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SCHOOL OF ARTS AND SOCIAL SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES**



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"THE COCONUT HOUSE"**

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INDEX

ABSTRACT	7
Introduction	8
CHAPTER I PROFILE OF THE TOURIST SERVICE.....	10
1.1. Objectives	11
1.1.1. General objective	11
1.1.2. Specific objectives	11
1.2. Justification.....	12
1.3. Description of the tourist service	13
1.3.1. Type of tourism.....	15
1.3.1.1. Community tourism	15
1.3.1.2. Educational tourism.....	16
1.3.1.3. Adventure tourism	16
1.4. Implementation of strategies.....	17
1.4.1. Energy Solutions for Hotels (SEH).....	17
1.4.1.1. The efficient use of resources in tourism.....	18
1.4.1.2. Travel Facilitation.....	18
CHAPTER II CONDITIONAL ELEMENTS FOR TOURISM PRODUCT DESIGN.....	20
2.1. History of Tourism.....	21
2.1.1. What is Tourism?.....	21
2.1.2. Definition of tourism by World Tourism Organization.....	21
2.2. History of tourism in El Salvador.....	22
2.2.1. Tourism Development in the 20th Century.....	23
2.2.2. Modern Tourism and Natural Attractions.....	23
2.3. Natural resources of the destination areas, location on the tourist map of El Salvador.....	23
2.3.1. Natural Tourist Zones of El Salvador.....	25
2.3.1.1. Bosque de Cinquera Ecological Park	25
2.3.1.2. Pacific Ocean Beaches.....	26
2.3.1.3. Volcanoes and Mountains.....	26
2.3.1.4. Mountains.....	27
2.3.1.5. Lagoons and Lakes.....	28
2.3.1.6. Mangroves of Bahía de Jiquilisco.....	29
2.3.1.7. Puerto El Triunfo.....	30

2.3.1.8. Puerto Parada.....	31
2.3.1.9 La Pirraya Island.....	31
2.3.2. Tourist Map of El Salvador.....	32
2.4. Cultural identity, intangible tourist resources.....	35
2.5. Legends, stories or tales of El Salvador.....	38
2.6. principles for sustainable tourism.....	38
2.7. Strategic plan: quality control, customer satisfaction.....	41
2.8. Table: Actions and Activities to Position The Coconut House in the Market.....	44
CHAPTER III ENTREPRENEUR RESPONSIBILITY.....	45
3.1. Profile of the Entrepreneur.....	46
3.1.1. Definition of Entrepreneur.....	46
3.2. Types of entrepreneurs.....	46
3.2.1. Innovators or creatives entrepreneurs.....	47
3.2.2. Imitators entrepreneurs.....	47
3.2.3. Buyers entrepreneurs.....	48
3.2.4. Researchers entrepreneurs.....	48
3.3 Characteristics of an entrepreneur.....	49
3.4. Challenges of the Entrepreneur.....	52
3.4.1. Challenges for the creation of The Coconut House.....	53
3.5. Niche Market.....	54
3.5.1. What is a niche market?.....	54
3.6. Types of niche market.....	55
3.7. Niche market at The Coconut House.....	56
CHAPTER IV BUSINESS CULTURE.....	58
4.1. Logo.....	59
4.2. Slogan.....	59
4.3 Mission.....	60
4.4 Vision.....	61
4.5 Values.....	61
4.5.1 Values of The Coconut House.....	61
CHAPTER V BIBLIOGRAPHY.....	64
5.1 References.....	65
ANNEXES.....	69

ABSTRACT

"The Coconut House" is a unique lodging experience located on El Cuco Beach, a jewel of the Salvadoran coast. This project was born to provide visitors with a perfect combination of comfort, affordable luxury, and direct contact with nature. Guests are welcomed in an environment decorated in a coastal style, where every detail, from the air-conditioned rooms to the pool area and hammocks on the patio, has been thought out to encourage relaxation and enjoyment. Its comprehensive focus is on customer satisfaction. It offers not only accommodation but also a personalized transportation service to and from the airport, facilitating access to local attractions. In addition, guests can enjoy a private chef service that creates personalized menus with fresh, local ingredients, allowing them to savor the culinary richness of El Salvador without leaving the accommodation. In addition, it is proud to promote sustainable tourism, integrating ecological practices such as the use of solar panels and promoting the efficient use of resources, to minimize its environmental impact. It also actively supports the local community by promoting tourism experiences that foster a sustainable economy, from sea turtle releases to participation in community tourism activities. More than just accommodation, this initiative is an invitation to disconnect and fully enjoy the natural beauty of El Salvador, all while promoting an environmentally friendly and enriching experience for the visitor.

Key Words: tourism, Playa El Cuco, El Salvador, entrepreneur, Airbnb, guest, customer, environment, resource, The Coconut House.

Introduction

Tourism in El Salvador has experienced a remarkable growth in recent years, driven by government policies and improvements in tourism infrastructure and now known worldwide for being a safe and violence-free country. Within this context, the country's beaches, renowned for their beauty and suitability for water sports, have become favorite destinations for both domestic and international tourists. In particular, El Cuco beach, located in the eastern region of the country, has emerged as a promising destination, offering an idyllic setting for rest and recreation.

This paper focuses on the development and promotion of an innovative tourism service in El Cuco beach: **The Coconut House**. This project aims to provide a unique and memorable experience for guests, combining quality accommodations, convenient transportation and personalized chef service, all designed to meet and exceed visitors' expectations.

The Coconut House is distinguished by its meticulous attention to detail and commitment to guest satisfaction. From their arrival, visitors are greeted with warm and professional service that ensures an unforgettable stay. The facilities, decorated in a coastal style that reflects the relaxing atmosphere of El Cuco beach, offer all the necessary amenities to make guests feel at home.

In addition, the project incorporates sustainable practices, such as the implementation of solar panels and the promotion of the efficient use of resources, with the aim of minimizing environmental impact. It also stands out for supporting the local community, promoting tourism experiences that benefit the sustainable economy of the region.

In summary, The Coconut House is presented as a lodging option that combines luxury and authenticity, providing tourists with a complete and enriching experience in one of the most beautiful beaches in El Salvador. This paper explores the objectives, justification and strategies

implemented to ensure the success of this project, highlighting its contribution to the tourism and economic development of El Cuco beach.

CHAPTER I

PROFILE OF THE

TOURIST SERVICE

1.1. Objectives

1.1.1. General objective

- To provide a unique and memorable experience for guests of The Coconut House by offering quality accommodations, convenient transportation, and personalized chef service that will meet and exceed their expectations during their stay in Playa El Cuco, San Miguel.

1.1.2. Specific objectives

- Optimize the lodging experience: To guarantee guest comfort and satisfaction by providing clean, well-maintained facilities decorated in a coastal style that reflects the relaxing atmosphere of Playa El Cuco.
- Provide safe and convenient transportation: Establish an efficient transportation system that allows guests to move smoothly to and from the airport, as well as to local destinations of tourist interest, ensuring comfort and safety throughout the journey.
- Offer exceptional culinary experiences: Guests will receive the assistance of a person with culinary knowledge to create customized menus that highlight local flavors and cater to guests' tastes, guaranteeing a memorable dining experience during their stay.

1.2. Justification

The beaches that accompany the entire coastal area in El Salvador are recognized for their beauty as well as being suitable for sports; Therefore, national as well as foreign people consider them when planning their vacations. For that reason, El Cuco Beach, which is located at the eastern part of the country, has been chosen to implement the lodging service with certain details that differentiate it from the usual Airbnb.

With this service, it is expected that visitors feel comfortable and consider the facilities as their second home. May they enjoy their stay without having to worry about anything at all; knowing that they will be able to have their basic needs covered if this is their decision.

National and international tourists will have their stay assured with all the comforts from rooms with bathroom and A/C, to kitchen with essential appliances. All visitors will be able to opt for the transportation benefit when requesting the second package that The Coconut House Association offers. And even, for an additional cost, they can receive the services of a person in the kitchen area to prepare the food, thus achieving a complete experience.

Now, why this service and not another? Or why in El Cuco Beach (east) and not in El Tunco Beach (west)? The answers are simple. First, this is a complete service compared to the rentals offered on the beaches in the east of the country, and precisely the fact that it is an Airbnb offer represents a more accessible monetary cost compared to a stay in a hotel. And second, it is located on El Cuco beach because we are trying to give the value and visibility that this beach deserves, since with the new changes that the government of El Salvador has made in recent years, tourism has been concentrated in the area. western part of the country.

1.3. Description of the tourist service

The name chosen for our hosting service is The Coconut House. The name of this tourist service arose from the idea that guests would feel the true relationship with the beach, summer, fun, comfort, relaxation and rest. All these activities can be very well accompanied by the water of a coconut, hence the idea that both the name and the representative logo of the service involve this fruit. Now, “The – House”, the complementary part of the name arises simply from the fact that the accommodation offered to visitors is the rental of an entire property; that is, with rooms, living room, kitchen, patio, pool. Figure 1.



Figure 1. The Coconut House logo. Image provided by us.

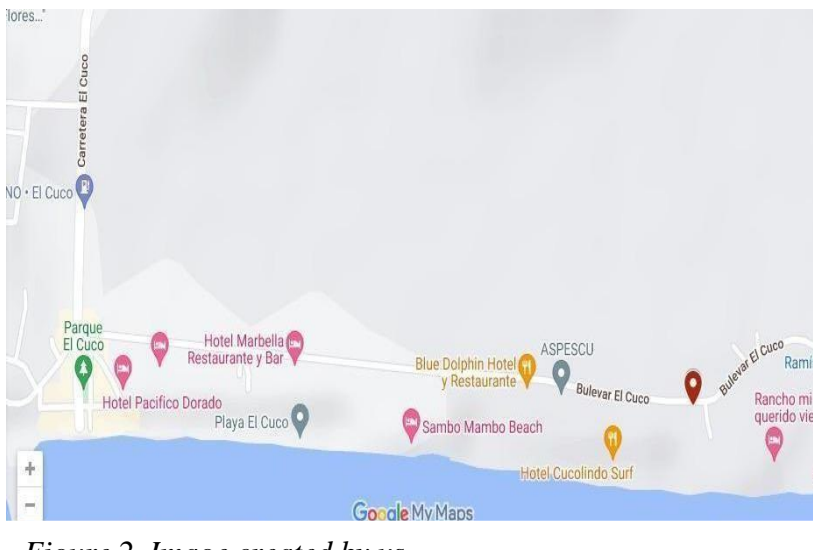


Figure 2. Image created by us.

The Coconut House is an oasis of serenity located on the picturesque El Cuco beach, in the beautiful region of San Miguel, El Salvador. 35 minutes away from downtown San Miguel and 2 hours 25 minutes from Comalapa

International Airport. Designed to offer an exceptional lodging experience, The Coconut House combines the comfort of home with a seaside vacation.

Our establishment distinguishes itself through meticulous attention to detail and a commitment to guest satisfaction. From the moment you set foot on our premises, you will be greeted with warm, professional service that ensures an unforgettable stay.

Bedrooms				
First	Second	Third	Fourth	Fifth
1 Double bed	1 double bed	2 Individual	1 Double bed	1 Single bed
Bath and shower	Bath and shower	beds	1 Bunk	1 Bunk
A/C	A/C	Bath and shower	Bath and shower	Bath and shower
		A/C	A/C	A/C

Living room		
Couch	Television	Fan

Kitchen					
Fridge	Stove	Microwave	Crockery	Coffee maker	Blender

Patio		Pool
Hammocks	Couch	Pool loungers

The Coconut House is distinguished by its commitment to excellence in all aspects of hospitality. Our exclusive shuttle service offers visitors a smooth arrival and departure, ensuring a worry-free experience from the moment they arrive at the airport.

When it comes to food, we pride ourselves on having a renowned chef who prepares exquisite dishes using fresh, local ingredients. Our gastronomic offerings are tailored to the highest culinary standards, providing a unique and memorable experience for our guests.

The Coconut House's facilities have been designed with meticulous care to guarantee the comfort and convenience of our guests. Each room reflects the tropical essence of our surroundings, offering a tranquil and rejuvenating retreat for those seeking an escape from the daily routine.

In addition, our strategic location near the main local attractions allows our guests to easily explore the cultural and natural richness of the region.

In short, The Coconut House is committed to providing an unparalleled lodging experience, where luxury combines with authenticity to create lasting memories for our guests.

1.3.1. Type of tourism

1.3.1.1. Community tourism

El Salvador is a country that is booming, which means that foreign people who choose to do tourism here do not know the customs and ideologies of the locals, and that is the importance of the willingness of both locals and tourists to share habits and information. to make the visitors' stay much more enjoyable.



Figure 3. Image taken from <https://es.slideshare.net/slideshow/turistic-places-in-el-salvador/37520587#6>

1.3.1.2. Educational tourism

In the specific area where The Coconut House project will be established there is the practice of releasing turtles, this is an activity in which all tourists can participate, which means that in addition to living a beautiful experience they can learn from the importance of these living beings as well as the ways in which we can care for them; This activity being one of



Figure 4. Image taken from <https://www.guatemala.com/guias/pasatiempos/consejos-para-la-liberacion-de-tortugas-marinas-en-guatemala/>

several in the area useful for receiving education directly and indirectly while enjoying a pleasant atmosphere.



Figure 5. Image taken from https://tvm.com.sv/2021/08/04/los-emocionantes-recorridos-en-lancha-de-la-playa-el-cuco/#google_vignette

1.3.1.3. Adventure tourism

This type of tourism allows tourists to live outdoor experiences, whether sports or walks through important areas of the place. One of the activities incorporated into the beaches that cover the entire coastal area of our country are boat rides, which allows visitors to experience a perspective of the place from an unusual angle. These types of activities generate that more tourists want to live the experience and, in this way, they are impregnated with the

culture and relevant activities of our country, so the goal of making tourism more popular in our country would be achieved, we would be generating monetary income, but at the same time we would be making these projects sustainable.

1.4. Implementation of strategies

“Surely we have a responsibility to leave for future generations a planet that is healthy and habitable by all species” – Sir David Attenborough (n.d)¹. Despite the great changes that are emerging both in our country and in the rest of the world, there is a need to protect the sources of income we have. That is to say, the environment gives us the opportunity to subsist and earn our daily living, but for the situation to continue being that way it is vitally important not only to receive but also to return that gratitude. As creators of The Coconut House, we have analyzed practical strategies to protect the environment as much as possible in order to leave a healthy planet in the hands of the next generations.

1.4.1. Energy Solutions for Hotels (SEH)

The Coconut House project is not directly a hotel service, however it is designed to welcome national and international tourists in a comfortable, beautiful and unrestricted establishment, although in many cases this involves mistreatment of the environment due to the excessive use of electric power. This is the importance of establishing measures or strategies suitable to avoid, as far as possible, this sudden impact on our home known as planet Earth.

The team behind this project has thought that a practical and accessible solution thanks to technological advances is the implementation of solar panels in the residence so that electricity consumption does not pose a problem on a larger scale.

¹ Tourism Teacher. <https://tourismteacher.com/sustainability-quotes/>

1.4.1.1. The efficient use of resources in tourism

The use of resources is essential to care for the environment and provide a sustainable experience to our guests on Airbnb. Some ways to apply this in our service product are:

- **Encourage water and energy savings:** Provide information to guests on how to efficiently use resources, such as turning off lights and air conditioning when they are not in the room.

- **Promote recycling:** Offer recycling containers in our accommodation and encourage guests to separate their waste correctly.

- **Use ecological products:** Decide on ecological and sustainable cleaning and personal use products to reduce environmental impact.

- **Support the local community:** Promote tourism experiences that benefit the local community and support the sustainable economy. By implementing these practices, we would be contributing to more responsible and sustainable tourism in our Airbnb accommodation.

1.4.1.2. Travel Facilitation

At The Coconut House, we strive to make your trip as comfortable and hassle-free as possible. As part of our exclusive services, we offer travel facilitation for all our Airbnb guests, ensuring a stress-free arrival and departure.

- **Transportation Booking:** Once your booking at The Coconut House is confirmed through Airbnb, our team will contact you to coordinate your travel details. We will ask you for your arrival and departure flight information to make sure we have everything ready for your transportation.

- **Transportation to and from the airport:** Our private transportation service will be waiting for you at the airport upon your arrival. One of our friendly drivers will greet you with a personalized sign and help you with your luggage before taking you directly to The Coconut

House. Upon your departure, we will pick you up at the agreed time to ensure that you arrive at the airport in time for your return flight.

- **Comfort and Safety:** Our vehicles are equipped with all the necessary amenities for you to enjoy a relaxing trip. In addition, our drivers are trained to guarantee your safety and well-being at all times.

- **Flexibility:** We understand that travel plans can change, so we offer flexibility in our transportation schedules. If you need to adjust your pick-up or departure times, please do not hesitate to contact our team and we will do our best to accommodate your needs.

CHAPTER II
CONDITIONAL
ELEMENTS FOR
TOURISM
PRODUCT DESIGN

2.1. History of Tourism

2.1.1. What is Tourism?



Figure 6. Image taken from <https://www.istockphoto.com/es/vector/concepto-de-viaje-gm537666861-57907436>

For many people, the term tourism is quite common or familiar, since it is used to describe relaxation trips in which one enjoys rest, although it can also be dedicated to visiting cities, museums, trails, mountains, beaches, etc. However, tourism also refers to the job opportunities that arise for employees and even for those who wish to establish their own businesses (Robinson et al., 2020)².

Tourism can be defined as a social, cultural, and economic activity that involves the travel of people to places outside their usual environment for a given period, generally for leisure, business, or other causes. The definition of tourism encompasses several aspects and can include both international and domestic travel.

2.1.2. Definition of tourism by World Tourism Organization

World Tourism Organization (UNWTO): “The World Tourism Organization defines tourism as activities undertaken by people during their travels and stays in places other than their usual environment for a consecutive period of less than one year, for leisure, business or other reasons” (UNWTO, 2021)³.

² Robinson, P., Lück, M., Smith, S. (2020). *Tourism*. Second edition. Boston, MA: CAB International.

³ UNWTO (2021). El turismo: un fenómeno económico y social. <https://www.unwto.org/es/turismo>

The History of Tourism In the early 1930s, Arthur Bormann, one of the early theorists of the German school of tourism, defined tourism as a series of trips for leisure, business, and other similar reasons, where the loss of permanent residence is temporary. Traveling to work is not tourism. According to the United Nations World Tourism Organization, tourists (domestic, inbound, or outbound) are classified as tourists (or overnight tourists) if their itinerary includes an overnight stay and, in other cases, as day-trip tourists (or short-trip tourists). That is, a vagabond is a person who visits a destination but does not spend the night there. The pioneers of tourism theory, Walter Hunziker and Kurt Krapf, stated in 1942: "Tourism is a series of conditions and phenomena resulting from the movement and residence of people away from a locale, and the movement and residence is not motivated by a profitable activity. ". came from the St. Gallen School (Switzerland), which developed the idea of studying tourism as a mechanism aimed at socio-economic reproduction. Tourist consumption reflects the cultural values of society (EU Mediterrani, 2022)⁴.

2.2. History of tourism in El Salvador

Tourism in El Salvador has deep roots in its pre-Columbian and colonial history. Archaeological sites such as Joya de Cerén, known as the "Pompeii of the Americas," and Tazumal, with its towering pyramids, offer a glimpse into the lives of the ancient Mayan civilizations that inhabited the region (El Salvador INFO, n.d.)⁵. During the colonial era, cities such as San Salvador and Suchitoto became centers of cultural and economic activity. The colonial architecture, visible

⁴ EU Mediterrani. (2022, July 21). El origen del turismo, nos ponemos históricos. <https://mediterrani.com/el-origen-del-turismo-nos-ponemos-historicos/>

⁵ El Salvador INFO. (n.d). Historical Tourism Attractions in El Salvador. <https://elsalvadorinfo.net/historical-tourist-attractions-in-el-salvador/>

in churches and historic buildings, attracts numerous visitors interested in the country's history and cultural heritage (Santamaria Varela et al., 2024)⁶.

2.2.1. Tourism Development in the 20th Century

Throughout the 20th century, El Salvador experienced a series of changes that affected its tourism development. The civil war of the 1980s had a significant impact, but the country has worked hard to overcome this period and promote peace and tourism. Creating museums such as the Museum of Word and Image in 1999, dedicated to preserving the memory of the Civil War, is an example of these efforts.

2.2.2. Modern Tourism and Natural Attractions

In recent decades, El Salvador has emerged as a leading tourist destination in Central America, offering a unique combination of natural beauty and cultural richness. Destinations such as Lake Coatepeque, the Izalco volcano, and the beaches of El Tunco and Mizata are popular with local and international tourists (El Salvador INFO, n.d.)⁷.

The “Ruta de las Flores,” a scenic drive through picturesque colonial villages and coffee plantations, is an example of El Salvador's focus on ecotourism and cultural tourism

2.3. Natural resources of the destination areas, location on the tourist map of El Salvador

According to Montoya (2023)⁸ natural resources are materials or energy sources present on Earth that are useful to humans. Everything we produce is made from these resources.

⁶ Santamaria Varela, R., Schultze-Kraft, M., Browning, D. G., Flemion, P. F. (2024, August 27). *El Salvador*. *Encyclopedia Britannica*. <https://www.britannica.com/place/El-Salvador>

⁷ El Salvador INFO. (n.d). Historical Tourism Attractions in El Salvador. <https://elsalvadorinfo.net/historical-tourist-attractions-in-el-salvador/>

⁸ Montoya, J.D. (2023, April 25). Recursos naturales de El Salvador. <https://www.desarrollosustentable.co/recursos-naturales-de-el-salvador/>

Renewable resources: These are those that can be replenished naturally at a rate greater than that of consumption. Examples of these include solar energy, wind, hydroelectric power, water when properly managed, and flora and fauna.

Non-renewable resources: These are those that, once used, are depleted and cannot be regenerated. These include hydrocarbons, metals, and minerals.

Our country El Salvador has important water resources, including the Lempa and Grande de San Miguel rivers, as well as Lake Coatepeque. In 2020, the country had a drinking water reserve of 25.23 km³, ranking 102nd worldwide. The average annual rainfall is 1784 mm, placing it in 36th position in terms of rainfall, which contributes to the fertility of its soils, ideal for crops such as coffee.

In terms of energy, El Salvador generates 5,984 GWh of renewable electricity, of which 1,342.6 GWh comes from hydroelectric sources. The 5 de Noviembre Hydroelectric Plant, located in Usulután, is the main generator with a capacity of 80 MW.

The country has a forest area that covers 28.18% of its territory, with the Bálsamo mountain range being a prominent region. However, El Salvador faces challenges in environmental management, with an Environmental Performance Index of 40.8 and a global position of 95. Protected areas represent 2.13% of the total territory.

El Salvador is also rich in biodiversity, with 500 species of birds, of which 7 are in danger of extinction. Among the most representative mammals is the jaguar, and among reptiles, is the black iguana. In addition, it has 5,772 species of vascular plants, with the balsam tree being of great historical and cultural importance.

The Ministry of Environment and Natural Resources (MARN) and organizations such as CESTA Friends of the Earth work on the protection and conservation of these natural resources.

El Salvador has a great diversity of natural resources, making it an attractive tourist destination. The following is relevant information about some of the main natural tourist areas of El Salvador.

2.3.1. Natural Tourist Zones of El Salvador

2.3.1.1. Bosque de Cinquera Ecological Park

Location: Department of Cabañas

Description: Cinquera is a small town in Cabañas that was abandoned during the Civil War. Before returning, the refugees spent eight years in a camp in Honduras. The association has created an ecological park on the old plantation land and offers tours with a local guide. (oniverse, n.d.)⁹

Activities:

- **Hiking:** The park has several hiking trails that allow visitors to explore the area.
- **History and culture:** The park also has historical sites that recall the times of the Civil War.



Figure 7. Image taken from <https://www.mapadeelsalvador.com/mapa-del-departamento-de-cabanas>

⁹ Oniverse, (n.d.). Parque Ecológico Bosque de Cinquera. <https://www.oniverse.com/site/7638/parque-ecologico-bosque-de-cinquera>

2.3.1.2. Pacific Ocean Beaches



Figure 8. Image taken from <https://www.mapadeelsalvador.com/mapa-del-departamento-de-la-libertad>

” Tourism in El Salvador” (2023)¹⁰ It manifests in a certain way that El Salvador also has plenty of sun and beaches. Some of the most visited places by tourists are La Libertad in the central region of the country. There are many beaches and several hotels and restaurants. Beaches like El Tunco or El Sunzal are perfect for surfing. Jiquilisco Bay in Usulután is one of the most popular destinations in the country due to its natural diversity.

2.3.1.3. Volcanoes and Mountains

In Cultura Azul (2024)¹¹ it is explained that El Salvador has different types of volcanoes, including active and monitored volcanoes, as well as extinct volcanoes. Visitors can even walk different distances and do different activities both on the slopes and near the crater.

The most striking volcanoes in our country are:

- **Santa Ana volcano:** Also known as Ilamatepec, it is one of the highest in El Salvador, with 2381 meters high. It is monitored by volcanologists due to its activity.
- **Izalco volcano:** Nicknamed the Pacific Lighthouse, it is the youngest in America.
- **San Salvador volcano:** Is 1839 meters high, and it offers tourist activities such as hiking.

¹⁰ Tourism in El Salvador. (2023, June). In Wikipedia. https://en.wikipedia.org/wiki/Tourism_in_El_Salvador

¹¹ Cultura Azul. (2024). Volcanes de El Salvador. https://culturaazul.com/el-salvador/volcanes/#Los_volcanes_mas_llamativos_de_El_Salvador

- **Chaparrastique volcano:** In San Miguel it is the third highest in El Salvador, with 2130 meters high. It has an 800-meter crater and has had 26 eruptions in recent centuries.
- **Chinchontepec Volcano:** Also known as the San Vicente volcano, it is located between the departments of La Paz and San Vicente, 60 km from the Salvadoran capital. It is known for its legends and its structure with two elevations.
- **Conchagua Volcano:** Offers stunning views and is a popular tourist destination.

2.3.1.4. Mountains

El Salvador has several mountains and natural parks that offer opportunities for ecotourism and outdoor activities. According to Henriquez (2020)¹², some emblematic or important places within the Salvadoran national territory are:

- **El Pital:** This is the highest mountain in the country, located on the border with Honduras, and is perfect for bird and orchid watching.
- **El Boquerón:** This is a volcanic crater near the capital with trails to admire the local flora and fauna.
- **Perkina:** This is a small mountain in the province of Morazán, known for its natural beauty and history during the Civil War.
- **Montecristo:** Is a national park shrouded in fog and home to species such as ocelots and cetaceans.

¹² Henriquez, A. (2020, December 11). Cinco espectaculares montañas salvadoreñas que deberías explorar alguna vez en tu vida. La prensa grafica. <https://www.laprensagrafica.com/tendencias/Cinco-espectaculares-montanas-salvadorenas-que-deberias-explorar-alguna-vez-en-tu-vida-20201211-0065.html>

2.3.1.5. Lagoons and Lakes

- El Salvador's Lake Ilopango is a national paradise where you can sail and fish for a variety of species. It has a surface area of 72 square kilometers and a depth of 230 meters, it is the largest natural lake in the country. It was formed by a volcanic eruption in the 5th century AD with a volcanic eruption index of level 6.
- Lake Coatepeque, also of volcanic origin, is located south of Santa Ana and contains an island and important rock formations. It is famous for its calm waters and the practice of water sports such as sailing, water skiing and diving. It offers stunning views of the Santa Ana Volcano and Cerro Verde, making it one of the most popular tourist destinations in El Salvador, with many hotels nearby.

Located between Guatemala and El Salvador. (Avalos, n.d.)¹³.

- The Metapán lagoon is a beautiful body of water that is part of the Lago de Güija complex. Its surface changes according to the seasons. Pollution and plant infestation are threats.
- El Jocotal lagoon is an internationally recognized ecotourism destination. It has been declared a protected area, bird sanctuary, and Ramsar site.



Figure 9. Image taken from <https://ar.pinterest.com/pin/528610074982729874/>

¹³ Avalos, J. (n.d.). Lagos importantes de El Salvador. Tripline. [https://www.tripline.net/trip/Lagos importantes de El Salvador.-64431252765210128D158EB1FE7B272C](https://www.tripline.net/trip/Lagos_importantes_de_El_Salvador.-64431252765210128D158EB1FE7B272C)

- Olmega lagoon is an important wetland in El Salvador, shared by Chirilagua and El Carmen. In 2010 it was declared of international importance.
- El Salvador's Chanmico and Llano lagoons offer activities such as fishing and agriculture, and local fishermen care for the environment. Chanmico, of volcanic origin, is a quiet place half an hour's drive from San Salvador, while Laguna del Llano in Ahuachapán is known for its whitewater and mystical legends. Both lagoons attract tourists for their natural beauty, while Laguna del Llano attracts tourists for its history of the early Central American independence battles.

2.3.1.6. Mangroves of Bahía de Jiquilisco

According to information from MARN, this ecosystem is of high priority at a global level, since it constitutes 46.82% of the mangroves of the North Coast of the Dry Pacific in Mesoamerica, an ecoregion classified as Critical or Endangered by the World Wildlife Fund (WWF) since 2006.

Due to its relevance, Bahía de Jiquilisco was designated as a Ramsar site on October 31, 2005, as stipulated by the International Convention on Wetlands, due to its unique and fragile nature.

When visiting this area, it is advisable to organize a boat ride through the estuary, where you can explore the San Juan de Gozo Peninsula, as well as the 27 islands, both inhabited and virgin. In addition, it is a prominent place for bird watching. To embark on this tour, you have two options: from the dock at Puerto El Triunfo or from Puerto Parada, the latter being the most suitable if you wish to visit La Pirraya (Merino, 2023)¹⁴.

¹⁴ Merino, M. (2023, April 27). Bahía de Jiquilisco, el manglar más grande de El Salvador. https://diarioelsalvador.com/bahia-de-jiquilisco-el-manglar-mas-grande-del-pais/354161/#google_vignette

2.3.1.7. Puerto El Triunfo

From here you can embark on the islands that are part of this important Ramsar site. The view is impressive, taking in the mangroves, the pier, the boardwalk, and the volcanic and mountainous areas, such as Cerro El Mono (Jucuarán), El Tigre (Santiago de María) and the Chaparrastique volcano (San Miguel). There are several restaurants in the area that specialize in seafood.

Boatmen offer their services starting at 6 a.m., and prices change depending on the area you want to visit. Some activities available include artisanal fishing, kayaking, or participating in the release of turtles. In addition, there is a parking lot where you can leave your vehicle for \$1.00



Figure 10. Image taken <https://images.app.goo.gl/Li3hDLtzBjWlXY9P9>

2.3.1.8. Puerto Parada



Figure 11. Image taken from <https://images.app.goo.gl/smNgB8j6Z7BBE7zs8>

From this port, you can travel to three main islands: La Pirraya, Rancho Viejo, and San Sebastián, with tour prices depending on the island you want to visit.

Here you can also enjoy artisanal fishing tours, a floating pier, a viewing tower, and a loading dock. I decided to embark on La Pirraya Island, a trip that lasted approximately 30 minutes.

During the trip, I experienced a deep peace by connecting with nature, which allowed me to disconnect from the noise of the city. Although photos and videos capture part of the experience, nothing beats the visual and emotional impact of the landscape, which is truly fascinating.

This tour will allow you to revitalize and recharge your energy before resuming your daily activities.

2.3.1.9. La Pirraya Island

With an area of approximately 25 square kilometers, La Pirraya is home to more than 400 families and is known for its beach soccer culture. Many of the players on the national team of this discipline are originally from the island.

When visiting the island, you can enjoy its crystal-clear waters or walk along the beach. In addition, there are several restaurants that offer delicious dishes. If you prefer, you can stay on the island for affordable prices.

One of the recommended places is Rancho Palmerola, which has three rooms with air conditioning. The price is \$35 for 24 hours for five people. They also offer a wide variety of dishes, including fish, shrimp, seafood, ceviche, cocktails, grilled chicken and meat. During the day, you are assigned a gazebo with hammocks to rest in, and if you prefer, they will set up tables on the beach.



Figure 12. Image taken from https://diarioelsalvador.com/bahia-de-jiquilisco-el-manglar-mas-grande-del-pais/354161/#google_vignette

2.3.2. Tourist Map of El Salvador.

The tourist map of El Salvador is an essential tool for travelers, as it includes all these natural destinations and more. This map is produced by the Ministry of Tourism of El Salvador and can be found online to facilitate travel planning. For example, some of the places near The Coconut House that guests can visit with the help of this tool are the following:

- **El Jocotal lagoon - RAMSAR (35 minutes from El cuco beach)** As Montoya and Santamaria (2022) explain, this lagoon was the first, within Salvadoran borders, to receive international recognition. It is located in the department of San Miguel, specifically in El Borbollón, El Tránsito. And it serves as a source of connection

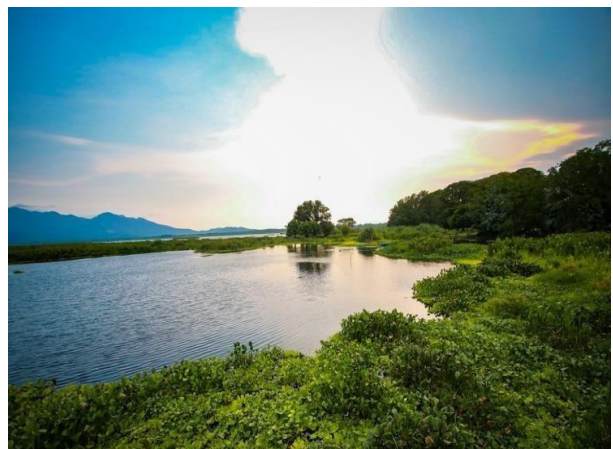


Figure 13. Image taken from <https://elsalvador.travel/experience/laguna-el-jocotal/>

with nature, since among its highlights are the various shades visible both at dawn and at dusk. On the other hand, it is considered a peaceful place due to the singing of birds, since it is a welcoming place for national and migratory birds.

Among the most common activities in the lagoon are boat rides and artisanal fishing. In addition, the environment filled with trees allows visitors to enjoy their stay during the day despite exposing themselves to the sun, even the El Jocotal pier has an ideal location to take photographs for the album of memories.

- **Olomega Lagoon - RAMSAR (30 minutes from El Cuco beach)** According to Servicio de Información sobre Sitios Ramsar (2021)¹⁵ Olomega Lagoon is the largest natural freshwater reflecting pool in eastern El Salvador, two small islands, mangroves, grassy swamps, and remnants of tropical dry forests. The area's ecosystem supports a



Figure 14. Image taken from <https://guanacos.com/laguna-de-olomega/>

diverse species community with over 100 species of flora recorded, including 37 species of aquatic vegetation and vulnerable species such as cedar (*Cedrela odorata*), redwood (*Swietenia macrophylla*), and sweet mangrove (*Bravaisia*). (*integrerrima*) are listed as endangered species at the national level. In terms of fauna, 127 species of birds, 56 species of mammals, 17 species of reptiles, 13 species of fish, and 5 species of amphibians have

¹⁵ Servicio de Información sobre Sitios Ramsar. (2021, October 22). Laguna de Olomega. <https://rsis.ramsar.org/es/rs/1899?language=es>

been recorded, including vulnerable species such as the American crocodile (*Crocodylus acutus*) and the Central American spider monkey. (*Ateles*) and other endangered species. The area is very important for the surrounding population, which depends on it for food, flood protection, and water purification. The main threats to the region are water pollution, overfishing, and land use changes due to cattle ranching, deforestation, and forest fires.

- **Aramuaca Lagoon (50 minutes from El Cuco Beach)** The Aramuaca Lagoon or Laguna Bruja is located at kilometer 150 of the road to La Union, just 10 kilometers from San Miguel. This body of water is located above the caldera and is connected to the currently active Chaparrastique (Hernández, 2021)¹⁶.

The National Geographic Institute (IGN) reports that the Aramuaca Lagoon is 86 meters above sea level. It has an area of 0.43 square kilometers, an average depth of 2 meters, and an average water temperature of 31°C. Aramuaca means “rock of water and scorpions” or “rock of the scorpion lagoon” in Nahuatl. The term is derived from the roots “aram”, “arangáca” meaning “scorpion” or “scorpion” meaning “water”, “river” or “lagoon” meaning “rock”, “stone” or “maybe”. Lagoon Aramuaca is perfectly aligned with Chaparrastique Volcano and conforms to the normal central path fault system. The Ministry of Environment and Natural Resources (MNR) explains in several documents that these geographical features share the same composition of modern materials. The above statement was supported by the locals. They believe that the lagoon is the caldera of the Chaparrastique volcano. It is said that after the eruption of the Chaparrastique volcano on September 21, 1787, the lagoon mysteriously shrunk. Around the lagoon is sand, so it is

¹⁶ Hernandez, N. (2021, May 02). *Laguna Aramuaca y un relato de hace 25 años: “A las tres de la madrugada se oye música bien bonita”*. elsalvador.com. <https://historico.elsalvador.com/historico/833736/leyendas-san-miguel-laguna-aramuaca.html>

believed that the eruption of Coloso was caused by the absorption of water from the Aramuaca by direct contact with the vent (Reyes, n.d.)¹⁷.

- **Conchagua (50 minutes from El cuco beach)** The original inhabitants of Conchagua were the Lenka or Conxaguas Islanders who inhabited the islands of the Gulf of Fonseca, specifically what is known today as the site of Conchagüita, and shared these lands with another tribe called “Los Tepas”. In 1522, an expedition led by André Niño who discovered the Gulf of Fonseca and its islands, including Conchaguita.

The city of Santiago de la Conchagua was founded before 1693, in 1770 it belonged to the parish of Conchagua (head of Jayantique) and in 1786 to the district of San Alejo. On June 12, 1824, it was included in the province of San Miguel, and on June 22, 1865, in the province of La Union. On September 23, 1971, it won the title of Villa.

On March 12, 1736, the title of Ejidal was extended. On January 11, 2001, with the Decree of the Legislative Assembly of the Republic of El Salvador, no. 248 received the name of a city (Rovira, 2020)¹⁸.

2.4. Cultural identity, intangible tourist resources

In El Salvador there are also festivities that people from all over can attend and activities in which those who wish can participate. For example, in the eastern part of the country there is probably the most anticipated festivity of the year, the San Miguel carnival, where people can enjoy live music, typical food, fireworks, dancing, the crowning of the queen of the festivities,

¹⁷ Reyes, A. (n.d.). *Leyendas de la Laguna de Aramuaca y sus leyendas de más de medio siglo*. GUANACOS.COM [Laguna de Aramuaca y sus leyendas de más de medio siglo | Guanacos](https://www.guanacos.com/leyendas-de-la-laguna-de-aramuaca-y-sus-leyendas-de-mas-de-medio-siglo/)

¹⁸ Rovira, K. (2020, October 29). Historia de Conchagua. <https://conchaguas.com/2020/10/29/example-post-3/>

among other activities. On the other hand, there are quieter but interesting activities for those who love nature. Below you will find more details about it.

- **San Miguel's Carnival**

The carnival, which is currently recognized as the most important in the entire Central American territory, had to undergo some relevant changes in order to position itself on the continental radar and even manage to expand information and attractive details to international people.

Many media outlets report the drastic change that was made so that the entire community of San Miguel, regardless of their status, could enjoy the festivities. It is explained that the first change was the date of the celebration, from May 8th, referring to the date on which the town was founded, to November 21st in honor of the Virgen de Paz. Then, the new focus of inclusion was generated in which it was no longer a celebration within a closed and limited town but on the contrary, it began to be held in the streets of the city by decision of the departmental governor Miguel Félix Charlaix.

Today, it is a festivity that manages to bring together thousands of people from different countries, who have the same objective, which is to enjoy the party, music, parades, fireworks, food and more. Every tourist who wants to take part in this festivity must reserve the last weekend of November on their calendar, since it is the date established by the new organization in charge of the event (Volaris, n.d.)¹⁹.

¹⁹ Volaris. (n.d.). Carnaval de San Miguel. <https://volarisrevista.com/carnaval-de-san-miguel-la-fiesta-mas-grande-de-el-salvador/#:~:text=El%20origen,y%20empresarios%20de%20todo%20Centroam%C3%A9rica>



Figure 15. Image taken from <https://tiempo.hn/tegucigalpa-celebra-445-anos-de-historia-con-tradicional-carnaval/whatsapp-image-2023-09-29-at-4-36-31-pm/>

- **Turtle release (Tortuga Verde hotel and restaurant)**



Figure 16. Image taken from <https://www.facebook.com/latortugaverdehotel/posts/feliz-tarde/5128500330533617/>

As described on the official Tortuga Verde (2022)²⁰ website it is a tourist destination in El Salvador that combines tourism with environmental protection to create a sea turtle sanctuary on Playa Esterón near El Cuco. The site is known for its commitment to sea turtle conservation with an active program of collecting, incubating and releasing baby turtles into the sea.

Turtle Release Program: La Tortuga Verde staff buy turtle eggs from local hunters to keep them out of

the food trade, incubate them, and release them into the ocean when the turtles hatch. The program

²⁰ La Tortuga Verde. (2022). Intipuca Beach, El Salvador.. <https://latortugaverde.com/about-us/>

not only helps save the species, but also allows visitors to participate in the release, which is an exciting and educational experience.

Commitment to the Environment: In addition to protecting sea turtles, La Tortuga Verde also participates in other conservation activities, such as beach cleaning and maintaining a pelican sanctuary. Visitors can participate in these events and receive symbolic prizes, such as free beer, in recognition of their help in cleaning up the beach.

2.5. Legends, stories or tales of El Salvador

Origin of La Poza Azul La Poza Azul is part of the El Jocotal lagoon east of San Miguel, this part of the lagoon is very deep and the water is blue due to its depth, and the abundance of flora, it is a Ramsar site in El Salvador. This is a paradise for crocodiles, for different species of migratory birds and fish, they tend to be seen more in La Poza Azul because they build their nests there. The legend itself speaks of a guacal (a deep container that collects water) made of pure gold or filled with gold that appeared on a full moon night at the bottom of said pool. Which is a temptation for people who long to get said treasure out of the water. They say it is a death trap, not good because it is evil and supernatural, so much so that when fishermen, locals or tourists decide to go out to look for treasure, it moves further and further away from the bottom of the blue pool. Many people made several attempts to achieve it. this goal, but without success. El Guacal approaches and sinks, as if playing with the greed of those who try to reach it (Delgado, 2017)²¹.

2.6. principles for sustainable tourism

As seen in the previous information, tourism is an action that all people can carry out, focused on their interests or circumstances. However, in many cases this means putting the quality

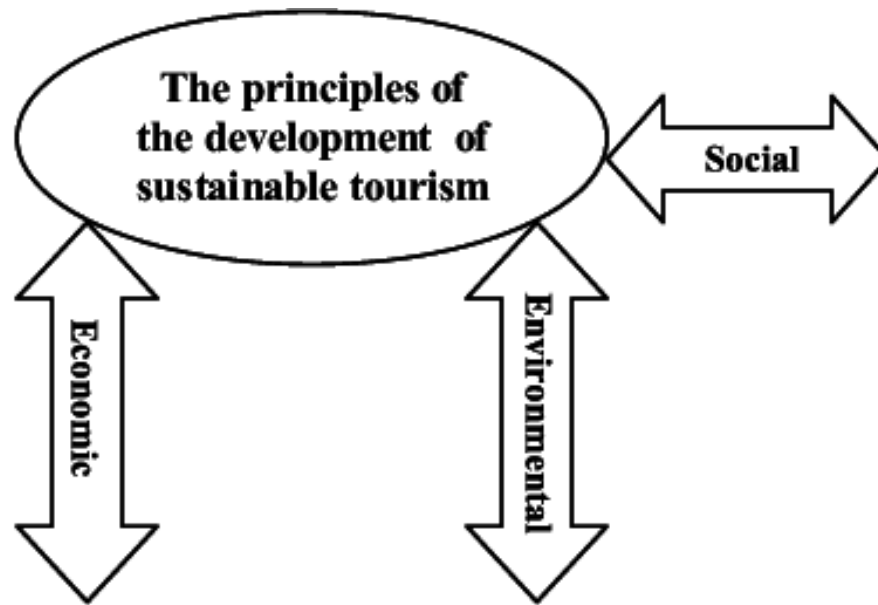
²¹ Delgado, E. (2017, June 14). La Poza Azul, Leyenda. El Salvador Región Mágica. <https://elsalvadoregionmagica.blogspot.com/2017/06/la-poza-azul-leyenda.html>

of the environment, natural resources, cultures, etc. at risk. Therefore, it is essential that from now on strategies or principles are applied that collaborate in the care of our planet, in other words, the development of sustainable tourism must become the guiding basis for every product and service offered to the public, if the purpose is to continue enjoying the natural wonders that the country offers us.

According to Cinco Vientos (2022)²² there are four principles applicable to tourism for it to be sustainable. The first focuses on creating the minimum negative impact on people and the environment within the community where tourism is being established. Second, sustainable tourism tries to promote respect for the environment and cultural variety. Third, it tries to create a pleasant experience between tourists and native people. Finally, the purpose of establishing tourism is to generate economic improvement in the selected area. However, a simple way to understand the importance of sustainable tourism and the fundamental factors for the execution of a plan with this purpose is presented below with the help of the scheme created by Grundey (2008)²³.

²² Cinco Vientos. (2022, September 26). Turismo sustentable: una oportunidad para el futuro. <https://www.cincovientos.com/turismo-sustentable/>

²³ Grundey, D. (2008, June). Managing sustainable tourism in Lithuania: Dream or reality? https://www.researchgate.net/figure/Principles-of-sustainable-tourism-development_fig1_228717168



The principles of the development of sustainable tourism

Economic

- Development of service sector
- Development of industrial sector
- Development of agricultural sector
- Effective use of work resources

Environmental

- Preservation of biodiversity
- Control of natural resources
- Maintenance of ecosystem functions
- Effectual environment control

Social

- Unity between different generations and social equality
- Sustainability of population
- Democracy of membership
- Conservation of cultural and historical identity

2.7. Strategic plan: quality control, customer satisfaction.

There is a lot of work behind customer loyalty that suppliers do. Below are some key aspects and strategies that the team responsible for the operation of The Coconut House implement to ensure that it is more widely recognized, that customers show favoritism over other facilities in the area and, above all, that the expectations, interests, comfort and preferences of the customer are always paramount.

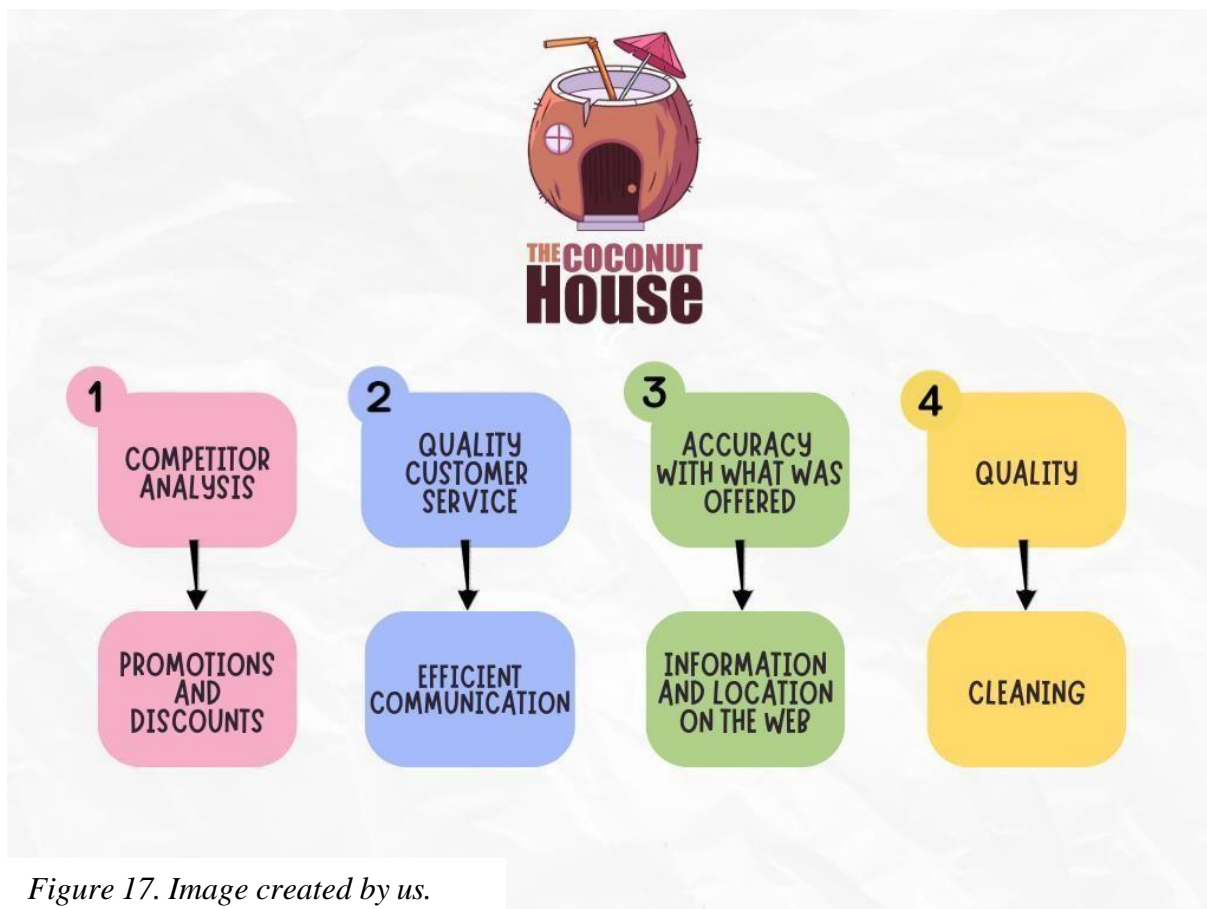


Figure 17. Image created by us.

1) Competitor analysis - Promotions and Discounts

Competitor analysis plays a very important role within The Coconut House team, since in order to establish a business, you need to know what strategies you are working against. The Airbnb industry is very extensive and all owners try to retain their clients, therefore, they adapt

their facilities and offers in order to attract visitors to any other proposal from their competition in the business.

That is why the team at The Coconut House dedicates valuable time to the constant analysis of the competition in order to offer clients significant promotions and discounts; thus, managing to make a space for themselves among the large businesses that exist today.

Elmhurst University (2019)²⁴ provides some ideas for doing a good competitor analysis and acting on the results obtained. These ideas include:

- a) Identify the competition
- b) Examine the content and strategies
- c) Analyze the CEO's approach to the business function
- d) Follow the content of their social networks
- e) Plan the strategies to implement in your own company

Having carried out the steps listed above, it will be easier for executive directors to establish effective discounts and promotions, resulting in more tourists becoming guests at The Coconut House facilities.

Now, among the promotions, discounts can be offered based on the length of time they plan to stay at the place, which range from 15 to 20 percent on one-night stays, and for those who wish to enjoy a longer stay, whether it be a week or even longer, they have the possibility of receiving exclusive discounts.

²⁴ Elmhurst University. (2019, February 22). 5 Steps to Conducting a Competitive Market Analysis. <https://www.elmhurst.edu/blog/competitive-market-analysis/>

2) Quality customer service - Efficient communication

Customer service refers to the assistance provided based on the expectations held by the clients themselves. In other words, it is absolutely necessary to maintain adequate and constant communication with them, both before and during their stay at The Coconut House facilities in order to resolve any queries and problems that may arise. For this reason, clients have social networks, such as email and WhatsApp, at their disposal to contact the owners with any questions.

3) Accuracy with what was offered - Information and location on the web

At The Coconut House it is vitally important to provide customers with complete transparency in what is offered. That is to say, the information you can find on social media will be exactly what they will find in the physical location. Without a doubt, the background is to cultivate customer trust and to ensure that they do not create false expectations; consequently, they will feel encouraged to continue visiting the facilities and what is more, they will have the confidence and the absolute drive to recommend Airbnb to their family and friends.

4) Quality – Cleaning

Based on the first-hand experiences of the owners, it is considered an essential requirement that The Coconut House qualifies as a completely suitable property in terms of cleanliness, taking into account that this is a relevant detail among tenants.

There is a phrase that is constantly used in different languages to express the importance of the appearance that a service or product must offer. This phrase goes like this: a picture is worth a thousand words. And it is not only possible to attract a customer through the promotions or discounts that are offered, but also because of the neatness with which it is carried out.

2.8. Table: Actions and Activities to Position The Coconut House in the Market

ACTION	PERSON IN CHARGE	IMPROVEMENT
<p>Digital advertising Instagram, Facebook, TikTok, Website</p>	<p>Rut N. Landaverde 1- She will be dedicated to managing social media in order to disseminate relevant information about the rental property, as well as promotions during high seasons (summer).</p>	<p>2 coupons with a 30% discount for a 24-hour stay will be raffled off among people who share a post from our official account on their Instagram. (once a year).</p> <p>Bronze guest A 10% discount will be offered to guests booking a stay of 48 hours or more.</p>
<p>Establish a direct line of contact between tenant and landlord through e-mail and WhatsApp</p>	<p>Allisson S. Jiménez 1- Will be responsible for answering questions from potential customers through the channels offered, such as: email and WhatsApp.</p>	<p>Platinum guest Reward the loyalty of regular customers by providing them with a snack based on typical snacks on their third and fourth visit.</p> <ul style="list-style-type: none"> -Yuca con pepesca -Tostadas de plátano -Enredos de yuca -Riguas -Empanada de plátano con poleada -Enchilada con curtido y salsa -Horchata
<p>Establish a single official method (Website) for reservations and payments</p>		<p>Gold guest For regular customers who visit us for the fifth time, we will have three gift options from which they can choose the one they like.</p> <ol style="list-style-type: none"> 1. Boat trip 2. Bottle of liquor (+20) 3. Fire pit with marshmallows

CHAPTER III
ENTREPRENEUR
RESPONSIBILITY

3.1. Profile of the Entrepreneur

3.1.1. Definition of Entrepreneur

An entrepreneur is a person or in some cases a group of people who are dedicated to entrepreneurship, which means that they focus on identifying a possible opportunity to prosper, then they dedicate themselves fully to collecting all the necessary resources, later they turn their idea into a reality and finally they take responsibility for the result, whether it is positive or not. At the same time, one becomes an entrepreneur by fully committing to establishing a new business, which means that one must have good foundations or qualities (Carton et al., 2004)²⁵.

Another way to recognize an entrepreneur or even to be one is to see if the person is willing to take risks and put their needs, hobbies or free time, this with the purpose of starting a business, since Frederic Howley (1907) was very direct in calling entrepreneurs people who bring uncertainty.

3.2. Types of entrepreneurs

Knowing that entrepreneurs are people who turn ideas into reality, the question arises as to whether there are characteristics that differentiate these people. Do they all do exactly the same thing or is their way of working different? The Lonely Entrepreneur (2018)²⁶ says that the type of entrepreneur can vary according to their nationality, and social or economic sector, but among the most common types of entrepreneurs are innovators or creatives, imitators, buyers and researchers.

²⁵ Carton, R.B., Hofer, C.W., Meeks, M.D. (2004, May 4). The Entrepreneur and Entrepreneurship: Operational Definitions of Their Role in Society. <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=9ff9deea7a27cf0f9b0cc8676e32e80123288d>
[dc](https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=9ff9deea7a27cf0f9b0cc8676e32e80123288d)

²⁶ The Lonely Entrepreneur (2018, August 13). 5 Types of Entrepreneurs and Their Key Differences. <https://lonelyentrepreneur.com/types-of-entrepreneurs/>

3.2.1. Innovators or creatives entrepreneurs

Creative or innovative entrepreneurs are those who have the ability to create new products or services from scratch, as well as come up with new ways of doing things that already exist. On the other hand, these people are those who are always willing to take risks and take every opportunity that comes their way, even if the result is not the best.

As in any other case, entrepreneurs face advantages and disadvantages due to their decisions. In the case of innovative or creative entrepreneurs, they have the advantage of being praised for their dedication and the achievement obtained at the end. In addition, they have the freedom to establish the rules according to their criteria for operation within the market. Also, their ventures, coming from innovative ideas, face minimal competition at the beginning of their operation.

The disadvantages that this type of entrepreneur faces are: first, the requirement of a fairly high monetary capital to establish themselves in the market. And second, it is quite likely that the success of the venture will take longer than expected to be achieved.

3.2.2. Imitators entrepreneurs

The imitative entrepreneur is someone who takes the existing ideas of other entrepreneurs, who already own a business, imitating exactly what is already in operation or in other cases improving the existing ideas or adding a unique detail to make their business stand out from the rest.

The advantages of the imitative entrepreneur are:

- By taking an existing business idea, mistakes are avoided and negative consequences that were already experienced or lived by the person who had the idea in the first instance are avoided.
- A comparison can be created of the performance that the business will achieve as time goes by.

Disadvantages that the imitative entrepreneur experiences in the development of his business:

- The business will constantly be compared with the original business or idea.
- It is more common to try to exactly imitate the advances or changes that are made with the original business before making changes of their own.

3.2.3. Buyers entrepreneurs

Buyers are entrepreneurs who have enough capital to acquire existing companies or businesses that have good characteristics that promise success. In turn, acquiring an existing business greatly minimizes the risks that may occur if you try to conceive a company from scratch.

Advantages of being a buyer entrepreneur:

- You face a minimum level of risk when acquiring an established company or business.
- It is not essential to constantly make innovative changes.

Disadvantage of being a buyer entrepreneur:

- The cost of a business or company can be very high; however, it is the cost of the quality you want to acquire.
- When you buy an established company, there is a danger that it may have defects that turn it into a problematic company.

3.2.4. Researchers entrepreneurs

Research entrepreneurs are people who, before rushing into founding a business, take the time necessary to do in-depth research to analyze the ideas, and then proceed to act based on the data collected. Also, comparing existing facts can be very helpful when avoiding risks that affect the process when creating a business.

Being a researcher has the following advantages:

- Creating a detailed business plan according to needs.

- Focusing on making the right decisions based on the information available.

Disadvantages of being a researcher:

- Afraid of taking risks that may at some point be an obstacle to the progress of your business.
- Your progress becomes slow for fear of harming your project with some wrong decision.

3.3 Characteristics of an entrepreneur

In order to perform the role of entrepreneur, it is vitally important that people demonstrate ethics, and to do so, people must demonstrate that their personality as an individual is governed by good characteristics and qualities. The administrative body of The Coconut House considers that they possess the following characteristics applicable to the operation of the enterprise:

Table: Characteristics of an entrepreneur	
Creativity	To carry out a new entrepreneurship, it is important to use innovative techniques that are attractive to customers. To do this, it is essential that we have creative abilities that allow us to extract the most relevant points of the main idea and emphasize them until we manage to turn them into eye-catching resources, which will make the project a complete success.
Clarity of ideas	The best entrepreneurs are those who have a completely clear vision of what they want to achieve. They have the ability to create new trends, even if the service they offer already exists in the area. On the other hand, ideas start from the objectives to

	<p>be achieved, but they also analyze in depth which people can cooperate to make the project a reality.</p>
<p>Perseverance</p>	<p>To persevere is to not give up despite failures, to try many times until you achieve success. Perseverance is a characteristic that drives us to persist despite latent fears of failure, it drives us not to sit back and take negative experiences as an example of what we should not do in a next attempt.</p>
<p>Initiative</p>	<p>This is a characteristic that, in our opinion, is one of the most important when creating a business, since it is not easy to materialize a previously planned idea since this requires a series of more complex resources.</p>
<p>Risk taker</p>	<p>Similar to people who persevere and do not let failures defeat them, those who plan to run an Airbnb show a good attitude by being willing to face the risks of an uncertain outcome. Another aspect that can be a risk is unforeseen circumstances, an example of this is the COVID-19 pandemic, which can interrupt the normal operation of the business. In these cases, impulsive people willing to take risks manage to minimize their losses.</p>
<p>Communication skills</p>	<p>It is necessary to establish a line of communication with the founding team that allows ideas to be explained in a clear and simple but direct manner so that the project achieves its objective. On the other hand, constant communication helps to resolve any misunderstandings that may arise as individuals.</p>

<p>Self-confidence</p>	<p>Self-confidence is an important element for our project of The Coconut House, since we must be the first to support the idea we have. This will help ensure that the negative opinions and comments of outsiders do not harm us or frustrate our undertaking.</p>
<p>Leadership</p>	<p>Working with a team is not easy. Every mind is a world and therefore the actions of each individual can vary greatly, hence the importance of knowing how to lead the team in the right direction so that the ship does not go against the tide. Furthermore, being a leader does not mean giving instructions or orders for someone else to do, but rather it implies being an example for others and working together with the rest.</p>
<p>Optimism</p>	<p>Optimism helps entrepreneurs stay positive and focused on the process. Also, being optimistic is a source of inspiration and support to follow a dream or a set plan. In fact, by cultivating this quality we become a source of inspiration so that more and more people trust in our business proposal.</p>
<p>Adaptability</p>	<p>Although over time the project may show improvements and greater organization, at the time of creating the business there may be a need to cover or perform responsibilities in areas other than those of our knowledge. In these cases, it is more than necessary to adapt to changes in circumstances and perform the relevant tasks.</p>

3.4. Challenges of the Entrepreneur

Anyone who enters the world of entrepreneurship must know in advance that they will have to face obstacles that will greatly hinder them from achieving their goal, even more so if they know little or nothing about entrepreneurship. However, knowing the obstacles that can affect the development of a business is in fact a benefit, since solutions can be sought to overcome the situation or even devise a plan B to apply if necessary.

Asúa Canosa (2024)²⁷ explains that recent years have been very complex when it comes to entrepreneurship. Some of the situations that led to this situation were the COVID-19 pandemic, the change in tastes and needs of consumers, or even technological advances. Therefore, below, some of the most frequent obstacles are analyzed according to Asúa.

Table: General challenges of the entrepreneur	
Cybersecurity	With digital growth, cybersecurity has become crucial for entrepreneurs, who must now adequately protect the sensitive information they handle online.
Inflation and global economic problems	The current economic situation, marked by the crisis derived from the pandemic and international conflicts, generates uncertainty for new projects. The risks inherent to entrepreneurship are increased by the financial instability that affects consumption and investment.
Omnichannel and changes in tastes	Consumer habits change rapidly due to the number of options available. Therefore, it is essential that new businesses

²⁷ Asúa Canosa, C. (2024, April 25). 10 retos a los que se enfrentan los emprendedores en 2024. <https://cincodias.elpais.com/territorio-pyme/emprendedores/2024-04-25/10-retos-a-los-que-se-enfrentan-los-emprendedores-en-2024.html>

	offer their products or services through multiple platforms and channels, thus ensuring greater visibility. In addition, although digital commerce has gained ground, the face-to-face shopping experience is still valued.
Less loyal consumers	Today's consumer is very demanding and does not easily gain loyalty, since they have access to countless alternatives globally. Companies must continually strive to attract and retain their customers.
Global competition	Nowadays, entrepreneurs compete not only in the local market, but also internationally, as access to products and services from other countries is easier thanks to online commerce.
High online advertising costs	Online marketing is essential for the success of any project, but its growing demand has raised advertising costs. It is essential that entrepreneurs allocate a significant part of their budget to this area to remain competitive.

3.4.1. Challenges for the creation of The Coconut House

Bringing an idea as big as an Airbnb to life is not easy. To achieve this, many aspects must be taken into account, which often become significant challenges. The table below reflects some of the obstacles that limit the continuity of The Coconut House's tourist service.

Table: Challenges for the creation of The Coconut House	
Initial investment	Getting into the Airbnb rental business requires a significant investment, whether it's to build or retrofit a property. The property needs to be furnished, safety standards met, utilities paid for, marketing done, and ongoing maintenance.
Competence	One of the biggest challenges that Airbnb entrepreneurs face is the amount of competition near their location. Considering that Airbnbs are strategically established in areas frequented by tourists, we do not have a free market, but on the contrary, the owners of other Airbnbs also seek to capture the largest number of clients, which is why the Internet is full of advertising regarding these businesses. This undoubtedly becomes a difficult obstacle but not impossible to manage.
Lack of experience	Lack of knowledge or experience in running an Airbnb can lead to loss of customers or damage to the premises, which is not at all pleasant. Making wrong decisions can also result in something detrimental to the business.

3.5. Niche Market

3.5.1. What is a niche market?

According to Conecta361 (2024)²⁸ a niche market is a group of consumers with similar characteristics and very specific needs that are not met by companies targeting the general

²⁸ Conecta361. (2024, August 14). Nichos de Mercado: Qué son y Como Generar un Negocio a Partir de Ellos. [https://conecta361.com/nichos-de-mercado-que-son/#%C2%BFQue Son los Nichos de Mercado](https://conecta361.com/nichos-de-mercado-que-son/#%C2%BFQue%20Son%20los%20Nichos%20de%20Mercado)

public. Although the meaning of niche can vary depending on the industry, it always refers to a relatively small and well-defined group of people. Often, the terms "niche" and "segment" are used interchangeably, but it is important to distinguish that they are not the same thing.

The market segment is a broader part, within which the niche is located. This means that the niche shares characteristics and needs of the general segment, but also has particularities that distinguish it from other niches within that same segment.

Identifying a market niche at the right time can result in highly profitable businesses, provided that an appropriate solution is developed to solve its "pain points" or specific problems. In fact, many successful companies began by serving the unmet needs of a market niche.

The key to a niche market is specialization. Market niches are defined by their potential for expansion, because, although they are initially small and do not attract the attention of large competing companies, as they grow, they become more attractive.

Market niches are subgroups within a broader segment whose members share certain characteristics, but have specific needs that are not fully met by the market. Although a niche is identified using general categories, what really defines a niche is the presence of needs that are little or not at all met.

3.6. Types of niche market

Below are some of the most common types of market niches, which can be combined with other criteria, such as geographic segmentation:

- **By Age:** This group starts with a group of people who belong to the same age range and is further delimited considering particular needs. An example would be youth clothing designed for older people who seek comfort without sacrificing style.
- **By Special Conditions:** This is where people with specific physical conditions are grouped together, whether permanent or temporary, such as the need for adapted

clothing for people of unusual height or ergonomic wheelchairs for people with disabilities.

- **By Gender:** These niches are not just limited to the male-female divide but include broader categories such as transgender or non-binary people. An example would be a clothing business designed specifically for trans people.
- **By Occupation:** Targets people with needs related to their profession. This can include everything from work clothes and specialized tools to counseling services for certain professionals, such as sports psychologists who specialize in treating athletes.
- **By Ideology and Values:** This type of niche has grown in popularity as more and more consumers are looking for brands that align with their values. For example, companies that sell eco-friendly products or do not test on animals to attract customers with a strong environmental or ethical conscience.

These niches can be crossed and combined with other criteria, allowing companies to offer highly specialized and customized products or services.

3.7. Niche market at The Coconut House

In relation to what a niche market refers to, the administrative team at The Coconut House has focused part of its research on locating that small group of people who are generally excluded when it comes to setting up an Airbnb with beach access.

To start, this venture is focused on a specific group of people who have the same interests and tastes, which would be known as the segment. But, what is the segment at The Coconut House? They are all those people without limitations in their age, culture, beliefs and sexual gender, as long as they are interested in vacationing in a coastal area with access to the beach and want to practice water activities. Now, within that group of people there is a notable small group, known as the niche, who, despite meeting the characteristics mentioned above,

have specific needs due to their physical condition and therefore must move around with the help of a wheelchair.

For the management of The Coconut House, these people do not go unnoticed and that is why we try in every possible way to make them part of the joy and enjoyment of a good vacation in a tropical environment. The management is committed to creating wheelchair accessible areas both inside the property and on the beach so that our guests enjoy a complete experience. In addition, thanks to technological advances, the use of a pool lift is planned, so that physically challenged people are no longer excluded.

CHAPTER IV

BUSINESS

CULTURE

4.1. Logo

The term "**logo**" in the dictionary of the Royal Spanish Academy (RAE) refers to a specialist in a specific area, as in "biologist" (biology specialist). However, its most common use is related to logos, which are symbols composed of letters or images that identify a company, brand, or product. Since ancient times, artisans and kings used logos or personal seals to mark their creations or documents, associating a symbol with what they represented (Pérez Porto and Gardey, 2021)²⁹.



"Siente el mar, saborea la vida"



"Siente el mar, saborea la vida"

Figure 18 and 19. provided by us.

The Coconut House has two different presentations due to the aesthetics that are planned to be presented to customers. The first one (with the name at the bottom) has been designated as the image of the company, that is, it will be the first contact that guests and Internet users will have with it. The second one (with the name to the side) will be used as a letterhead for all types of legal or informative documentation.

4.2. Slogan

The term "motto" comes from the Latin *lemma* and the Greek *lêmma*, and refers to a phrase or title that sums up the essence of a work, event, or organization. A motto reflects an ideal or intention, often functioning as a guide to conduct and a synthesis of values. For

²⁹ Pérez Porto, J., Gardey, A. (2021, December 20). Logo – Qué es, tipos, definición, ejemplo y concepto. <https://definicion.de/logo/>

example, Brazil has the motto "Ordem e progresso" (Order and progress), while France identifies itself with "Liberté, égalité, fraternité" (Liberty, equality, fraternity), both representing national ideals.

In linguistics, a motto is the main term that heads an article in dictionaries or encyclopedias. In mathematics, it is a proposition that is proven before a theorem and acts as an auxiliary premise. In addition, in some electoral systems, a motto is the name of a party or coalition that groups different currents (sub-lemmas) whose votes are added to the general motto.

In advertising, the equivalent of the motto in English is the tagline, also known as slogan. Although the use of English terms such as tagline is common, the Fundación del Español Urgente (Fundeu) recommends using the Spanish term, since both have the same meaning. The use of anglicisms often reflects an unnecessary tendency that undermines the precision of communication in Spanish (Pérez Porto and Gardey, 2019)³⁰.

“Siente el mar, saborea la vida”

A phrase appropriate to the expectations that the company has, which essentially describes the primary purpose that is expected to be provided to guests since it highlights actions that most people do when vacationing on a beach with complete freedom and enjoyment. 1. Enjoy the views and the freshness of the waters of Playa el Cuco and 2. The word “saborea” refers to the enjoyment of coconut water in the best possible setting.

4.3 Mission

Mission: The business mission defines the fundamental purpose of a company and the reason for its existence. It represents the motive that drives its creation and guides its efforts and activities. The mission should detail the company's main activity, the type of products or

³⁰ Pérez Porto, J., Gardey, A. (2019, August 30). Lema – Qué es, definición y concepto. <https://definicion.de/lema/>

services it offers, and the profile of the customers it wishes to serve, thus guiding its strategic planning (Pérez Porto and Merino, 2023)³¹.

4.4 Vision

Vision: Business vision refers to a person's ability to foresee the future of a business. The term "vision" can be interpreted as a perspective or stance on a specific issue, while "entrepreneurial" is related to the activities of a profit-making company (Pérez Porto and Merino, 2021)³².

4.5 Values

Values: Human values are ideas shared by most cultures about what is considered morally correct, and they are what elevate human beings in terms of morality. In philosophy, values are qualities that determine whether something is estimable or not, and can be positive or negative, and classified according to their hierarchy. (Pérez Porto and Gardey, 2024)³³.

Among the main human values, also called moral values, the following stand out: honesty, respect, responsibility, gratitude, punctuality, prudence, sincerity, compassion, material detachment, loyalty and humility.

4.5.1 Values of The Coconut House

- **Responsibility:** We care about every detail so that your stay is perfect.
- **Quality:** We make sure to offer the best, from the service to the spaces.
- **Honesty:** Always working with transparency in everything we do.
- **Trust:** We care that you feel safe and well taken care of at all times.
- **Security:** The well-being of our guests is our priority.
- **Commitment:** We are dedicated to making the experience unforgettable.

³¹ Pérez Porto, J., Merino, M. (2023, March 21). Misión – Qué es, definición, en la región y usos. <https://definicion.de/mision/>

³² Pérez Porto, J., Merino, M. (2021, December 21). Visión – Qué es, características, definición y concepto. <https://definicion.de/vision-empresarial/>

³³ Pérez Porto, J., Gardey, A. (2024, June 24). Valores humanos – Qué son, definición, ejemplo y tipos. <https://definicion.de/valores-humanos/>

- **Sustainability:** We take care of the environment so that you can enjoy it today and always.
- **Passion:** We love what we do, and that shows in every detail.

Table: The Coconut House Business Culture



Figure 20. Created by us.

CHAPTER V

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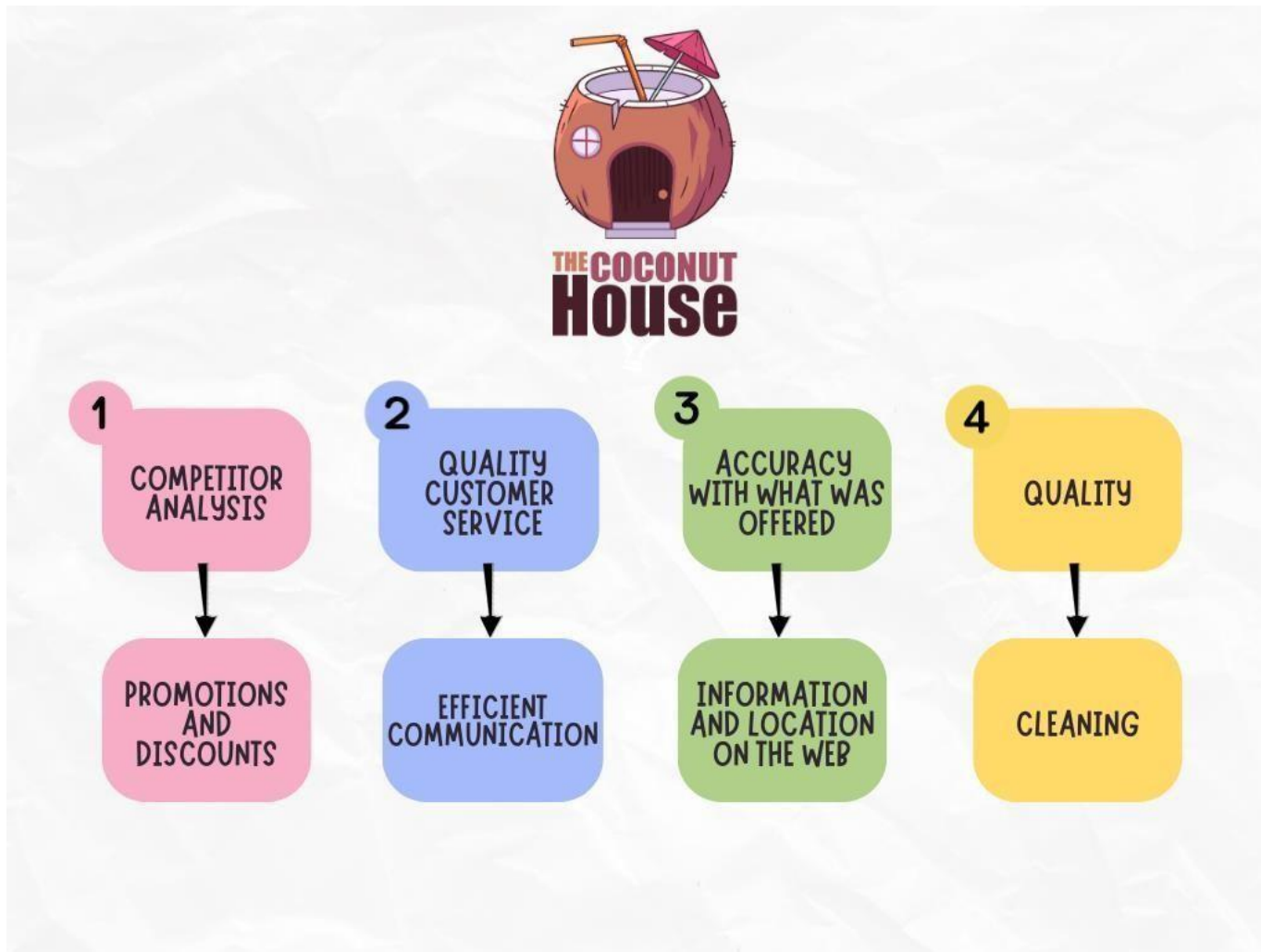
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ANNEXES

Annex 1: Strategic plan of The Coconut House



Annex 2. Logo of The Coconut House



**THE COCONUT
House**

"Siente el mar, saborea la vida"



"Siente el mar, saborea la vida"

Annex 3. Business Culture of The Coconut House

The Coconut House Business Culture

