Starbucks and McDonald's. The average tourist is travelling with a credit card and would rather use a credit card, with fraud protection and with time to pay, rather than a Bitcoin wallet. Paying with a Bitcoin wallet, which is more like just using cash or even a debit card, is a novelty, but not something many people schedule a vacation around. (El Salvador perspectives, 2022)

And for the occasional person drawn here to try to find the Bitcoin economy of El Salvador, there are: 5 tips for traveling in El Salvador spending only Bitcoin and Around El Salvador in 45 days: A Bitcoin-only travel story.



Figure 10.  
[https://blogger.googleusercontent.com/img/a/AVvXsEgddqLMZ4xjyH0WmmCQqWkH\\_zFMRVgMVOG7\\_sTDb7soi-we0gWisaFKikja07AFKYNzMLlawtXd6fJe7005IJCzTZNeVepmG\\_U-vVC-IQTC9SzlzCIUreeB\\_XSqaOOST-byT\\_BfsFZcEKduD3oleWzRPd987Ia6LTTEMawZnJbIHdDPTMnvzw=s2048](https://blogger.googleusercontent.com/img/a/AVvXsEgddqLMZ4xjyH0WmmCQqWkH_zFMRVgMVOG7_sTDb7soi-we0gWisaFKikja07AFKYNzMLlawtXd6fJe7005IJCzTZNeVepmG_U-vVC-IQTC9SzlzCIUreeB_XSqaOOST-byT_BfsFZcEKduD3oleWzRPd987Ia6LTTEMawZnJbIHdDPTMnvzw=s2048)

Even in El Salvador's Surf City corridor, I have found that most establishments were not accepting Bitcoin. In my own informal survey in Surf City two weeks ago, the beach hotel where I stayed, the two popular restaurants where I ate, and the bar which recently was site of a large party for Bitcoin promoters, all told me that they are not accepting payment in Bitcoin. In San Salvador at the artisan market which caters to tourists and is only a few block from Bukele's

Presidential Palace, I was told that only one of the dozens of vendors there accepts Bitcoin. Sure, if I want to search out establishments in El Salvador which accept Bitcoin I can find them, but they are a very small minority of businesses.

But it is also clear to me that foreign tourism had increased. In a survey of upscale hotels catering to North American tourists in the Surf City area, I found that most were fully booked mid-week in a non-vacation week in February. That would not have been the case in 2018 and earlier. At the hotel where we were staying, there were a wide variety of travelers, at least two thirds speaking English, and none of them were there, as far as I could tell, in order to enjoy the Bitcoin economy. (El Salvador perspectives, 2022)

El Salvador perspectives (2012) says that the Salvadoran government can take credit for having made a concerted effort to enhance the tourism potential of El Salvador. That's a positive for the country and I hope it continues. Just don't try to convince me that Bitcoin,

rather than sunsets over the Pacific and pupusas hot off the griddle, are what is driving most of the increase in visits.



Figure 11.

[https://blogger.googleusercontent.com/img/a/AVvXsEhP6rv4hq9PotfqI6WRkNIZ8OziUOv1XmYIUmRKq9Zx4wCOB3Y2fQmno-XMrH6asWLUeS1hupwMQiu6Tsc4Hol6bdI563FegNUSZRuTNJiwAbw7wXsM\\_QrjXUSZfWVvZf71hfVz4o8x9uiglP\\_WcW278t5q8mxIN3cWsORIM9QVb8QtPNrhBg=s4608](https://blogger.googleusercontent.com/img/a/AVvXsEhP6rv4hq9PotfqI6WRkNIZ8OziUOv1XmYIUmRKq9Zx4wCOB3Y2fQmno-XMrH6asWLUeS1hupwMQiu6Tsc4Hol6bdI563FegNUSZRuTNJiwAbw7wXsM_QrjXUSZfWVvZf71hfVz4o8x9uiglP_WcW278t5q8mxIN3cWsORIM9QVb8QtPNrhBg=s4608)

## 2.2 Natural Resources of the Destination Zones

Natural resources play a very important role in the functioning of tourism in our country since it is on areas enriched with resources that most tourism is developed today. Nowadays, our country is recognized by the many natural resources that filled the country and our tourist destinations. The municipality of Sonsonate of El Salvador is no exception to this, containing very important mountains, lakes, fauna and even volcanic floor that makes it



*Figure 5. colaboradores de Wikipedia. (s. f.). Archivo:Localización del departamento de Sonsonate.svg - Wikipedia, la enciclopedia libre. [https://es.wikipedia.org/wiki/Archivo:Localización\\_del\\_departamento\\_de\\_Sonsonate.svg](https://es.wikipedia.org/wiki/Archivo:Localización_del_departamento_de_Sonsonate.svg)*

stand out in the country, resources which attract many visitors and help expand tourism.

Starting with the destination part of our tourist route that makes it stand out the most we have: Juayua, in which tourists can enjoy the approach to nature in the many rivers and stunning waterfalls<sup>1</sup> such as the Río Juayua which is a vital water resources in the region and Cascada el Calvario, which are popular tourist attractions. (Juayua, 2012)

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<sup>1</sup> Taken from the web page *La ciudad de Juayua*. (2020, 22 octubre). *Historia - Visite la ciudad de Juayua*.

*Visite la Ciudad de Juayua*. <https://juayua.com/historia-2/>

As well, Juayua due to its humid weather and fertile volcanic soil, it is characterized by its forest and areas of agriculture that supports the cultivation of a wide range of crops including coffee, plants such as medicinal herbs, fruit trees and much more which are essential to maintaining the biodiversity and support the economy not only locally but nation wide.



Figure 6.  
<https://elsalvador.travel/experience/laberinto-de-albania/>

Next, always in the municipality of Sonsonate, tourists can find another important natural resource: El Laberinto de Albania. On this beautiful tourist attraction, visitors not only get to be part of numerous activities but they also have the chance to connect with the biodiversity of the place; being shaped by volcanic activity and part of a tropical dry forest ecosystem, it is home of numerous bird species, making it a notable spot for birdwatching. (Juayua, 2012)



Figura 7  
<https://mediacenter.elgrafico.com/elsalvador/Buen-ambiente-en-Apastepeque-20201003-0056.html>

Last but not least, we have the Apastepeque Lake. Serving as a vital water resource for the local communities, this lake is one of the most beautiful lakes in the west side of the country, but it is also one of the most attractive tourist spots Sonsonate has to offer, providing access to many recreational activities such as boating and fishing as well as the amazing view worthwhile of a eco-attraction. (ISTU, 2020)

## 2.3 CULTURAL IDENTITY, INTANGIBLE TOURISM RESOURCES: FESTIVITIES, CELEBRATIONS AND SYNCRETISMS

Cultural identity is the set of characteristics, values, traditions, customs, and beliefs that define a group of people and distinguish them from others. It encompasses how a community recognizes itself and is recognized by others, through elements such as language, religion, cuisine, festivals, and social practices. (WIKIPEDIA, 2013) As an example of this, we can mention Sonsonate department but more specifically its municipalities Juayua and Apaneca where we can find a lot of traditions, celebrations, festivities that represent the beautiful people who lives in Sonsonate. Let's see some of the celebrations and festivities people of Sonsonate celebrate through the year:

**Day of the Cross:** Celebrated on May 3rd, with various local festivities.

**Patron Saint Festivities of Sonsonate:** In honor of the Virgin of the Assumption, which is celebrated in August, particularly from the 1st to the 15th.



Figure 12.  
<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.el-salvador.com%2Fentretenimiento%2Fturismo%2Ffarolitos-volvieron-a-brillar-ahuachapan%2F995450%2F2022%2F&psig=AOvVaw3BqoP1ZAAsUZQOdyY9jIQ&ust=1725160200966000&source=images&cd=vfe&opi=89978449&ved=0>

**Holy Week:** During which important processions and religious events take place.

**Day of the Little Lanterns:**  
Celebrated on September 7th

### 2.3.1 GASTRONOMY



Figure 13.  
<https://www.google.com/url?sa=i&url=https%3A%2F%2Fdiarioelsalvador.com%2Fes-oficial-las-pupusas-son-el-mejor-platillo-de-latinoamerica-segun-tasteatlas%2F226180%2F&psig=AOvVaw2AfbeAnfow9ULcu8a638Qe&ust=1725160977618000&source=images&cd=vfe&opi=89978449>

The gastronomy of Sonsonate is rich and diverse, reflecting both Salvadoran traditions and regional influences. Here are some typical dishes and foods you can find in Sonsonate:

**Pupusas:** One of El Salvador's most emblematic dishes. These are corn tortillas filled with various ingredients such as cheese, beans, pork (chicharrón), or loroco (an edible flower). Pupusas are usually served with curtido (a pickled cabbage mixture) and a red sauce.

(Alonso, 2018)

**Yuca with Chicharrón:** Yuca (a root vegetable) either fried or boiled, served with chicharrón, which is fried pork. This dish is often accompanied by salad and a spicy sauce.

**Tamales:** Made from corn dough filled with meat, vegetables, or even fruits, wrapped in corn husks, and steamed. Tamales can vary in taste and preparation depending on the region.



Figure 14.  
[https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.facebook.com%2Fpermalink.php%2F%3Fstory\\_fbid%3D686195950169058%26id%3D100063359761934&psig=AOvVaw2XquCID0GXMsnwo89mXSTK&ust=1725161040252000&source=images&cd=vfe&opi=89978449&ved=OCBQQjRxqFwoTCIDGnd](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.facebook.com%2Fpermalink.php%2F%3Fstory_fbid%3D686195950169058%26id%3D100063359761934&psig=AOvVaw2XquCID0GXMsnwo89mXSTK&ust=1725161040252000&source=images&cd=vfe&opi=89978449&ved=OCBQQjRxqFwoTCIDGnd)

**Beef Soup (Sopa de Res)** (Alonso, 2018)s): A hearty soup made with beef, vegetables such as carrots, potatoes, and corn, and seasoned with herbs and spices.

**Pata Soup (Sopa de Pata):** A traditional soup made with cow's feet, corn, and a mix of vegetables. It is known for its unique flavor and texture.

**Empanadas:** These can be filled with beans, meat, or even sweets

**Corn Atol (Atol de Elote):** A sweet drink made from corn, milk, and sugar. It is especially popular during holidays and family gatherings.

**Coffee:** The Sonsonate region is known for its coffee production, and Salvadoran coffee is famous for its flavor and quality. (Alonso, 2018)



Figure 15.

[https://www.google.com/url?sa=i&url=https%3A%2F%2Fes.wikipedia.org%2Fwiki%2FSopa\\_de\\_patas&psig=AOvVaw0Uzbt0Yc1LSjF6j35aB9o&ust=1725161242567000&source=images&cd=vfe&opi=89978449&ved=0CBQqjRxqFwoTCMipzL2knogDFQAAAAAAdAAAAABAE](https://www.google.com/url?sa=i&url=https%3A%2F%2Fes.wikipedia.org%2Fwiki%2FSopa_de_patas&psig=AOvVaw0Uzbt0Yc1LSjF6j35aB9o&ust=1725161242567000&source=images&cd=vfe&opi=89978449&ved=0CBQqjRxqFwoTCMipzL2knogDFQAAAAAAdAAAAABAE)



Figure 16.

[https://www.google.com/url?sa=i&url=https%3A%2F%2Fhistorico.elsalvador.com%2Fhistorico%2F932648%2Flos-12-postres-mas-ricos-tradicionales-de-el-salvador.html&psig=AOvVaw2P\\_bCjkUSQ3vFIBHPmRgw4&ust=1725161332981000&source=images&cd=vfe&opi=89978449&ved=0C](https://www.google.com/url?sa=i&url=https%3A%2F%2Fhistorico.elsalvador.com%2Fhistorico%2F932648%2Flos-12-postres-mas-ricos-tradicionales-de-el-salvador.html&psig=AOvVaw2P_bCjkUSQ3vFIBHPmRgw4&ust=1725161332981000&source=images&cd=vfe&opi=89978449&ved=0C)

### 2.3.2 LEGENDS

#### The Legend of “La Poza de Bululu”

In the Sensunapán River, it is said that there is a pool that has been “enchanted,” as a golden chest with a paste filled with jewels and a silver soap once appeared there. These were the remains of an Indian princess who drowned there. Some have tried to take the objects, but anyone who has managed to touch them has sunk into the pool and has never been able to escape. (Leyendas de El Salvador, s.f.)



Figure 17. <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.elsalvadormipais.com%2Fla-poza-del-bululu&psig=AOvVaw1cHru-29TCNwsA-Psm2ZcM&ust=1725161759045000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCNCO7rOmnogDFQA AAAAdAAAAABAE>

## **The Legend of La Cuyancúa (or Cuyancuat)**

The Legend of La Cuyancúa (or Cuyancuat) is a popular Salvadoran story, mainly in the western part of the country. It refers to a serpent with a pig's face. This legend pertains to a mythical being and is narrated particularly in the municipality of Izalco, in the department of Sonsonate.

According to oral tradition, La Cuyancúa is a creature of great size and strange appearance. The upper half of its body has the shape of a pig, while the lower half resembles a serpent. This legend comes from Maya folklore. (WIKIPEDIA, 2017)



Figure 18.

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.esalvadormipais.com%2Fla-cuyancua-leyenda&psig=AOvVaw1V1mhBg-EjQ3xkx2KHF3Sv&ust=1725162114193000&source=images&cd=vfe&opi=89978449&ved=0CBQjRxqFwoTCND7lt2nnogDFQAAAAdAAAAABAE>

## 2.4 STRATEGIC PLAN



Figure 19 created by own information about ecotxtreme

**Tour Itinerary Planning:** In this step, we will focus on verifying and optimizing the starting points to create the best strategies for punctuality at each destination. This ensures that our clients can be confident that all aspects of our itinerary will be fulfilled as promised.

**Promotion:** Promotion focused on offering personalized service to our clients, ensuring they stay informed about the places we will visit. This includes providing support channels for immediate responses to any inquiries, as well as delivering engaging content that is visually appealing to our clients.

**Expansion of Travel Offerings:** Expansion of our tourism offerings, continually increasing the range of destinations and experiences to better meet the diverse demands of our clients

**Better resources:** Improvements in virtual infrastructure, optimizing our support channels to enhance response times for our clients. This includes upgrading our equipment, providing more comfortable and enjoyable transportation options, and having a more professional team available to handle emergencies if needed.

**Enhancing Customer Service Quality:** Skilled staff trained to handle all types of situations during our trips, equipped and prepared for immediate emergency response. This ensures that our clients feel confident in our services, leading to greater recommendations and loyalty.



Figure 20. [https://www.google.com/url?sa=i&url=https%3A%2F%2Fuserguiding.com%2Fblog%2Fcustomer-loyalty&psig=AOvVaw2aDdgrp-JISt\\_YN2v0XpOr&ust=1725162707973000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCMiNnvipnogDFQAAAAAdAAAAABAE](https://www.google.com/url?sa=i&url=https%3A%2F%2Fuserguiding.com%2Fblog%2Fcustomer-loyalty&psig=AOvVaw2aDdgrp-JISt_YN2v0XpOr&ust=1725162707973000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCMiNnvipnogDFQAAAAAdAAAAABAE)

## 2.5 ACTION PLAN

Action	Responsible	Improvement
<p>Promotion with social media channels like Facebook, Instagram and Tik Tok with description of the trips</p>	<p><b>Carlos Francisco Ramirez Monge:</b> will be in charge of publishing and updating visual material that represents and promotes the EcoXtreme brand as such, positioning our image within social media through landscapes and images of our clients participating in the activities included within the tourist route.</p>	<p>Welcome discount of 20% in the final price at the first trip by answering any of the post on the different social media sources</p>
<p>Create a Youtube Channel with subscription in which youtube will promote the videos, videos includes like recommendations, and the tour about.</p>	<p><b>Kelvin Alexis Rodriguez Gomez:</b> producer and creator of audiovisual content whose main theme is based on the creation of video blogs that portray the entire tourist trip, from the moment of boarding to the end of the trip.</p>	<p>Little Souvenir such as a key ring at the end of each trip if you are subscribed to the youtube channel.</p>
<p>Use KOMMO platform with our whatsapp channel to optimize our users' answers about schedules and tours.</p>	<p><b>Andrea Denisse Ayala Arias:</b> creator of stable and long-lasting relationships with our clients, maintaining active communication through empathy, creativity and ingenuity to offer the best online assistance</p>	<p>30% discount at package price when you identify yourself as a national athlete and present your national athlete ID.</p>

	and provide the necessary information to our clients' responses, whether about our travel packages and discounts to be applied as the case may be, as well as additional information on transportation or security measures to take into account when carrying out certain activities within the route.	
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*Table 2*

## **CHAPTER III**

# **“RESPONSIBILITY OF THE ENTREPRENEUR”**

### 3.1 ENTREPRENEUR PROFILE

At EcoXtreme Tours, it is essential to identify the entrepreneur's profile based on their goals and interests. Considering these purposes, it is classified into the following type of profile:

#### 3.1.1 Entrepreneur Concept

Based on research from various sources regarding the concept of entrepreneurship, we define an entrepreneur as an individual or a group of individuals who possess a business idea and, using their own methods and resources, successfully bring that idea to fruition.<sup>2</sup>

#### 3.1.2 Types of Entrepreneurs

After reviewing various sources, we can confidently state that in the world of entrepreneurship, different types of entrepreneurs are distinguished by specific characteristics and are classified according to their unique qualities. While there are many types of entrepreneurs, it is important to note that **Ecoxtreme Tours** aligns most closely with the following:

There are various types of entrepreneurs, classified according to their characteristics, leadership styles, approach, and goals. Here are some of the most common types:

#### **Innovative Entrepreneur**

This type of entrepreneur is a pioneer in their field, creating products or services that didn't exist before or significantly improving existing ones. In the case of **Ecoxtreme Tours**, an innovative entrepreneur could be developing new tourism experiences that integrate advanced technologies or unique approaches to exploring nature. For example, tours that

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<sup>2</sup> Concept adapted to ecoxtreme from researches done in webpages as [www.investopedia.com](http://www.investopedia.com) and Cambridge dictionary

combine augmented reality to enhance knowledge of the environment or creative eco-friendly transportation methods. Adapted to ecoxtreme from Pursell blog (2024)

### **Social**

### **Entrepreneur**

A social entrepreneur seeks to solve social or environmental problems through their business. **Ecoxtreme Tours** could align with this type of entrepreneur if its mission, in addition to generating revenue, is to raise awareness about ecosystem preservation and promote sustainable tourism practices. Social entrepreneurs often measure their success not just in economic terms but also by the positive impact on society or the environment.

### **Opportunistic**

### **Entrepreneur**

This entrepreneur detects opportunities in untapped or underserved markets. In the case of **Ecoxtreme Tours**, they may have identified a growing demand for eco-tourism or extreme adventures in less-explored areas and are capitalizing on this trend. Opportunistic entrepreneurs have a special ability to quickly adapt to market changes and find creative ways to meet emerging demands. Adapted to ecoxtreme from Pursell blog (2024)<sup>3</sup>

### **Necessity**

### **Entrepreneur**

A necessity entrepreneur typically starts their business because other employment opportunities are limited. If **Ecoxtreme Tours** was born in a challenging economic context where tourism provided a way to generate income due to a lack of conventional jobs, this type of entrepreneur would fit. Although their initial motivation is survival, many of these entrepreneurs go on to develop successful and sustainable projects.

### **Ecological**

### **Entrepreneur**

### **(Ecopreneur)**

The ecological entrepreneur is deeply committed to sustainability and environmental care. **Ecoxtreme Tours** could identify with this type if its primary focus is on reducing environmental impact, promoting tourism that respects and preserves nature. An example would be implementing practices such as plastic-free tours, using renewable energy in

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<sup>3</sup> Blog written by Shelley Pursell and published in 2024 on <https://blog.hubspot.es/marketing/tipos-de-emprendedores>

operations, or educational activities to raise awareness among tourists about environmental conservation.

As EcoXtreme Tour we identify ourselves as ecological entrepreneurs as we this type of entrepreneur seeks to develop products or services that not only generate economic benefits but also have a positive impact on the natural environment and as ecopreneurs integrate sustainable practices into their business models. This may include using renewable resources, reducing waste, and promoting responsible production and consumption practices. Adapted to ecotxtreme from Pursell blog (2024)

### 3.1.3 Entrepreneur ecosystem

The entrepreneurial ecosystem is a set of social, economic, cultural, and political factors that influence the development of entrepreneurs and small businesses. Commonly recognized components of an entrepreneurial ecosystem include finance, business support, public policy, markets, human capital, infrastructure, research and development (R&D), and culture, but it is their strength as an interconnected whole that determines the health of the ecosystem and its capacity to support entrepreneurs. (Business Oregon)

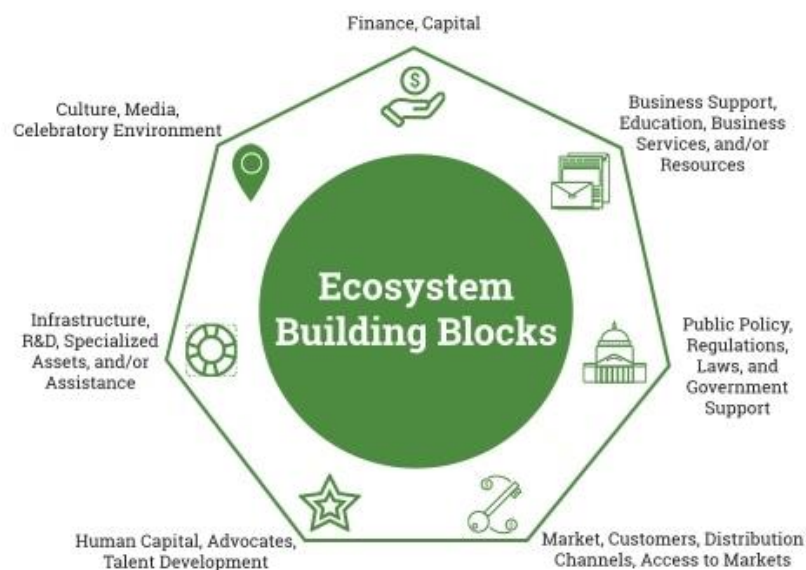


Figure 21 Image taken from Oregon Business  
<https://www.oregon.gov/biz/programs/roi/pages/entrepreneurialecosystem.aspx>

**Finance:** Includes the various capital and lending options available to businesses, including debt and microenterprise, venture, angel, and private equity.

**Business Support:** Is comprised of the individuals, institutions, and organizations that ease business creation and expansion, including professional services, associations, classes, mentors and incubators, and the resources that these services provide.

**Public policy:** Consists of the laws and regulations that impact the ability to start and grow a business. This includes local regulation and government support as well as state and national policies.

**Markets:** Are the domain of consumers interested in a defined set of products and services, and can range from local to global. This also includes access to markets, customers, and distribution channels.

**Human capital:** Reflects the quality and quantity of the workforce and the institutions that educate and train the individuals who comprise it.

**Infrastructure, including R&D:** Consists of the physical, digital, and intellectual resources that facilitate business growth, innovation, and commerce. This also includes specialized assets or assistance unique to a particular industry.

**Culture:** Consists of the individual and collective values and attitudes that contribute to supporting local entrepreneurship. Culture includes risk tolerance, commitment to innovation, eagerness to celebrate success and outlets through which progress can be celebrated. This also includes how entrepreneurs are portrayed, thought of, and how they view themselves.

### 3.1.4 Competencies and characteristics as entrepreneur.

To excel in their role, an entrepreneur must possess specific skills that are essential for providing high-quality services or products. These competencies also include key characteristics that define what an entrepreneur needs to thrive, serving as a guiding framework throughout the process of establishing their business. The tour operator identifies the following competencies related to achievement, commitment, and leadership:

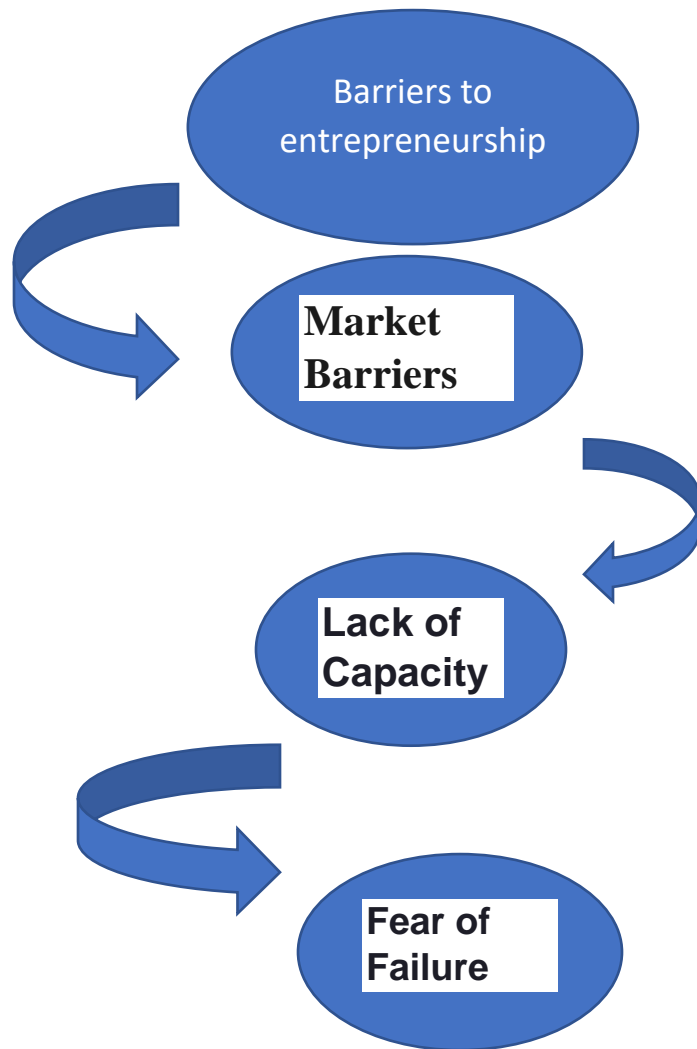
Competences	Characteristics
Linked to achievement	<p>Taking calculated risks: For EcoXtreme Tours, taking calculated risks is important for achieving success. By considering potential setbacks, the company can lessen their impact. This approach helps the business gain valuable experience and promotes growth.</p> <p>Perseverance: It is an essential part of teamwork. Regardless of whether the results are good or bad, the team must continue moving forward despite any obstacles that arise.</p>
Linked to leadership	Capacity for teamwork: The ability to work as a team is a defining characteristic

	<p>of this entrepreneurship, as it leads to results such as efficiency, quality, and continuous improvement.</p> <p>Capacity of resolving problems : A high leadership and tenacious ability must be maintained by the team in order to solve any problem that may arise during the execution of the project</p>
<p>Linked to commitment</p>	<p>Objective settings: This project has clear objectives, this leads to the commitment to follow them to obtain the desired results.</p> <p>Planning and monitoring: For EcoXtreme Tours, flexibility is crucial when executing planned activities. It's important to have clearly established hours for when these activities will take place.</p>

*Table 3 Ecoxtreme owns analysis*

### **3.1.5 Barriers to entrepreneurship**

After a thorough analysis of the tour operator, we identified several barriers that must be overcome to achieve the objectives of delivering excellent service to customers. The key challenges include the following:



*Table 4 Ecoxtreme owns analysis*

### **Market Barriers**

One of the major barriers to entrepreneurship is the competitive market landscape. Many entrepreneurs face the barriers to starting a business, especially the

challenge of establishing a successful enterprise in an already saturated market. In addition, limited market demand can be another significant obstacle. It can be difficult to identify and target a niche market, which can result in lower sales and revenue. This is where market research becomes essential. Entrepreneurs need to thoroughly evaluate the market cycles and ensure that their business idea aligns with the required sector. (Javatpoint, 2024)

### **Lack of Capacity**

Many entrepreneurs can't use the opportunities perfectly because of their limited capacity. It can be a major hurdle in the success of entrepreneurship. This hurdle can be arising due to the lack of education, knowledge, willingness, and other important aspects. In simple terms, the absence of zeal and motivation may lead to the failure of most of the new ventures.

### **Fear of Failure**

To get the profit, an entrepreneur has to bear some sort of risk also and it is the entrepreneurs' capacity of bearing the risk which decides the amount of profit that the business can earn. So, it can be said that it is the state of mind which helps an entrepreneur in getting a clear vision so that the risk can be faced without fear. But when a new venture is set up then there is always a fear about the arrangement of initial funds, investors, and many other things. This fear creates pressure on the minds of the entrepreneurs and increases their tension of being failed. The fear of failure can become a huge barrier in starting a new business or running it smoothly. So it's all up to the attitude of the entrepreneurs how they deal with their fear and overcome it to become successful. (Javatpoint, 2024)

### **3.2 Entrepreneur's Responsibility**

Being an entrepreneur comes with certain responsibilities, and EcoXTreme Tours is committed to the following:

### **3.2.1 Responsibility to Customers**

EcoXtreme Tours prioritizes its customers, and the team is dedicated to consistently providing high-quality services. We uphold values such as honesty, punctuality, and respect to build credibility, retain our clients, and attract new customers.

### **3.2.2 Responsibility to the Team**

Maintaining strong relationships and open communication among team members is a key commitment. This fosters a climate of trust and collaboration, enabling us to achieve our common objectives.

### **3.2.3 Creating a Sustainable Business**

We conduct thorough self-evaluations to identify areas for improvement and develop plans that incorporate employee ideas. This approach ensures we meet the needs of our customers and all stakeholders involved with EcoXTreme Tours.

### **3.2.4 Social Responsibility**

A significant commitment of EcoXTreme Tours is our corporate social responsibility. We aim to contribute to the economic development of local entrepreneurs where our tours operate, thereby supporting the families that provide services such as tour guiding, local dining, and artisan products. Adapted to ecoxtreme from website Venturz (2024)<sup>4</sup>

### **3.2.5 Environmental Responsibility**

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<sup>4</sup> Information taken from the webpage The Roles and Responsibilities of an Entrepreneur published by venturz on <https://venturz.co/academy/the-roles-and-responsibilities-of-an-entrepreneur>

Our company is dedicated to positively impacting environmental preservation and conservation. We raise awareness among our clients about these issues through initiatives like planting a tree on each tour and providing various seeds to promote self-sustainability.

### **3.2.6 Corporate Responsibility**

To fulfill our corporate responsibilities, EcoXTreme Tours maintains open communication with employees to assess and support their needs, ensuring fair compensation for their work. Additionally, we provide to our customers with gifts 100% recycled in order to make sure everybody understands we are committed to stop polluting our environment and mountains. Adapted to ecotreme from webpage Venturz (2024)

## **3.3 NICHE MARKET**

### **3.3.1. Definition**

The Economic Time describes a niche market as a “marketing tactic deployed to target a specific market segment which is unique .... Often created by identifying what a customer wants and needs and tries to deliver a better solution to a problem which was not presented by other firms”. (Bennett, Coleman & Co. Ltd., 2024)

### **3.3.2. Elements to choose a niche market**

Finding a niche market certainly brings many challenges; it’s really important to identify a group and its specific needs in order to think about ways to provide options to them and provide solutions to their needs. EcoXtreme tours in this case takes into consideration 5 points to wisely choose a niche market. (Bennett, Coleman & Co. Ltd., 2024)

#### **3.3.2.1. Target audience**

To determine to whom we want to offer our services, the types of target audiences and its characteristics described by Marketing Evolution were taken into consideration (2022) looking to understand better our group target and to think about a way to personalize the experience by identifying needs and interest of this group of people. (Marketing Evolution., 2022)

Based on the article, target audience is dictated by many factors such as age, gender, income, location, interests or myriad of other factors. In the case of ecotourism and even extreme tourism, the main factor that seems to predominate is age, being normal visitors whether national or international between the ages of 20 to 45. People whose interest is ecotourism mainly seek to relax while exploring natural habitats and connect with nature while on the other hand people interested in extreme tourism likes adrenaline and to learn new abilities. (Marketing Evolution., 2022)

Therefore, taking the two types of tourism to provide a service never heard before, EcoXtreme targets two audiences of visitors national and foreign in between the ages on 18 to 50 that are looking for a touristic route with affordable prices that focus on this mix of ecotourism and extreme tourism with a one-day duration to explore places such as El Laberinto de Albania and the Apastepeque Lake in the municipalities of Apaneca and Juayua, Sonsonate.<sup>5</sup>

### **3.3.2.2. Problem**

Traveling indeed can be a stressful process for some tourist, especially when it comes to research in order to find the best offers. In regards to this, the following questions might come up:

- What's the safest way to travel?
- What are the eligibility and conditions to visit and or ride on certain attractions?
- Where to find the best food while visiting this places?
- What are the festivities that take place in this municipalities and would it be possible to attend them?

When all this doubts are presented, tourist end up feeling frustrated rather than looking forward for the trip itself.

### **3.3.2.3. Desired outcome**

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<sup>5</sup> Information addapted from Steps to Find Your Target Audience (2022) at <https://www.marketingevolution.com/marketing-essentials/target-audience>

Provide tours that allows visitors to connect with themselves while enjoying the many attractions included in our packages, getting immersed in the culture of Apaneca and Juayua, all while providing them with transportation, affordable prices and availability for them to contact us in case there are doubts about any of our services.

#### **3.3.2.4. Step to success**

Ecotourism and extreme tourism are the main focus of EcoXtreme, providing spaces for our customers to not only enjoy the different attractions included on the package to be one with nature and feel the thrill of the adventure but also to get access to the culture and traditions in this places, allowing them to connect to cultural heritage of this places in a deeper way and provide a complete experience.

#### **3.3.3. EcoXtreme tours niche market**

EcoXtreme tours is dedicated to provide trips that can bring connection to our national roots while getting in touch with emblematic natural attractions while also dipping into adventurous activities to pump up the adrenaline. This service will be provided to adults who are looking for a quality experience at an affordable price while all aspects related to the tour itself will be taken care of by the tour operator.

#### **3.3.4. Characteristics of the tourist service niche market**

In order to identify our niche market and create this new service that did not have much competition, EcoXtreme took into consideration the following characteristics:

**-Potential customer whose needs have not been explored.** If we talk about tourism in our country, most of the ecotourism it is being forwarded to the most commercial areas of

the countries or is even focused in cultural tourism to show an insight of our history, nevertheless, ecotourism has not been explored enough and due to it many beautiful natural attractions get missed or overshadowed. Likewise, if we talk about extreme tourism, there is not much about this type of tourism really explored in our country, especially in the municipalities of Apaneca and Juayua and given the amount of incredible places that many tourists would definitely enjoy.

**-Customers have the power to purchase the services:** In the search of making this business profitable but affordable, EcoXtreme will strive to ensure that the expenses of our visitors are within a reasonable range, to create a link with our customers while expanding our services.

**-Factors of niche services have been taking into consideration:** Age, gender, income and location have been taking into consideration and incorporated into our niche market. <sup>6</sup>

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<sup>6</sup> Information taken and adapted from What Is a Niche Market? And How To Reach One (2024) at <https://www.coursera.org/articles/niche-market>

### 3.4 Logo



*Figure 22 by own designed*

**Green:** We decided to use the green color in representation of flora and fauna in our trips. Our tour operator is oriented to ecological tourism

**River and mountains:** it is inspired in our natural resources. El Salvador is known by its extensive and beautiful nature.

**Minimalist:** we thought to create our logo as simple as possible because it will be easier for us to replicate it in merchandising or gifts that we could give to our visitors.

### **3.5 Slogan**

Our slogan was thought to be simple and engaged, “Feel the thrill, embrace the green” it represents perfectly our two types of tourism that we want to boost.

### **3.6 Mission**

Our mission is to encourage people to live a more extreme and healthier life by practicing tourism in our country El Salvador where adventure is waiting.

### **3.7 Vision**

To be the tour operator with the greatest recognition nationwide for its excellence in customer service, quality control and prestige, thus contributing to the tourism and economic growth of El Salvador.

### **3.8 Values**

#### **Responsibility**

Comply with all obligations that are involved in creating a quality tourist service both commercially and culturally, which minimizes the environmental impact and supports the economy at a national level.

#### **Kindness**

Hospitality is our motto, making sure that our staff will assist our clients in the best way, creating a comfortable and pleasant environment for all people.

### **Respect**

Promoting diversity, EcoXtreme will not tolerate any kind of discrimination, providing the best service to our clients without any distinction.

### **Connection**

EcoXtreme ensures a Deep connection between travelers and the cultural identity of the places to be visited, protecting the culture and traditions that identify and represent our country.

### **Quality**

Offering an unforgettable experience, EcoXtreme is capable of providing our clients with the best possible attention to ensure a lasting memory with us.

### **Commitment**

We are committed to provide the necessary attention to our clients and taking care of the green areas to visit.

### **Teamwork**

We believe in mutual help and in strengthening fraternal ties. Our foundation is cooperation.

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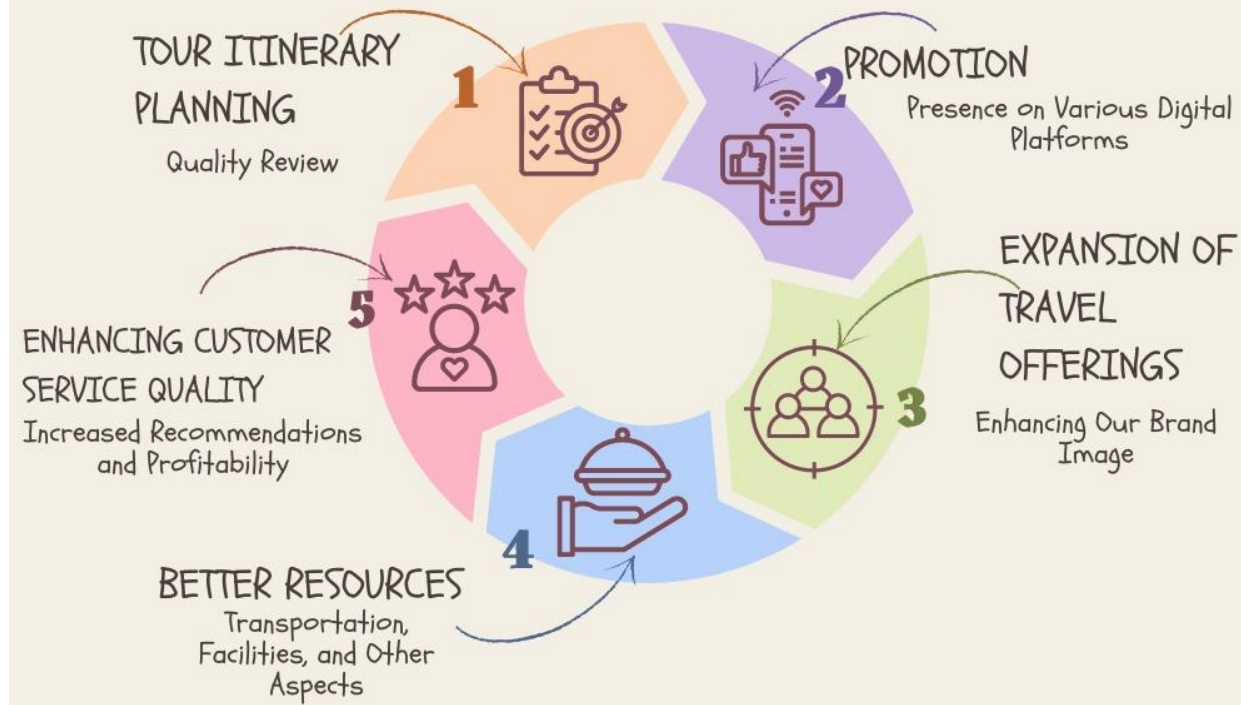
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# “ANNEXES”

## Annex 1. Strategic Plan of Ecoxtreme

# HOW TO BUILD CUSTOMER LOYALTY?



Annex 2. Logo of Ecoxtreme



**Annex 3. Ecoxtreme team**

