

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



***DDY ADVENTURE* TOURIST SERVICE**

OPERADORA DE TURISMO *DESCUBRE Y DISFRUTA*

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ABSTRACT

The present document introduces DDY Adventure as a tour operator specializing in adventure tourism in El Salvador. This proposal is aimed at both Salvadorans and foreign tourists interested in experiencing extreme adventures in a safe, responsible, and fun way.

The main objective of DDY Adventure is to offer authentic and sustainable experiences that allow travelers to connect with the natural beauty of the country. The tour operator is an initiative focused on responding to the growing demand for adventure tourism and the need to promote environmental conservation. In this regard, the operator offers activities such as volcano hiking, waterfall exploration, rappelling, and kayaking, all developed under principles of sustainability and respect for nature.

In order to understand the relevance of tourism and its evolution, research was conducted on its origin and development worldwide, as well as its historical growth in El Salvador. Likewise, the value of the country's natural and cultural resources is highlighted, which constitute the fundamental basis for the promotion of adventure tourism. Through this approach, DDY Adventure aims to contribute to local development and promote environmental education, thus promoting a model of responsible and sustainable tourism in El Salvador.

Keywords: Adventure Tourism, Sustainable Development, Environmental Conservation, Local Communities, El Salvador, DDY Adventure.

INTRODUCTION

“Tourism is the study of man [the tourist] away from his usual habitat of the ordinary [where the tourist is coming from] and the non ordinary [where the tourist goes to] worlds and their dialectic relationship” (Jafari, 2000).

Tourism is one of the most dynamic and influential industries worldwide, playing a fundamental role in the economic, social, and cultural development of nations. It promotes cultural exchange, generates employment, and contributes to the preservation of natural and historical heritage. In El Salvador, tourism has become an essential pillar for growth and international recognition, especially in areas such as adventure tourism and ecotourism, which encourage visitors to connect with nature while supporting sustainable development and community participation.

This document is divided into three main chapters that aim to describe the creation, purpose, and impact of DDY Adventure, a tour operator focused on adventure tourism in El Salvador. The tour operator promotes sustainable and responsible tourism, encouraging travelers to discover the country's natural and cultural wealth through safe and well-organized experiences.

Chapter I presents the idea behind DDY Adventure, a tour operator designed to offer recreational and adventure experiences while promoting environmental conservation and community development. It explains the company's strategic location in El Salvador, which allows access to the country's most outstanding natural sites, and highlights its key qualities and attributes, including the safety, sustainability, and authenticity of the experiences it offers. The chapter also describes the itineraries offered, demonstrating how DDY Adventure combines adventure, enjoyment, and respect for nature.

Chapter II presents the theoretical and historical background of tourism, beginning with its origins around the world and then focusing on its development in El Salvador. It also highlights the importance of the natural and cultural resources that serve as the basis for adventure tourism in the country. These include iconic destinations such as Cerro Verde, Lake Coatepeque, the Ilamatepec volcano, El Imposible National Park, and El Tunco beach. This chapter highlights how these natural attractions not only represent economic potential but also reflect the cultural identity and environmental wealth of El Salvador.

Then, Chapter III focuses on the business and organizational aspects of DDY Adventure. It describes the characteristics, skills, and challenges of entrepreneurs, as well as the importance of social responsibility in tourism companies. In this section, the profile of DDY Adventure is presented, including its logo, slogan, mission, vision, and values, providing a comprehensive overview of the company's identity and strategic positioning. The chapter also explains the identification of niche markets and the company's strategy for offering unique and responsible tourism experiences.

Throughout these chapters, the document shows how DDY Adventure contributes to local development, generates employment opportunities, and positions El Salvador as an ideal destination for adventure tourism, combining adrenaline, culture, and respect for nature.

CHAPTER I:
TOURIST SERVICE PROFILE

1.1. Objectives

1.1.1. General Objective:

Offer adventure tourism experiences in natural environments of the country, promoting sustainable tourism, environmental conservation, tourist safety and the active participation of local communities.

1.1.2. Specific Objectives:

2. To provide confidence and security to tourists through personalized and professional attention, provided by our team trained in tourism services.
3. To promote local development through the active integration of the communities visited in the tourist tours.
4. Guarantee that adventure tourism activities are carried out under principles of sustainability, promoting the conscious enjoyment of natural resources.

1.2. Justification

Nowadays tourism is taken as an economic, social and cultural activity, which has perfectly proved to be a significant influence in the development of many regions around the world. Tour operators play an essential role as intermediaries between visitors and destinations, organizing unique experiences and guaranteeing the quality of service. However, not all tourism companies manage to fully consolidate themselves in a highly competitive and changing market, especially when faced with challenges such as sustainability, lack of training in tourism management and the lack of the need to constantly innovate. That is why the creation of the tour operator DDY ADVENTURE seeks to respond to the demand of providing authentic and sustainable tourism experiences, offering a high-quality service.

Tourism is taken as an economic, social and also cultural activity, which has perfectly proved to be a significant influence in the development of many regions around the world. Tour operators play an essential role as intermediaries between visitors and destinations guaranteeing the quality of service.

DDY seeks to respond to the demand of providing authentic and sustainable tourism experiences. In recent years, adventure tourism has become a growing trend within the tourism sector. In a world where lovers of new adventures seek to connect with nature and escape from traditional tourism. DDY ADVENTURE is presented as a conscious and innovative alternative that promotes sustainable tourism along with environmental conservation, allowing visitors to explore the natural wealth of our country and at the same time actively participate in exciting activities such as hiking volcanoes, waterfall exploration, complete adventure circuits, rappel, kayaking, among others.

In a world where lovers of new adventures seek to connect with nature and escape from traditional tourism. DDY ADVENTURE is presented as a conscious and innovative alternative that promotes sustainable tourism along with environmental conservation. This sustainable tourism offered by DDY ADVENTURE, not only enriches the visitor's experience but also raises awareness about the care of natural resources and the economic development of local communities which is a very important factor to consider. It is a Tour Operator that works hand in hand with trained and responsible guides and also seeks to include community projects that promote social and economic growth without harming the natural environment.

DDY ADVENTURE not only offers a sustainable tourism that enriches the visitor's experience but also raises awareness about the care of natural resources and the economic development of local communities.

Considering that El Salvador has a great wealth of geographical and natural diversity, it is an ideal destination for the adventure tourism activities. However, it is normal that many tourists lack the knowledge, equipment or very good planning necessary for this type of destination. That is why DDY ADVENTURE aims to provide a differential value since it not only offers access to these extraordinary destinations but also provides a complete service that includes safe transportation, specialized equipment, trained guides, organized schedules and personalized advice. El Salvador has a great wealth of geographical and natural diversity, an ideal destination for adventure tourism activities.

DDY Adventure aims to provide a differential value since it not only offers access to extraordinary destinations but also provides a complete service.

1.3. Description of the tourist service

1.3.1. Name of the tourist service:

The name of the tour operator will be DDY Adventure, a name that conveys dynamism, energy, and a passion for outdoor adventures. It also reflects our commitment to helping travellers Discover, Delight in, and say “Yes” to adventure.

1.3.2. The idea behind DDY Adventure:

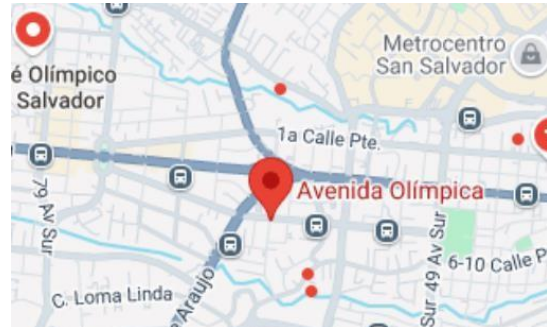
DDY Adventure is a tour operator that aims to offer authentic adventure tourism experiences in El Salvador. The main idea is to connect travellers with the country’s natural beauty through activities such as volcano hiking, waterfall exploration, rappelling, surfing, kayaking, mountain biking, full adventure circuits, and eco-friendly camping. One of our main goals is to promote sustainable tourism, adrenaline-filled activities, and genuine interaction with local landscapes and communities.

DDY ADVENTURE service is aimed at both national and international travellers, especially young people and adults with an adventurous spirit, nature lovers and protectors, and those seeking unique and culturally enriching experiences. It is also designed for groups of friends, students, couples, and backpackers in short, tourists who value ecotourism and a strong connection with local culture.

DDY Adventure will meet the need for exploring natural destinations in a safe, organized, and exciting way. We will provide trained guides, transportation, specialized equipment, and scheduled activities for those seeking adventure without the hassle of planning, as that will be our priority as an efficient and trustworthy tour operator. In addition, we will contribute to local development through partnerships with communities and sustainable businesses, applying responsible tourism strategies.

1.3.3. Location:

DDY Adventure will be based in San Salvador, allowing easy access and direct communication with travelers. Our tour operator will be located at Calle Las Palmas, Avenida Olímpica, San Salvador, providing a central and convenient point for coordination and customer service.



1.3.4. Qualities of DDY adventure:

These are the characteristics that define the personality and professionalism of DDY ADVENTURE:

- **Personalized attention:** Treating the client as unique, adjusting the experiences according to their interests.
- **Reliability:** Delivering what is promised; punctuality with tour departures, guaranteed safety and organized plans.
- **Experience:** In-depth knowledge of the destination and the tourism market in advance.
- **Flexibility:** DDY adapts to changes or unforeseen events, such as weather, schedules, and customer preferences.
- **Innovation:** Offering different and original experiences that go beyond the typical tour.
- **Professionalism:** Trained, punctual and friendly teams.
- **Social and environmental responsibility:** Operating with respect for local communities and the environment.
- **Transparency:** Clear prices, without hidden costs.

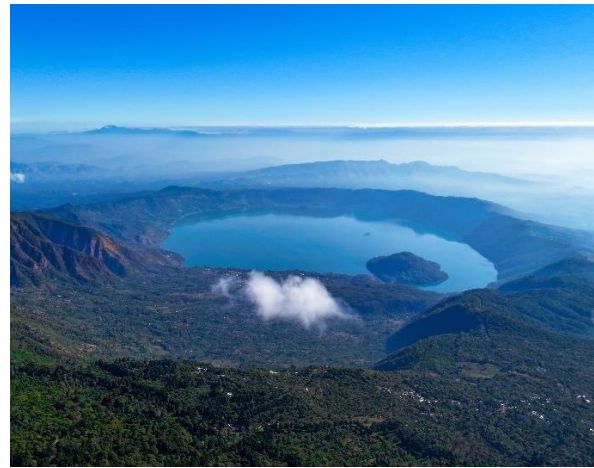
1.3.5. Service attributes:

- Authentic and local activities: Connecting the tourist with the local culture.
- Trained, multilingual tour guides: Enhancing the value of the experience.
- Well-designed itineraries: Including the best tourist spots with adequate time to enjoy them.
- Options for all budgets: Offering from budget tours to premium experiences, offering the same quality for both.
- All-inclusive packages: Avoiding customer worries such as food, entrance fees and transportation.
- Quick and easy booking, in person or online: A digital platform that is user-friendly and compliments the purchase and booking of the service.
- 24/7 support: Customer service before, during and after the tour.
- Comfortable and safe transportation: Modern vehicles, with insurance and maintenance.

1.3.6. Itineraries:

➤ “D1” ADVENTURE:

Package 1: Cerro verde + Lago de Coatepeque.



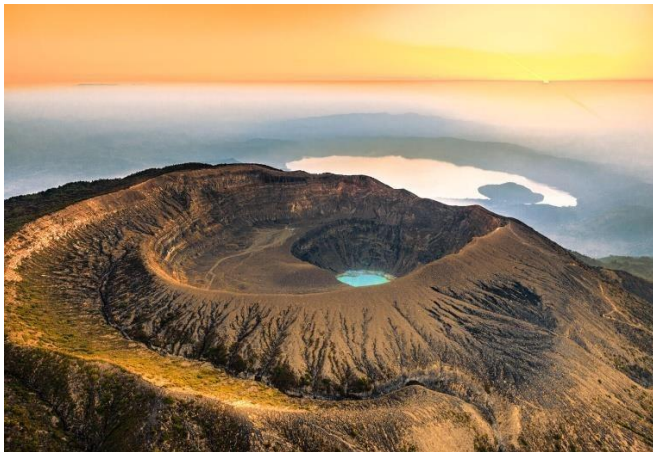
- Duration: one day
- Difficulty level: Medium.

Activities:

- Guided hike through the park trails
- View of Izalco and Ilamatepec volcanoes, at Lago de Coatepeque.
- Optional boat ride
- Kayak: Ideal for exploring the lake at your own pace.

➤ **“D 2” ADVENTURE:**

Package 2: Volcán Ilamatepec + Lago de Ilopango.



- Duration: 1 day
- Difficulty level: Intermediate.

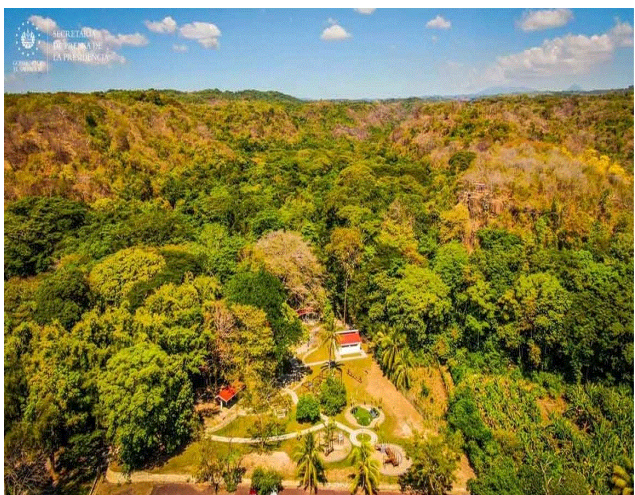
Activities:

- Guided hike to the Ilamatepec crater.
- Panoramic photo session.
- Picnic with a volcano view.

- Boat ride on Lake Ilopango.
- Free time to swim, relax, or explore.

➤ **“Y” Adventure:**

Package 3: Parque Nacional El Imposible, El Pital, Parque Walter Thilo Deininger, playa el Tunco.



- Duration: 2 days/1 night.
- Difficulty: Advanced.

Activities:

- Guided hikes through forest trails.

- Wildlife observation & photo sessions.
- Visit to El Salvador's highest peak.
- Picnic with mountain or ocean views.
- Cave exploration (Walter Thilo Park).
- Free time at El Tunco Beach: swim, surf, or relax.

1.3.7. Application of strategy for human development and sustainability:

Adventure tourism, as a growing economic activity, has great potential to become a strategic tool for sustainable development. In this context, our tour operator proposes the implementation of practices aligned with the Sustainable Development Goals (SDGs):

- **No poverty:** Our tour operator supports the economy of the communities by working directly with them as providers of tourism services such as lodging, food, etc.
- **Good health and wellbeing:** we encourage physical activities such as hiking, cycling or climbing, always in a safe way and adapted to each group. In addition, we have first aid protocols for the well-being of tourists.
- **Decent work and economic growth:** We work with guides, transporters, and service providers in the communities to create formal employment in rural areas, and we also support local businesses.
- **Sustainable communities and cities:** We design tours that respect and value the local culture and traditions as well as the host communities.
- **Sustainable consumption and production patterns:** We educate about the importance of avoiding unnecessary waste during the tours, such as replacing single-use plastics with reusable bottles, and taking our waste back to be disposed of properly.

- **Climate action:** We support reforestation and conservation projects in natural areas, parks and reserves.
- **Life on land:** We promote respect for nature and encourage our visitors not to leave garbage and to take care of the natural environment.
- **Partnerships for the goals:** We know we can't do it all alone, so we collaborate with NGOs, local governments, and other tourism businesses that share our vision of sustainable travel.

1.3.8. Types of tourism:

Tourism activity is classified according to spatial, temporal components, or even according to the purpose of travel. Each tourism modality encompasses a broad group of activities. The main types of tourism are described below:

Traditional tourism:

This is mainly based on mass tourism and the development of large lodging and entertainment facilities. Tourists who engage in this type of tourism typically have consumerist habits and demand sophisticated services. According to the World Tourism Organization (WTO, 2005), the main activities that characterize this form of tourism include visits to beaches, major tourist destinations, and colonial cities or places with cultural appeal, usually located in large urban areas.

Alternative tourism:

This tourism trend aims to promote travel experiences where tourists engage in recreational activities in contact with nature and the cultural expressions of rural, indigenous, and urban communities, while respecting the natural, cultural, and historical heritage of the places they

visit. It assumes that organizers are aware of natural, social, and community values, and that tourists want to interact with the local population. This type of tourism includes activities whose names reflect their main features: cultural tourism, rural tourism, agritourism, ecotourism, adventure tourism, hunting tourism, among others.

Cultural tourism:

This refers to trips made with the desire to engage with other cultures and get closer to their identities. One of its main objectives is to learn about cultural heritage assets. Tourists who engage in this type of tourism seek to enjoy and communicate values and to gain economic benefits for tourism purposes. Main activities are related to various aspects, such as monumental art, folk architecture, exhibitions, ethnicity, folklore, customs and traditions, religion, education, unique events, festivals, literature, gastronomy, and industry. These activities can take place in both rural and urban areas. The literature does not clearly state whether cultural tourism becomes a mass activity. It can be considered an alternative activity if it fosters respectful contact between the host community's culture and traditions and the visitor, protects the natural environment, and provides fair and equitable benefits.

Rural tourism:

This type of tourism takes place in non-urban areas, highlighting the culture, values, and identity of the local population through their direct and active participation in providing tourism services. It complements traditional economic activities and promotes positive exchanges between visitors and hosts. It should be noted that it does not necessarily involve visitors in agricultural activities; its main attractions include enjoying specific areas, landscapes, recreation, and rest.

Agritourism:

This is an activity where tourists seek to engage with farm work. Other motivations include getting in touch with traditional economic activities in small communities and experiencing rural life. For the tourist, this means an opportunity to connect with nature, even if the area is involved in intensive production. It also allows them to learn about related activities such as walking, biking, or riding pack animals, and witnessing or tasting locally produced food.

Ecotourism:

This is a new conservation movement based on the tourism industry. It promotes responsible tourism that conserves the environment and supports the well-being of the local community. Guided by ethical codes, ecotourism attracts a large flow of international travelers and is supported by students, thinkers, and funding from the governments of some industrialized countries. It encourages education and recreation through the observation and study of the local area's values. Its development should generate resources for the preservation of culture and nature, and for the prosperity of the host community. Main activities include hiking, stargazing, flora and fauna conservation, plant observation, ecosystem observation, geological observation, and viewing natural attractions, among others.

Adventure tourism:

Some refer to it as sports tourism, others as adventure tourism, adrenaline tourism, or challenge tourism. Although the name may vary, the concepts are important. These terms can lead to confusion or concern among tourists and even among service providers and marketers. Activities included in this category are mountaineering, rappelling, rock climbing, horseback riding, caving, mountain biking, and hiking.

DDY Adventure is focused on adventure tourism since El Salvador has great natural potential because it offers volcanoes, beaches, rivers, and mountains all in an accessible territory. So, this environment allows us to develop exciting experiences such as hiking, surfing, exploration in volcanic areas, etc., which is ideal for people who like adrenaline and connection with nature. That's why we also promote nature tourism and ecotourism, because we integrate sustainable and environmentally friendly practices.

CHAPTER II:
CONDITIONING ELEMENTS FOR
THE DESIGN OF THE TOURIST
SERVICE

2.1. History of Tourism

To understand the importance of tourism as a global phenomenon, it is necessary to consider its contemporary definition. According to the World Tourism Organization (2008), Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.



Figure 2.1. World History Encyclopedia. (n.d.) Vasco de Gama. <https://share.google/images/ZIgPMIjz3b6bnfZXo>

Tourism not only allows people to explore and experience new cultures and destinations, but also plays a fundamental role in the economy of many regions of the world. Beyond entertainment and recreation, tourism has established itself as a key industry, generating significant income and multiple sources of employment within the tourism sector over the years.

Throughout history, humans have felt the need to travel, whether for commercial, religious, cultural, or exploratory reasons. Although important steps were taken toward the development of modern tourism in the 19th century, especially with figures such as Thomas Cook, it was after World War II that tourism became established as a massive and structured practice. Alonso and Mújica (1998) argue that, although Cook's contributions laid the

foundations for modern tourism, it was not until the second half of the 20th century, thanks to specific historical and socioeconomic conditions, that tourism was able to truly flourish.

Sancho (2014) states that the historical evolution of tourism can be divided into different stages, reflecting the social, economic, and cultural changes that have influenced its development over time.

The timeline he proposes is structured as follows:

Ancient Age (3000 BC – 476 AD):

Figure 2.2. Introduction to tourism



Note. By Sancho (2014). Líneas del tiempo del turismo mundial.

https://frrq.cvg.utn.edu.ar/pluginfile.php/15987/mod_resource/content/0/Introducci%C3%B3n%20al%20Turismo%20-%20Sancho,%20A.pdf

During this period, the foundations for early travel were established. Among the Sumerians, the creation of currency led to the expansion of trade and the beginning of travel. In Ancient Greece, people traveled to attend the Olympic Games, which drove the development of accommodation services. Herodotus, considered the father of travel literature, documented the travels of his time. He was a seasoned traveller and a paragon of sophisticated intellectuality (Casson, 1994).

Page and Connell (2009) noted that in the ancient cultures of the Greek and Roman social elite, “these early ‘tourists’ pursued pleasure and relaxation in regions away from the main towns and cities. They epitomize modern-day tourism: the pursuit of pleasure in a location away from

everyday life and the use of one's leisure time for non-work purposes" (p. 25). The Roman Empire experienced an increase in travel for both practical and leisure reasons. Initially, travel was associated with military, political, and administrative needs, such as sending messages from the central government. Later, Roman elites began to travel to the thermal baths and coastal areas of Greece and Egypt for leisure. The villas located along the bays served as precursors to modern beach resorts. The ancient Greeks and Romans devoted considerable attention to leisure, pleasure, and travel; they even had a concept associated with vacations, the *feriae* (Korstanje and Busby, 2010).

Philosophers such as Socrates emphasized travel as a source of wisdom. In 334 BC, the city of Ephesus (now in Turkey) became an important destination due to its democratic government and commercial importance.

However, the fall of the Roman Empire in 476 AD led to the decline of infrastructure and increased insecurity on the roads. As a result, travel declined significantly until the Middle Ages (Sancho, 2014).

Middle Ages (477 AD – 1453)

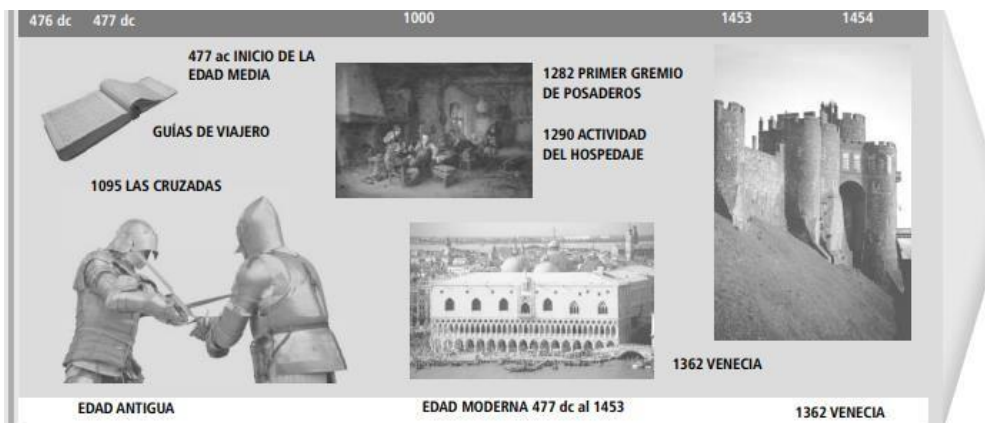


Figure 2.3. *Introduction to tourism* .

Note. By Sancho (2014). Líneas del tiempo del turismo mundial.

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Religious Travel:

During the Middle Ages, religious travel, especially pilgrimages, became a major motivation for long-distance journeys. According to Acerenza (2001), in ancient Babylon there was clear evidence of travel to the cities of Athens, Delphi, Corinth, and Olympia for religious festivals and athletic competitions.

Religious tourism, as a form of affinity tourism, is motivated by curiosity and interest in visiting monuments, temples, sites, or events that symbolize a particular belief such as a person, temple, or place of religious significance (Ramírez, 2006). Pilgrims traveled to sacred sites such as Santiago de Compostela, Canterbury, and the Holy Land. The widespread practice of pilgrimage led to the development of supporting infrastructure like roadside inns (mesones), maps, and travel guides designed to assist pilgrims with navigation and accommodation. These facilities played a crucial role in facilitating safe and manageable travel for large groups of people undertaking religious journeys.

The Crusades (1095 – 1291):

The increase in pilgrimage between the 11th and 15th centuries, along with the growth in ship size, led to the contemporaneous development of specialised ports and larger ships to accommodate the growing numbers of pilgrims (Jacoby, 2016).

The Crusades significantly revitalized travel and commerce during this period. The movement of large numbers of soldiers, pilgrims, and merchants across Europe and the Middle East led to increased traffic on trade routes and pilgrimage paths. This surge in mobility not only enhanced economic activity but also strengthened cultural exchanges between different regions.

The Crusades effectively contributed to the resurgence of tourism and laid foundations for more organized travel networks in medieval Europe.

Origin of Hospitality as a Business:

By the late 13th century, lodging began to emerge as a commercial enterprise. In 1282, the first Guild of Innkeepers was established in Florence, marking the formal organization of innkeeping as a profession. Before this, providing accommodation was often seen as an act of charity. The guild regulated inns and allowed members to import and sell wine, granting operating licenses for fixed terms. By 1290, the number of licensed inns had grown to 86, reflecting the growing importance of hospitality as an economic activity and the increasing demand for professional lodging services along popular travel routes (Sancho, 2014).

Modern Age and the Grand Tour (1453 – 1750)

Figure 2.4. *Introduction to tourism.*



Note. By Sancho (2014). Líneas del tiempo del turismo mundial.

https://frrq.cvg.utn.edu.ar/pluginfile.php/15987/mod_resource/content/0/Introducci%C3%B3n%20al%20Turismo%20-%20Sancho,%20A.pdf

The Grand Tour (from 1670):

Beginning in the late 17th century, the Grand Tour became a common educational practice among young aristocrats, particularly in Britain. The journey played an important role as a rite of initiation or passage into adulthood for these young travelers, contributing to their process of education and the reaffirmation of their identity (Grabowski et al., 2017).

The earliest journeys were motivated by diplomatic exchange, business, educational purposes such as obtaining a university degree training in specific activities such as horseback riding, dancing, and fencing or the practice of “civilized” conversation (Verhoeven, 2010). After completing their formal studies, these young men were encouraged to travel across France, Italy, and Germany to enrich their cultural knowledge, gain personal experience, and develop diplomatic and administrative skills.

The term *Grand Tour* eventually gave rise to the modern concept of "tourism." During this period, holiday resorts began to appear in places such as Bath in England and Baden in Germany. The most frequented cities included Florence, Venice, Genoa, Bologna, Rome, and Naples, which became key destinations on the Grand Tour route, known for their art, architecture, and cultural heritage. As Boyer (2002) notes, “Among the things that must be seen, the sixteenth century placed Italy in the first position, mainly because of its Roman monuments. This primacy of Italy would last for more than three centuries” (p. 17).

The Industrial Revolution (1750 – 1850):

Although it fully unfolded after 1750, the Industrial Revolution began to shape travel behavior in this era. Notable technological advances allowed for the rapid development of communications, and improvements in transportation increased the number of leisure travelers from a new, prosperous middle class with new tastes and needs (Gurría, 2004). The shift from agrarian to

industrial societies led to the emergence of a wealthier and more educated middle class. Urbanization, economic growth, and the development of the working class contributed to an increase in leisure time, which in turn created demand for vacation and recreational travel.

The Rise of Restaurants (1765):

In 1765, a French soup vendor named A. Boulanger opened an establishment in Paris where he sold broths and soups that he called *restaurants*, claiming they were "restorative" to health. His business, known as Champs d’Odiso, became popular among the upper class, not only for its food but also as a place for social display and status. This marked the beginning of the modern restaurant industry, which would later become a central component of the tourism experience, offering not just nourishment but also cultural and social value (Sancho, 2014).

Contemporary Age (1790 a 3000)

Figure 2.4 *Introduction to tourism.*



Note. By Sancho (2014). Líneas del tiempo del turismo mundial.

https://frrq.cvg.utn.edu.ar/pluginfile.php/15987/mod_resource/content/0/Introducci%C3%B3n%20al%20Turismo%20-%20Sancho,%20A.pdf

The Grand Tour’s Legacy and Organized Travel:

In 1841, Thomas Cook organized the first packaged tour, laying the foundation for modern tourism. He later founded Thomas Cook & Son and introduced the voucher system in

1867, making prepaid travel services more accessible and reliable. Thomas Cook, a precursor of modern tourism, organized the first trip for 570 people (alcoholics) as a non-profit, providing all necessary services to attend a conference (Acerenza, 2001). This experience allowed him to understand the potential of the activity, and in 1845 he began organizing excursions for large numbers of tourists.

Urry and Larsen (2011) argue that the birth of tourism in modern Western societies occurred around 1840 due to several factors: the collective meanings and desires associated with travel, the technical reproduction of photography, Thomas Cook's first organized package tour in 1841, and the opening of the first railway hotel in York, among others.

Expansion of Travel Services:

In 1859, Wells and Fargo established American Express, which evolved into a major travel agency. Their innovations included the traveler's check, offering safer travel financing. Meanwhile, George Pullman revolutionized rail travel in 1867 with luxury sleeping cars, turning long-distance train travel into a comfortable experience.

Modern Hospitality and Gastronomy:

Between 1872 and 1898, César Ritz modernized the hotel industry with innovations like in-room bathrooms and the role of the sommelier. He is regarded as the father of modern hospitality. His collaborator, Auguste Escoffier, became the first recognized professional chef, establishing standards that elevated gastronomy within tourism. In 1898, César Ritz, in collaboration with Auguste Escoffier, opened a restaurant within a hotel (Luis, 2007). Later, in 1908, marking a new era in the hotel industry, the Statler Hotel was inaugurated in Buffalo, considered the first modern hotel.

Early 20th Century (1900 – 1949)

Transport and Early Coastal Tourism:

By the early 20th century, transportation had become a driver of tourism. Following World War I, the mass production of buses and automobiles expanded mobility, especially for domestic travel. During this time, beaches and rivers became major tourist attractions in Europe, giving rise to coastal tourism as a popular leisure option. As a result, we can speak of a tourism model defined by the intense segmentation of the mass tourism market that had characterized the dominant model since the post World War II period (Lickorish & Jenkins, 2000, p. 267).

Aviation and Technological Shifts:

Although still limited to wealthier travelers, air travel began to evolve. The traditional propeller plane was gradually replaced by the jet engine, marking a technological transition that would later revolutionize long-distance tourism and reduce reliance on transoceanic ship travel.

Parallel to the establishment of a common regulatory framework, the post-war period also led to the commercialization and transfer of military technologies to commercial airplanes. One example is the introduction of jet engines in the 1950s and 1960s, which more than doubled the speed of airplanes. This development enabled the aviation industry to grow rapidly (Kim et al., 2019).

Global Crises and the Impact of War:

The Great Depression of 1929 severely restricted tourism until recovery began around 1932. However, World War II brought tourism to a near standstill. Despite the setbacks, wartime innovations helped improve communication and transportation infrastructure, which laid the

groundwork for the postwar tourism boom. The decline resulted not only from fewer customers in hotels, restaurants, conference and convention centres, etc., but also from a significant decline in the average expenditure per guest (Pizam, 2009).

Rise of Hotel Chains – Hilton:

In 1943, Conrad Hilton introduced the idea of a coast-to-coast hotel network in the United States. By 1949, he opened the first international Hilton hotel in San Juan, Puerto Rico, establishing what would become the world's first global hotel chain. Hilton gradually built a small chain of hotels in Texas and almost lost them three times during the Great Depression. But his ambition and persistence kept him going through the worst times. Over time, he set his sights on the best hotels in Chicago and New York and eventually created the first major global chain, the largest hotel company in the world (Hoover, 2018).

Elite Tourism and the Transition to Mass Tourism:

Until the 1950s, tourism remained largely an elite activity, accessible primarily to upper classes. As economies improved postwar, tourism became more accessible to the middle class, marking the transition to mass tourism from the 1960s onward. This shift led to a more segmented market, with diverse offerings tailored to the preferences and needs of different types of travelers (Sancho, 2014).

Contemporary Age (1950 – 1999)

Figure 2.4 Introduction to tourism.



Note. By Sancho (2014). Líneas del tiempo del turismo mundial.

https://frrq.cvg.utn.edu.ar/pluginfile.php/15987/mod_resource/content/0/Introducci%C3%B3n%20al%20Turismo%20-%20Sancho,%20A.pdf

Tourism Boom (1950–1979):

After World War II, a new international order, social stability, and the growing culture of travel in Western societies fueled rapid tourism development. The period from 1950 to 1979 is often referred to as the Tourism Boom, marked by the fastest growth in international tourism in history. This growth was supported by the expansion of hotels, restaurants, travel agencies, transportation services, and a growing variety of vacation destinations with beach tourism leading the trend. In 1960, the first reservation systems were created, and in 1970, the first central reservation system of a travel agency was established (González, 2013). However, the energy crisis of the 1970s caused inflation and higher transportation costs, forcing the industry to lower prices, often at the expense of quality.

Urban Tourism Planning – Benidorm:

Between 1970 and 1990, new resort destinations emerged, some highly planned like Benidorm in Spain, while others developed more spontaneously. This period reflects a shift toward destination planning and large-scale infrastructure designed to accommodate growing tourist numbers. These were years of progressive growth due to the change in the legal economic system, which abandoned the primary sector (fishing and agriculture) and opted for the tertiary sector (tourist services) (Ordoñez & Rovira, 2013).



The Poniente beach and Benidorm in the background. Except for the road on the left, the rest of the landscape was quite like that of 1834 (Soler, 1894).

Frequent Flyer Programs and Market Consolidation:

In 1979, Texas International Airlines introduced the first modern frequent flyer program, offering loyalty incentives such as discounts and special services. One of the innovations that drives repurchase intention is the Frequent Flyer Program (FFP), which allows passengers to collect points to redeem flight tickets at a reduced cost or to obtain additional benefits such as airport lounge access, seat upgrades, and fast-track security (Boer, 2018). Larger airlines quickly followed suit, with American Airlines' Advantage program becoming the standard in 1981.

Tourism was increasingly viewed as a social right, leading to broader access and higher global demand throughout the 1980s.

1980s – Baby Boomers and Market Diversification:

The 1980s marked the rise of the baby boomer traveler, generally older, retired individuals with disposable income. Boomers are having a significant impact on the type of holidays that they are taking, and although traveling to warmer climates is still popular, there has been increased spending on holiday experiences that specifically focus on such niche markets as adventure, education, and cultural tourism (World Tourism Organization, 2001). Their preferences helped shape the market for luxury, adventure, and eco-tourism. At the same time, major global events, such as the fall of the Berlin Wall in 1989, led to the opening of new tourist destinations like Russia and the Czech Republic, which were previously closed to Western travelers.

Technological Advancement and Sector Maturity (1990–1999):

The 1990s were characterized by technological sophistication and the maturation of the tourism industry. New technologies improved booking systems, marketing, and global promotion. The tourism sector became a strategic priority for many governments, leading to greater planning, quality control, and product diversification (*Sancho, 2014*).

2.2. History of Tourism in El Salvador

In El Salvador, tourism has significantly increased over the last decades, becoming one of the main attractions for international visitors due to the country's natural resources, infrastructure, and cultural richness. The origins of tourism development in El Salvador can be traced back to the 1920s. According to Rafailán (n.d.), the first official recognition of tourism

occurred in 1924, during the administration of Dr. Alfonso Quiñónez Molina, when the government acknowledged its importance.

During the administration of Dr. Alfonso Quiñónez Molina, on June 12, 1924, the Government of El Salvador recognized the importance of tourism in the country, not only for generating greater foreign exchange, but also so that the international community could become familiar with the nation's cultural, historical, and gastronomic values for the benefit of commerce, industry, and agriculture. Consequently, the first Board for the Promotion of Tourism and Agricultural and Industrial Propaganda was established, under the Ministry of Development (today known as the Ministry of Public Works)" (MITUR, 2024).

By the 1930s, with the expansion of new communication routes, it became necessary to establish the National Tourism Board, which served as a link between the government and the Departmental Road Boards. To encourage visitation, the government decided to issue free tourist cards, valid for nine days, through its consulates abroad Rafailán (n.d.).

In 1930, seeing the need to promote tourism in the country, the Legislative Assembly created through Decree number 135 of August 14, 1930, the National Tourism Board, which would serve as a link between the Government and the Boards. Road Departments. (Menjivar, n.d.,)

In 1939, the Board of Ornaments for Highways, Spas and Public Gardens was created in each of the 14 departments of the Republic. In 1945, the Progress and Tourism Boards were founded, which would be in charge of everything related to material progress for the benefit of tourism (Menjivar, n.d.,).

Rafailan (n.d.) states that in the 1960s, specifically in 1961, the Salvadoran Institute of Tourism (ISTU) was created as the governing governmental body. Seven years later, in 1967, the ISTU was formally established as the national regulatory authority.

In the 1970s, an event took place in El Salvador that further promoted tourism in the country: the Miss Universe beauty pageant. El Salvador was considered one of the best hosts in history, an event that encouraged the development of the coastal area and led to the construction of additional infrastructure that benefited tourism. El Salvador made history by becoming the first Central American and second Latin American host of the Miss Universe competition, where Salvadoran Carmen Elena Figueroa reached the semifinals (Bernal and Díaz, 2023). In addition to its strategic importance for the country, the construction of Comalapa International Airport marked a milestone in El Salvador's aviation infrastructure. According to the Autonomous Port Executive Commission (CEPA, n.d.), this airport was built in the mid-1970s by the Japanese company Hazama Gumi to replace the old Ilopango Airport and meet the growing demands of national and international air transport.

However, during one of the darkest periods in the country, tourism in El Salvador was severely affected. Rafailan (n.d.) explains that in 1979 the country entered a period of violence, which a year later escalated into war, accompanied by increased disappearances and murders. The country was declared dangerous for tourists, and as a result, visitor numbers dropped to levels seen seven years earlier.

In the following years (1980–1992), the hotel industry suffered during the early years of the armed conflict, and violence effectively erased El Salvador from the international tourism map. According to the Salvadoran Tourism Corporation (2002), in 1992, the imminent signing of the Peace Accords triggered a slow recovery in the sector, which a year later reached a record of

more than 300,000 visitors the highest number the country had received in 25 years. After a slight decline in the following two years, tourism increased steadily, reaching nearly 800,000 tourists by the year 2000.

After that dark chapter, according to the Salvadoran Tourism Corporation (CORSATUR, n.d.), the organization was established on July 25, 1996, through Legislative Decree No. 719, published in Official Gazette No. 156, Volume 332, on August 23, 1996. It is an autonomous institution with its own legal personality and assets. Rafailan (n.d.) notes that in that year, 387,000 visitors arrived, generating \$74.7 million.

Tourism in El Salvador experienced a year of recovery in 2002, when there was a 29.4% increase in visitors and a 45.6% increase in foreign exchange earnings for the country. According to CORSATUR (n.d.) 950,597 tourists visited El Salvador in 2002, 216,000 more than the previous year. Of these visitors, 40% were from Guatemala, followed by 18% from the United States, totaling 377,329 Guatemalans and 167,765 Americans. Additionally, 137,156 visitors came from Honduras (14% of the total), and 119,323 from Nicaragua (13%).

Rafailan (n.d.) states that in 2004, tourism contributed \$24.7 million to the economy. That year, the Ministry of Tourism was also created to direct sector development policies. In 2005, the Tourism Law was enacted, providing fiscal incentives for new investments in the industry.

In 2009, the Pueblos Vivos program was launched. Due to its success, it became part of the government's strategy to promote sustainable tourism nationally.

By 2014, the tourism sector generated an average of 48,415 direct jobs, equivalent to 7.2% of total national employment, and a hotel occupancy rate of 61.26% on average over the last four months in the Greater San Salvador area. In 2015, the Ministry of Tourism (MITUR), through CORSATUR and the Salvadoran Export and Investment Promotion Agency (PROESA),

inaugurated the Third Tourism Investment Forum, aimed at showcasing investment opportunities in El Salvador's tourism sector. By 2019, the country received 2.6 million visitors through tourism.

MITUR (2025) describes tourism as one of the country's main economic drivers. By June, 2 million international visitors had arrived, consolidating El Salvador as an attractive and competitive destination.

During this period, tourist arrivals remained dynamic both by land and air, with higher flows recorded at border points. Visitors from the United States, Guatemala, and Honduras continued to lead the statistics, confirming the importance of these markets for tourism in El Salvador. Additionally, public tourist sites registered 5 million visitors, reflecting growing interest in the recreational, natural, and cultural spaces the country offers (Rafailan, n.d.).

El Salvador is consolidating itself as an attractive destination for international tourism investment, thanks to institutional management that facilitates new projects and creates a favorable environment for development, as part of a strategic vision that promotes tourism as a key driver for the country's economic strengthening (MITUR, 2025). For the August festivities, an estimated 90,000 international visitors are expected, a 6% increase compared to the same period in 2024. Additionally, 2.6 million people are expected to visit public tourist sites, including the Historic Center of San Salvador, as well as sites managed by the Ministry of Environment and Natural Resources, Ministry of Public Works, Ministry of Culture, and other related entities.

Based on confirmed reservations and the positive trend of recent months, El Salvador is projected to close 2025 with a total of 4 million international visitors. This figure reaffirms the

sector's potential as an economic development driver and positions the country as an attractive, reliable, and steadily growing destination (Rafailan, n.d.).

2.3. Natural resources

Natural resources are those elements and materials provided by nature that humans use for their subsistence and development. Tomio & Ullrich (2015) state that tourism is one of the fields in which natural resources are used for economic and social purposes. Among the options for its practice, segments involving natural resources, such as ecotourism and nature tourism, stand out. These segments seek and utilize natural spaces that facilitate the development of leisure activities in close contact with nature.

Natural resources are one of the fundamental pillars for the design and operation of tourism products. In the case of a tour operator, they are the main attraction that motivates visitors to explore a destination. In this sense, DDY Adventure makes use of various natural resources, which are described below.

Cerro Verde:

Cerro Verde is an extinct volcano located in the Department of Santa Ana, El Salvador, in the Apaneca mountain range, 77 kilometers from San Salvador. It is an extinct volcano whose summit is covered by a dense cloud forest that is home to remarkable biodiversity. Its natural wealth includes orchids, mosses, and ferns, and it is an ideal habitat for many species. This environment makes it a prime location for ecotourism.

Cerro Verde was founded by Raúl Contreras and opened to the public in 1955, forming part of the "Los Volcanes Complex," established as a priority area for environmental conservation in El Salvador (Salvadoran Institute of Tourism, 2020). In addition to its natural value, Cerro Verde holds great importance for tourism and recreation. The park offers panoramic

views of the three volcanoes and surrounding landscapes, which makes it one of the most visited destinations in the region.

Figure 2.5 Parque Nacional Cerro Verde, El Salvador



Note. By Visit Centro America (n.d.) La naturaleza más bella al abrigo de jóvenes volcanes

<https://www.visitcentroamerica.com/visitar/parque-nacional-cerro-verde/>

Lago de Coatepeque

Lago de Coatepeque is a volcanic lake located in the department of Santa Ana, El Salvador, about 18 kilometers south of the city of Santa Ana and approximately 50 kilometers from San Salvador. It was formed in the crater of a volcano that collapsed thousands of years ago, giving it the status of a caldera lake, and is considered one of the largest and most important sources of freshwater in the country. In the Nahuatl language, Coatepeque has its own meaning, referring to this lake as the “Cerro de las culebras” (TurismoSV, n.d.).

Figure 2.6 *Lago de Coatepeque*



Note. By Ministerio de Medio Ambiente (2025). Acciones estratégicas refuerzan la conservación del Lago de Coatepeque. <https://www.ambiente.gob.sv/acciones-estrategicas-refuerzan-la-conservacion-del-lago-de-coatepeque/>

Volcan Ilamatepec

The Ilamatepec volcano, also known as the Santa Ana volcano, is one of El Salvador's main natural tourist attractions. Located in the department of Santa Ana, this colossus is part of Complejo Los Volcanes, declared a National Park, which reinforces its ecological, tourist, and scientific value.

The Ministry of Environment and Natural Resources (2025) indicates that the Santa Ana volcano, also known as Ilamatepec, at 2,381 m, is the highest in El Salvador and one of the most active in the country. Its Nahuatl name, “Cerro Padre,” is associated with myths that describe it as the dwelling place of guardian spirits. Guzmán (1883) pointed out that “The Indians called this volcano Lamatepec, which means ‘father mountain’”. This volcano has been known by the supposed indigenous Nahuatl name of Lamatepec. However, according to historian Jorge Lardé y Larín, “there is no authentic document stating that its indigenous name was Lamatepeque or Amatepeque.

Figure 2.7 Volcan Ilamatepec



Note. By Instituto Salvadoreño de Turismo (2025). Caminatas a los Volcanes de Izalco y Santa Ana. <https://istu.gob.sv/blog/2025/01/01/horarios-de-caminatas/>

Lago de Ilopango

Its indigenous name is Xilopango, which means “valle de los jilotes” or “lugar de los setos de jilotes” in the Nahuatl language, derived from the words xilot (corn). It is the largest natural body of water in El Salvador (Barbon, 2022).

Lago de Ilopango is located between three departments of El Salvador: San Salvador, Cuscatlán, and La Paz. It is a volcanic lake measuring 8 km × 11 km, with a surface area of 72 km² and a maximum depth of 230 m (Escalante and Rivas, 2014), making it the largest lake in El Salvador. According to Arévalo and Castañeda (2012), the lake provides services such as aquifer recharge and water storage, flood control, fish production, scenic beauty, tourism, and recreation.

Figure 2.8 Lago de Ilopango.



Note. By El Salvador Travel (n.d.). Lago de Ilopango. <https://elsalvador.travel/destination/lago-de-ilopango/>

El imposible

El Imposible is the largest national park of El Salvador and is located in the coastal elevations of the Pacific Ocean in Ahuachapán, between the municipalities of San Francisco Menéndez and Tacuba, south-west of the Ruta de las Flores. The Rainforest Alliance states that El Imposible means “El imposible” in Spanish. The name refers to a high mountain pass that was once used by traders entering El Salvador from Guatemala. (Rainforest Alliance, 2021).

In addition to its ecological value, El Imposible plays a historical and cultural role. The park offers interpretive trails that allow visitors to learn about the importance of environmental conservation and the relationship between natural resources and sustainability. Ramírez (n.d.) explains that “the name was given because the terrain is so broken, with very steep mountains, that you cannot drive through it. You have to go on horseback or foot to traverse the entire forest” (American Museum of Natural History, n.d.).

Figure 2.9 Parque Nacional El Imposible.



Note. By UNIVO NEWS (2025). Parque Nacional El Imposible. <https://univonews.com/parque-nacional-el-imposible/>

El Pital

El Pital hill is one of the most visited tourist destinations in Chalatenango, El Salvador. With an elevation of 2,730 meters above sea level, it is considered the highest point in El Salvador, which is why it enjoys a fairly cold climate almost all year round. It is also worth noting that this is a binational hill, as it is located in a border area with the Republic of Honduras. Part of it belongs to (San Ignacio) El Salvador and the other part to (Ocotepeque) Honduras.

Figure 2.10 El pital



Note. By El pital Highland (n.d.). El Pital Highland – Un Lugar cerca del cielo
<https://www.elpital.com.sv/>

Parque Walter Thilo Deininger

El parque Walter Thilo Deininger, one of 14 parks managed by the Salvadoran Institute of Tourism (ISTU), offers an alternative for Salvadorans looking to enjoy high-altitude and adventure activities. It is located 39 kilometers from San Salvador, in Cantón Hacienda San Diego, Km. 55, Carretera Litoral, La Libertad; covering an area of 1,047 hectares of land donated by philanthropist Walter Thilo Deininger, it is located within the 21 kilometers of tourist area of national interest, which is being developed through the Surf City strategy to transform public spaces for tourist use (ISTU, n.d.).

Figure 2.11 Parque de Aventuras Surf City Walter Thilo Deininger



Note. By Periodico General en El Salvador (2022). El Parque de Aventuras Surf City Walter Thilo Deininger abre sus puertas al público. <https://diaadianews.com/parque-de-aventuras-surfcity-walter-thilo-deininger-abre-sus-puertas-al-publico/>

El Tunco Beach

El Tunco is a coastal town located in the department of La Libertad, El Salvador, known mainly for its iconic rock formation called “La Piedra del Tunco.” It is a popular beach among surfers due to its consistent waves, which are suitable for surfing all year round. In addition, the area has established itself as a tourist hub, offering a wide range of accommodation, dining, and recreational activities.

El Tunco Beach (a very Salvadoran word for pigs) is the most iconic surfing destination in El Salvador. In El Salvador, pigs are commonly referred to as tuncos, and the rock formation on the shore of the beach is shaped like a pig lying on its back, hence the name of the beach (El Salvador Travel, n.d.). Its name comes from a huge rock, half submerged on the beach, which in some distant era resembled the shape of this friendly animal.

Figure 2.12 Playa El Tunco El Salvador



Note. By Visit America (n.d.). Playa El Tunco El Salvador|Surf, Arena Volcánica y Vida.

<https://www.visitcentroamerica.com/visitar/playa-el-tunco/>

2.4. Geographical representation of the DDY Adventure Tourist Circuit



The following locations are included in the tourist circuit:

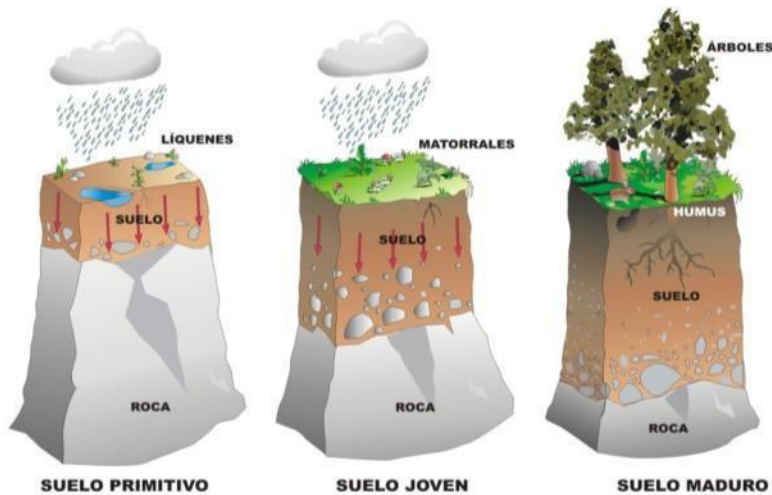
- | | | | |
|---|------------------------|---|-----------------------------------|
|  | 1. Cerro verde. |  | 5. Parque El Imposible. |
|  | 2. Lago de Coatepeque. |  | 6. El Pital. |
|  | 3. Volcán Ilamatepec. |  | 7. Parque Walter Thilo Deininger. |
|  | 4. Lago de Ilopango. |  | 8. Playa El Tunco. |

2.5. Soil as a Fundamental Natural Resource

Soil constitutes a fundamental natural resource for life on Earth, as it plays a key role in plant growth, supports ecosystems, and also influences many human activities. The Food and Agriculture Organization of the United Nations (FAO, 2013) describes soil as “a thin layer that has formed very slowly over centuries through the disintegration of surface rocks by the action of water, temperature changes, and wind.”

Origin and Formation of Soil

Figure 2.1 *Soil types*



Note: By David Gonzalez. Soil formation

<https://infogram.com/infografia-formacion-de-suelos-1hd12yxjgnv5x6k>

The formation of soils is the consequence of weathering of various geological materials (the 'parent materials' formerly called 'mother rocks'), particularly under the action of precipitation and living beings, over a long period of time (Baize, 2025)

The processes of soil formation are known as pedogenesis, and the factors involved in this process are: climate, topography, biological activity, lithological composition, and the length of time over which these factors act. Within these processes, it is important to understand that disaggregation produces gravel, sand, or silt, since the formation of clay requires chemical transformations. After weathering, the soil formed may remain in place (residual soil) or be transported by natural agents such as water, in both liquid and solid states, and air (Universidad Nacional de Rosario, n.d.).

2.5.1. Soil Classification:

According to the Institute for Environmental (2025) there are three types of soil that can be distinguished:

- **Sand** is commonly found in various rivers. Sandy soils, being looser, are easy to work with but have few nutrient reserves available for plants.
- **Silty soils** have medium-sized granules, are fertile, and easy to work with. They form clumps that are easy to disaggregate when dry.
- **Clay** consists of very fine particles and forms mud when saturated with water. Clay soils are heavy, do not drain or dry easily, and contain good nutrient reserves. They are fertile but difficult to work with when very dry.

Figure 2.2 *Soil types*



Note: by Gregorio Lanza(1999). El suelo, diferencias segun su aspecto físico y químico.

<https://www.fao.org/4/ah645s/AH645S04.htm>

2.5.2. Soil Structure and Chemical Properties

The structure or form in which soil is found is determined by:

- **Type:** appearance or shape of the aggregates.
- **Class:** size of the aggregates.
- **Category:** degree of aggregate distinction.

The chemical properties of soil depend on the amount of different minerals and other substances it contains. The content of nitrogen, phosphorus, potassium, calcium, and magnesium should be abundant and balanced. Soil can be acidic, alkaline, or neutral (NATIONAL OPEN UNIVERSITY OF NIGERIA, n.d.).

- **Acidic soil** is one that has certain acidic chemical elements in higher proportion than others.

- **Neutral soil** has balanced percentages and availability of primary and secondary chemical elements. Boron, aluminum, zinc, iron, and lithium are also present in smaller amounts.
- **Saline or alkaline soil** is one that contains sulfur, calcium, magnesium, manganese, and molybdenum in higher proportions than other compounds. When these elements are present in high concentrations, the soil becomes saline or alkaline.

2.5.3. Types of Soil in El Salvador

Due to its volcanic origin, varied climate, and complex topography, El Salvador has a diversity of soils that directly influence land use. Soils differ in fertility, the properties they possess, and their response to various natural factors. There are different types of soils in El Salvador, each with characteristics that distinguish it from the others.

Alluvial Soils:

These soils consist of materials transported or deposited in coastal plains and inland valleys. They are stratified alluvium with variable texture. These are recent soils or soils of recent deposition and lack modifications from external agents (water, climate, etc.). They are located in slightly sloped or nearly level areas in coastal plains and inland valleys, where the water table is close to the surface and drainage is generally poor. These soils are highly productive, allowing for intensive and mechanized agriculture and are suitable for all types of crops. The use of irrigation is feasible (Ministerio de Agricultura y Ganadería, 2012).



Note: by circuito gastronómico (2018). Alluvials soils.
<https://www.circuitogastronomico.com/viticultura-que-son-los-suelos-aluviales-y-como-influyen-en-el-vino/>

Andisols:

Soils originating from volcanic ash, from different periods and in various parts of the country, generally have a surface horizon between 20 and 40 centimeters thick, dark in color, with a loamy texture and granular structure. Their productive capacity ranges from high to very high. Depending on the topography, they are suitable for intensive mechanized agriculture and for all types of crops (Ministerio de Agricultura y Ganadería, 2012).



Note: by (Ibañez & Manríquez 2011). Andisols.

<https://www.madrimasd.org/blogs/universo/2011/11/23/140258>

Clay Soils (Grumosols):

These are very clayey soils, gray to black in color, with hill-like vegetation. When very wet, they are extremely sticky and highly plastic. When dry, they become very hard and crack. The surface is dark in color but contains little humus or organic matter, while the subsoil is dark gray. They



are very deep but have low permeability, so rainwater infiltration is very slow. Their potential use ranges from moderate to low and they are not suitable for permanent high-value crops, as cracking can break plant roots (Ministerio de Agricultura y Ganadería, 2012).

Note: By (John & Bob, 2015). Clay Soils

https://www.johnandbobs.com/blogs/news/47348933-how-to-conquer-and-repair-clay-soil?srsltid=AfmBOoqnUzZB8owuGmIdpWu_Oz6rlJa34GvzWjVhpKmdVxK1-mylXUOQ

Halomorphic Soils:

These are saline soils found in mangroves, gray in color due to the anaerobic conditions present during their formation, as they remain frequently flooded. Their texture is variable, including silty, sandy, and clayey layers in different positions. The potential use of these soils for agricultural crop production is very low. However, in areas where mangroves transition to inland alluvial deposits, they are used for the cultivation of palms, whose leaves are used by farmers for thatched roofs and hats (Ministerio de Agricultura y Ganadería, 2012).



Note: By (Harter & Motis, 2016). Halomorphic soils.
<https://www.echocommunity.org/resources/ec77f6df-cfb4-414e-8515-9cfc9a1bc27c>

Acid Clayey Latosols:



These soils are similar to reddish clayey Latosols, but they are deeper, older, and more acidic; therefore, they are more nutrient-poor. They are located in the northern region and in highland and mountainous areas. Their productive capacity ranges from moderate to low and they require high levels of fertilization. Their main use is for reforestation (Ministerio de Agricultura y Ganadería, 2012).

Note by: (Ibañez y Manriquez 2013). Acid Clayey Latosols.
<https://www.madrimasd.org/blogs/universo/2013/04/25/143832>

Reddish Clayey Latosols:

These are clayey soils with a reddish color, found on hills and mountains. They are well-developed, with a blocky structure and generally red color, although sometimes they appear yellowish or brownish. This coloration is mainly due to the presence of iron minerals of different types and oxidation states. The surface texture is loamy clay, while the subsoil is clayey. The average depth is about one meter, although in some areas bedrock may be exposed due to erosion processes. Fertility can be high in protected areas, making them suitable for agricultural machinery when the slope is moderate. These soils are suitable for almost all types of crops (Ministerio de Agricultura y Ganadería, 2012).



Note: By Ale Paiva (n.d.) Reddish Clayey Latosols.

<https://www.freeimages.com/photo/arid-ground-1153571>

Lithosols:

These are very shallow soils over solid rock and are highly complex. Most of them have surface horizons that have been truncated due to severe sheet erosion, meaning that erosion occurs in thin layers rather than forming gullies. They are clayey soils like Latosols but very shallow. The textures range from coarse, sandy, and gravelly to very rocky over hard rock. Their potential use is very low with poor yields. However, in some very rocky areas, the large quantity of stones reduces erosion, which could allow for good yields per plant if cultivation is done manually with a digging stick (Ministerio de Agricultura y Ganadería, 2012).

Figure 2.9 Type of soils.



Note: Unknown author. (n.d.). <https://www.britannica.com/science/lithosol>

Regosols:

These are deep, young soils composed of loose or unconsolidated material. The surface horizon, which is the only one clearly visible, is usually 10 to 20 centimeters thick and has a high organic matter content. In El Salvador, it is always found in fine, loose, gray sandy material. Given its thin surface layer on the crests of coastal ridges, Regosols are recommended only for permanent vegetation such as coconut, cashew, or pasture grass (Ministerio de Agricultura y Ganadería, 2012).

Figure 2.10 Types of soils.



Note: Unknown author. (n.d.). <https://www.britannica.com/science/Regosol>

2.6. Cultural Identity

Intangible tourism resources represent an essential component of a country's cultural and natural offerings, as they integrate traditions, beliefs, legends, gastronomy, and festivities that form part of the cultural identity of its peoples. In El Salvador, various natural and cultural destinations are interconnected, enhancing their tourist value and heritage significance.

According to Lopez (n.d.) Cultural identity refers to everything that identifies a community or group of people and distinguishes them from others. It includes aspects such as language, traditions, music, cuisine, clothing, religion, among others. Cultural identity is not static; it evolves and transforms over time, influenced by various factors.

Lopez (n.d.) defines the elements that make up cultural identity as those aspects that characterize and make it unique, such as traditions, language, history, customs, and shared values:

- **Language:** The language spoken by a community is one of the fundamental pillars of its cultural identity. "Language is the principal vehicle for keeping intangible cultural heritage alive" (UNESCO, 2020).

Diversity is part of all cultural communities, from the smallest, made up of dense and monolingual social networks, to the largest and multilingual ones. At the same time, each linguistic community has its own identity that sets it apart from the others, while also integrating it into those with which it shares the historical language, or one of the historical languages, that characterize it" (Carriazo, 2024).

- **Traditions:** Customs and practices passed down from generation to generation are an essential part of cultural identity.

- “Cultural identity encompasses a set of rituals, traditions, expressions, beliefs, and community symbols, through which individuals connect with the groups they belong to and find common elements that allow them to participate in the joint construction of new perspectives on their environment” (Quiñonez and Agudelo, 2008).
- **Music:** People use music as a symbol and a label of their own values, attitudes, and self-perceptions influenced by psychological functions of music such as expressing emotions, aesthetic enjoyment, entertainment, communication, physiological response to music, and symbolic representation (Hargreaves & North, 1997). The rhythms and melodies unique to a community are an artistic expression that reflects its cultural identity Lopez (n.d.).
- **Gastronomy:** Typical dishes and traditional recipes are a cultural manifestation that unites people and represents their identity. Gastronomy becomes a symbol within a community where, through flavors, techniques, and preparations, a cultural identity and a cumulus of meanings for society are embodied (Mejia, Bravo, & Mejía, 2014).

Due to its peculiarities and variations, food, as well as other factors such as accommodation, attractions, recreational activities at host destinations, and transport, are key parts of the tourism product (Reynolds, 1994). Moreover, tourism choices in recent years have not been determined only by the trivial need to eat, but also by the desire to try interesting products in an appropriate environment.

- **Clothing:** Clothing is an effective medium that reflects the specificity of each culture and expresses an individual’s identity (Entwistle, 2015). Traditional garments and regional attire are a way to express cultural identity and distinguish one community from another.

Traditional clothing in El Salvador is characterized by its colorful designs, intricate embroidery, and symbolic motifs. It reflects a fusion of Indigenous craftsmanship and Spanish colonial influences, creating unique garments that celebrate the country's cultural diversity.

Traditional clothing in El Salvador is more than just a reflection of the past; it is a living symbol of the country's resilience, creativity, and unity. By embracing and preserving these garments, Salvadorans honor their ancestors while inspiring future generations to celebrate their unique cultural identity (World Cultural Threads, 2024).

- **Religion:** Religious beliefs and practices influence a community's cultural identity and shape its values and norms. According to Lamont and Small (2008), such schemata recognize that culture shapes what people believe (i.e., their values and worldviews) and what they do to demonstrate their beliefs (i.e., their traditions and practices).

2.7. Cultural Identity in El Salvador

In El Salvador, cultural identity is reflected through the following examples:

Religion

Figure 2.1 Cerro verde



Note: By Turismo SV (n.d.) Cerro verde

<https://turismo.sv/parques-nacionales/cerro-verde-2>

Indigenous beliefs have left an indelible mark on the narrative of Cerro Verde. The native peoples, such as the Pipil, considered the volcano a sacred being, a guardian of the land that must be respected and revered. This spiritual connection is reflected in rituals and traditions that still endure today (Montero, n.d.).

Traditions:

Figure 2.2 Festival de jocote de corona.



Note: By Instituto salvadoreño de turismo(2024). Festival del jocote de corona.

<https://istu.gob.sv/blog/2024/10/20/feria-del-jocote-corona-en-parque-natural-cerro-verde/>

The Jocote Corona Fair takes place in the Cerro Verde Natural Park, standing out as a significant expression of Salvadoran tourism and culture. The event brings together national and international visitors who enjoy gastronomic, cultural, and recreational activities centered around the jocote, a traditional fruit that symbolizes local identity and heritage. El cenit (2024) states that the annual event has established itself as a key platform to promote domestic tourism and support local entrepreneurs, highlighting the versatility and cultural value of the corona jocote.

Music.

Figure 2.3 Traditional Music



Note: By Puente (2025). Traditional Music <https://www.elsalvador.com/turismo/sabores-de-el-salvador/festival-del-jocote-actividades-cerro-verde/1245356/2025/>

In El Salvador, music serves as a fundamental aspect of cultural identity. The variety of musical genres and styles, handed down across generations, embodies the traditions, beliefs, and lived experiences of local communities. Examining Salvadoran music reveals how its auditory heritage preserves social and cultural history, offering insights into the lives and values of its people throughout time.

According to Puente (2025) At the Cerro Verde Natural Park, visitors enjoy the richness of traditional Salvadoran music, including marches, sones, and folkloric rhythms that celebrate the cultural identity of the area. Artists such as saxophonist Rafael Córdova delight the audience at noon with instrumental performances full of local flavor, combining traditional melodies with modern arrangements that keep the musical tradition alive and provide an authentic cultural experience.

Gatronomia

Figure 2.4 Gastronomy.



Note: By Reyes (2023) <https://www.laprensagrafica.com/elsalvador/Merenderos-buena-opcion-en-Cerro-Verde-20231102-0048.html>

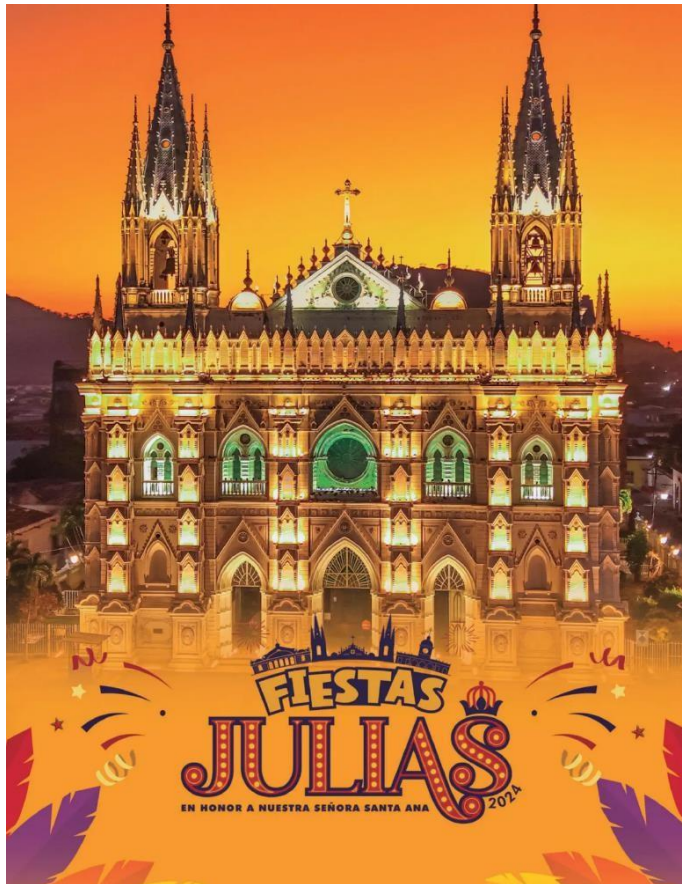
Beyond its impressive volcanic landscapes and biodiversity, Cerro Verde Natural Park is also notable for the culinary richness of the surrounding communities. The local cuisine blends indigenous and mestizo influences, incorporating fresh and native ingredients that reflect the region's cultural identity. Exploring the flavors and dishes of this area provides insight into how tradition and natural resources combine to create a unique gastronomic heritage.

Reyes (2023) states that the typical cuisine of Cerro Verde is one of the main attractions for visitors, featuring grilled dishes such as gallinas indias, chorizos, and chicharrones, which can be enjoyed at the snack stands located at kilometer 12 of the road leading to the National Park. In addition to savoring these traditional flavors, tourists also enjoy typical Salvadoran music, including sones, marches, and folkloric rhythms performed by local musicians, creating a

festive and authentic atmosphere. This combination of aromas, flavors, and melodies offers a complete cultural experience in Cerro Verde.

Traditions

Figure 2.5 Traditions



Note: By Alcaldía de Santa Ana Centro(2024) . Traditions.

https://issuu.com/municipalidadesantaanacentro/docs/maquetacion_compressed

For centuries, Lake Coatepeque, situated in western El Salvador, has served as a convergence point for natural and cultural elements. The lake's surroundings have inspired numerous local myths and narratives and have been central to traditional practices that embody the spiritual beliefs and cultural perspectives of nearby communities. These customs highlight

the deep connection between the people and the lake, illustrating how the region's history and cultural identity are closely linked to this significant natural feature.

One of the most notable events in the region is the 'Fiestas Julias,' celebrated every July in nearby Santa Ana, just a short drive from the lake. This beautiful celebration reflects local traditions through parades, music, dance, and a variety of typical foods, showcasing the cultural richness of the area. It is an ideal time to visit if you want to experience the lively spirit and warm hospitality of the Salvadoran people (Martinez, 2025).

Gastronomy

Figure 2.6 Gastronomy



Note: By Orellana (2023). Gastronomy. <https://www.elsalvador.com/h-fotogalerias/h-noticias-fotogalerias/yuca-frita-salcochada-merienda-pepescas-chicharron-tradicion-mejicanos/1085631/2023/>

Visiting Lake Coatepeque provides an opportunity to appreciate the gastronomic richness of El Salvador, where traditional cuisine plays a central role in the cultural experience. Beyond the emblematic pupusas, visitors can taste typical dishes and beverages such as atol shuco, a

corn-based hot drink, and fried yuca, a traditional root preparation. Likewise, the local markets and food establishments surrounding the lake offer ideal spaces to explore authentic flavors and participate in culinary activities that promote the preservation of the country's gastronomic identity" (Martinez, 2025).

Lago Ilopango

Figure 2.7 Religion.



Note: By Ministerio de medio ambiente (2025). Religion

<https://www.ambiente.gob.sv/acciones-integrales-para-la-conservacion-del-lago-de-ilopango/>

Religion

Lake Ilopango has not only shaped the natural landscape but also represents an element of great cultural and historical significance for the Salvadoran people. According to Viva Latam (2024), in ancient times, this body of water was closely linked to Mesoamerican civilizations, serving as both a vital resource and a site of spiritual importance. Furthermore, several accounts highlight that the lake played a key role in local myths and legends, symbolizing cycles of creation, destruction, and renewal within the narratives of indigenous communities.

Figure 2.8 Religious traditions



Note: by Vladimir Zaldaña(2023).Religious traditions. <https://www.tcsahora.com/la-virgen-de-los-dolores-cruzo-una-vez-mas-el-lago-de-ilopango/>

Lake Ilopango, located in the heart of El Salvador, is a volcanic body of water with great historical, cultural, and ecological significance. Throughout the year, the surrounding communities celebrate various traditions and festivities, such as the crossing of the Virgin of Dolores, which combine elements of faith, local identity, and respect for natural resources. These practices not only reflect the region’s cultural richness but also the deep connection of its inhabitants with the lake and its environment.

Virgen de los dolores

The Virgin is also known as the Virgin of Bitterness, of Piety, or of Anguish. The main celebration occurs specifically on September 15, and in El Salvador, it is commemorated through a Mass in which the faithful express their gratitude for the blessings received.

(Telecorporación Salvadoreña [TCS], 2025) In the Dolores de Apulo canton, at sunset, the waters of Lake Ilopango serve as a route to transport the Virgin of Dolores to Joya Grande in the municipality of La Paz, where residents welcome the patron saint with music and festive celebrations. The patronal festivities are held from September 7 to 18, with September 14 dedicated specifically to the crossing of the Virgin across the lake, taking advantage of the area's natural resources such as water and fishing. According to Father Rubén Cruz, these activities represent protection and blessings for the nearby communities, while the faith of the residents is considered a central factor in preventing disasters and maintaining harmony in the region.

2.8. Syncretism

Syncretism is a process whereby elements from different cultures, religions, or traditions are merged or combined to form a new cultural or spiritual expression. Likewise, Balbuena (2022) explains that the term syncretism is currently used both in reference to cultural phenomena in general and to religion, to highlight the fusion, mixture, and assimilation of different elements in its formation.

This phenomenon usually occurs when two or more groups with different beliefs come into contact, giving rise to a mixture of customs, symbols, ideas, or practices. Balbuena (2022) also refers to this, stating that this trend is defined as a generally spontaneous process, resulting from cultural exchanges between the traditions of different peoples or countries around the world, with the aim of overcoming certain crisis situations caused by the clash between two or more cultures

2.9. Syncretism in El Salvador.

Syncretism in El Salvador is mainly manifested in the fusion of cultural and religious traditions, as seen in festivities such as the Día de la Cruz, las Alfombras de semana Santa, La danza de los Moros y Cristianos, among others.

El día de la Cruz.

El día de la Cruz in El Salvador is celebrated on May 3 and is a religious and cultural holiday that combines Christian elements with indigenous traditions. A cross, traditionally made from jiote wood, is decorated with flowers, fruits, and colored paper and placed in the courtyards of homes, businesses, and public places. The celebration symbolizes abundance, the fertility of the earth, the protection of the home, and the beginning of the rainy season and planting.

According to Renderos (2024), the origin of this tradition among our indigenous peoples, rituals, and traditions was always to worship or venerate nature and show it the respect it deserves. The tradition of May 3rd in particular celebrates the beginning of the rains, which is a 365-day count that coincides with the end of the dry season on November 2nd (Day of the Dead). All this symbolism is presented with the image of Xipe Tótec (our flayed lord), representing the arrival of the rains and the period of fertility of the earth.

This festival has also undergone changes. Renderos (2024) points this out when he explains that with the arrival of Europeans, the rituals of the indigenous peoples changed symbols and metaphors, replacing the image of Xipe Totec with that of the Jiote tree cross, symbolizing the wooden cross and reminding us of the teachings of Jesus and the sacrifice of his life for the forgiveness of our sins throughout the Passion.

El día de la Cruz on May 3 is a tradition of great importance for the Salvadoran people, regardless of their origin. Today, it is a tradition that celebrates life, respect for nature, and values such as respect, solidarity, and care for the environment for providing us with our daily food.

Figure 2.9 El dia de la cruz.



Note: By Funes (2022). El día de la cruz. <https://www.elsalvador.com/h-fotogalerias/h-noticias-fotogalerias/celebracion-dia-de-la-cruz-panchimalco-tradiciones-procesion-misa/952110/2022/>

María Teresa Benítez, 84, and Sabina Miranda Rodríguez, 63, prepare the fruit that will decorate the chapel in the San Esteban neighborhood of Panchimalco.

Alfombras de Semana Santa.

The tradition of las Alfombras de Semana Santa in El Salvador has its roots in a 14th-century European custom brought over by Spanish conquistadors, which blended with local indigenous beliefs. These colorful works of art, made mainly from dyed salt and sawdust, are an

offering of faith and decoration for the streets on Good Friday, especially to welcome the Holy Burial procession. The tradition has become a cultural element celebrated throughout the country, passed down from generation to generation.

To learn a little about the history of Las alfombras de Semana Santa in El Salvador, Escobar (2025) explains in his article that it was March 1970 when Luis Guillermo Solano, better known as “Piocha,” took it upon himself to use a section of the block in front of the Metropolitan Cathedral to make a salt carpet in honor of Holy Week at that time. Fifty-five years later, Guadalupe Solano, along with family and friends, continues her father's tradition in the city of San Salvador.

However, the origin of these carpets dates back centuries, as Martínez-Bordiú (2025), it was on the night of May 28, 1964, in the village of Elche de la Sierra, Albacete (Spain), when a group of ten young people sneaked out of their homes and patiently covered the ground with dyed shavings along the route that the Corpus Christi procession would take the following day.

Rome expects to welcome 30 million pilgrims during the Jubilee of Hope. Faithful from all over the world, coming from different dioceses and groups of various professions such as nurses, journalists, volunteers, young people, and teenagers, as well as associations of all kinds, will travel to the Eternal City to receive the grace of the Holy Year.

Without a doubt, this is a beautiful tradition and example of syncretism that the Salvadoran people continue to celebrate every year in honor of the passion of Jesus Christ during Holy Week.

Figure 2.10. Alfombras



The San Salvador City Council's Department of Culture created a carpet in front of the Metropolitan Cathedral, featuring an image of the Sacred Heart of Jesus. Photo: LPG/Raúl Mercado (2019) <https://www.laprensagrafica.com/elsalvador/Galeria-Coloridas-alfombras-una-tradicion-de-la-Semana-Santa-20190419-0349.html>

La danza de los Historiadores Moros y Cristianos.

In El Salvador, “Moros y Cristianos” refers to a tradition of folk dances and theatrical performances, known locally as “los historiantes,” which symbolize the Spanish conquest and the conversion of the indigenous peoples. This tradition is an example of cultural syncretism between Spanish customs and adaptations by local communities.

The tradition has its roots in medieval Spain, with performances commemorating the battles and expulsion of the Muslims from the Iberian Peninsula, known as the Reconquista.

If we go back to the origins of this festive celebration, according to El Ministerio de Cultura de El Salvador (2021), the dance of the Moors and Christians originated in the Iberian Peninsula more than 400 years ago. It represents the celebration and victory of the Spanish over the Muslims. This dance arrived in America through the political, religious, and cultural imposition of Spanish colonization, which brought with it this type of tradition.

In our times El Ministerio de Cultura de El Salvador (2021), explain that the dance of the *historiantes* represents syncretism, part of the different identities that make up the country, and it is the indigenous communities that preserve and treasure these dance forms with their different variations and adaptations.

Figure 2.11. La danza de los Historiadores Moros y Cristianos.



Dance. The presentation of the Moors and Christians dance takes place in front of the town hall. Rodriguez (2022) <https://www.laprensagrafica.com/elsalvador/Celebran-fiesta-de-los-Moros-y-Cristianos-20220121-0062.html>

2.10. Principles for sustainable tourism

1- End poverty in all its forms everywhere.

Figure 2.1 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

The first Sustainable Development Goal aims to “End poverty in all its forms everywhere”. Its seven associated targets aims, among others, to eradicate extreme poverty for all people everywhere, reduce at least by half the proportion of men, women and children of all ages living in poverty, and implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable.

2- End hunger, achieve food security and improve nutrition and promote sustainable agriculture.

Figure 2.2 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

As the world population continues to grow, much more effort and innovation will be urgently needed in order to sustainably increase agricultural production, improve the global supply chain, decrease food losses and waste, and ensure that all who are suffering from hunger and malnutrition have access to nutritious food. Many in the international community believe that it is possible to eradicate hunger within the next generation, and are working together to achieve this goal.

3- Ensure healthy lives and promote well-being for all at all ages.

Figure 2.3 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

Sustainable Development Goal is to “ensure healthy lives and promoting well-being for all at all ages”. The associated targets aim to reduce the global maternal mortality ratio; end preventable deaths of newborns and children; end the epidemics of AIDS, tuberculosis, malaria and other communicable diseases; reduce mortality from non-communicable diseases; strengthen

the prevention and treatment of substance abuse; halve the number of deaths and injuries from road traffic accidents; ensure universal access to sexual and reproductive health-care services; achieve universal health coverage; and reduce the number of deaths and illnesses from hazardous chemicals and pollution.

4- Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Education for all has always been an integral part of the sustainable development agenda. The proposed Sustainable Development Goal 4 reads "Ensure inclusive and equitable quality education and promote life-long learning opportunities for all" and includes a set of associated targets.

Figure 2.4 *The 17 goals.*



Note. **The United Nations (2015).** **The Sustainable Development Goals Report.** <https://sdgs.un.org/goals>

5- Achieve gender equality and empower all women and girls

Figure 2.5 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

The main global intergovernmental body exclusively dedicated to the promotion of gender equality and the empowerment of women - through the adoption of various landmark agreements such as the Convention on the Elimination of All Forms of Discrimination against Women. Gender inequalities are still deep-rooted in every society. Women suffer from lack of access to decent work and face occupational segregation and gender wage gaps. In many situations, they are denied access to basic education and health care and are victims of violence and discrimination. They are under-represented in political and economic decision-making processes.

6- Ensure availability and sustainable management of water and sanitation for all.

Figure 2.6 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

Sustainable Development Goal 6 provides the blueprint for ensuring availability and sustainable management of water and sanitation for all.

Water and sanitation are at the core of sustainable development, and the range of services they provide underpin poverty reduction, economic growth and environmental sustainability. However, in recent decades overexploitation, pollution, and climate change have led to severe water stress in locales across the world.

7- Ensure access to affordable, reliable, sustainable and modern energy for all.

Figure 2.7 *The 17 goals.*



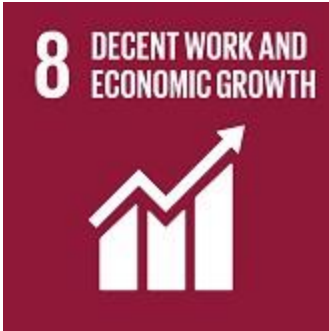
Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

In 2015, the UN General Assembly adopted the 2030 Agenda for Sustainable Development, which includes a dedicated and stand-alone goal on energy, sustainable development 7, calling to "ensure access to affordable, reliable, sustainable and modern energy for all".

8- Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Figure 2.8 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

Sustainable Development 7 sets as an important tool for sustainable development; one that is inclusive and can drive economic growth, employment, and poverty eradication, whilst maintaining the healthy functioning of the Earth's ecosystems. Importantly, the outcome document also recognises that capacity building, information exchange and experience sharing will be critical for implementing green economy policies.

9- Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

Figure 2.9*The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

Industry

According to the 2030 Agenda (UN, 2015) Inclusive and sustainable industrial development has been incorporated, together with resilient infrastructure and innovation.

The mutually reinforcing relationship between social and industrial development and the potential of industrialization to promote, directly and indirectly, a variety of social objectives such as employment creation, poverty eradication, gender equality, labour standards, and greater access to education and health care was also identified in **Chapter II of the Johannesburg Plan of Implementation.**

10- Reduce inequality within and among countries

Figure 2.10 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

According to the 2030 Agenda (UN, 2015) acknowledges that "progress made in the last 15 years has been uneven, particularly in Africa where some MDGs remained out of track " and

reiterates the need to focus on this continent, by "recommitting ourselves to the full realization of all the millennium development goals, in particular by providing focused and scaled-up assistance to least developed countries and other countries in special situations, in line with relevant support programmes. The new Agenda builds on the Millennium Development Goals and seeks to complete what these did not achieve, particularly in reaching the most vulnerable."

11- Make cities and human settlements inclusive, safe, resilient and sustainable.

Figure 2.11 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

-Disaster risk reduction,

The 2030 Agenda for Sustainable Development recognizes and reaffirms the urgent need to reduce the risk of disasters. There are specific opportunities to achieve sustainable development through reducing disaster risk. For example, by reducing exposure and vulnerability of the poor to disasters or building resilient infrastructure.

Cities are hubs for ideas, commerce, culture, science, productivity, social, human and economic development. Urban planning, transport systems, water, sanitation, waste management, disaster risk reduction, access to information, education and capacity-building are all relevant issues to sustainable urban development.

12- Ensure sustainable consumption and production patterns

Figure 2.12 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

A substantial use of chemicals is essential to meet the social and economic goals of the world community, and these can be used with a high degree of safety when best practices are followed. However, much remains to be done.

13- Take urgent action to combat climate change and its impacts.

Figure 2.13 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

According to the 2030 Agenda (United Nations, 2015) and The Future We Want (United Nations, 2012), paragraph 4, paragraph 38 under Chapter IV- “Protecting and managing the natural resource base of economic and social development” of the Johannesburg Plan of Implementation expresses the concern of Member States for the changes occurred in the Earth’s climate and the adverse effects that these changes have on humankind. In this context, Member States also reaffirm the importance of the United Nations Framework Convention on Climate Change and their commitment in the achievement of the “ultimate objective of stabilization of greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system, within a time frame sufficient to allow ecosystems to adapt naturally to climate change, to ensure that food production is not threatened and to enable economic development to proceed in a sustainable manner, in accordance with our common but differentiated responsibilities and respective capabilities”

14- Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

Figure 2.14 *The 17 goals*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

According to the 2030 Agenda (UN, 2015) “the conservation and sustainable use of the oceans and seas and of their resources for sustainable development, including through their contributions to poverty eradication, sustained economic growth, food security and creation of sustainable livelihoods and decent work...”

15- Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

Figure 2.15 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goals>

The Sustainable Development Goal 15 of the 2030 Agenda for Sustainable Development is devoted to “protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss”.

According to the 2030 Agenda (UN, 2015) and The Future We Want (United Nations, 2012), in its paragraphs 193- 196 stress the importance of improving the livelihoods of people and communities by creating the conditions required to sustainably manage forests. It also recognizes the role of the UN Forum on Forests in addressing forest-related issues in a holistic and integrated manner, and in promoting international policy coordination and cooperation in order to achieve forest management.

16- Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

Figure 2.16 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goal>

In support of the 2030 Sustainable Development Agenda targets, new partnerships and alliances are forming; new international standards on children’s protection from violence, including trafficking, sexual abuse and exploitation have been adopted; a large number of states have adopted a national comprehensive policy agenda on violence prevention and response, and enacted legislation to prohibit physical, mental and sexual violence and to safeguard the rights of child victims; information campaigns have raised awareness of the negative impact of violence on child development and of positive practices to prevent its occurrence; and children’s protection from bullying, domestic violence, sexual violence and harmful practices are being tackled through new global initiatives.

17- Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

Figure 2.17 *The 17 goals.*



Note. **The United Nations (2015).The Sustainable Development Goals Report.**

<https://sdgs.un.org/goal>

Capacity building activities are also aimed at strengthening and maintaining the capabilities of states and societies to design and implement strategies that minimize the negative impacts of current social, economic and environmental crises and emerging challenges. As a

cross-cutting entry point, capacity building activities promote the integration of the 2030 Agenda and the SDGs into national sustainable development planning frameworks, sharing lessons learned and good practices through workshops and related events.

2.11. Strategic Plan: Action.

Action plan

Action plan	Responsible	Improvement
Post promotions and tour photos on social media every week	Daysi: Digital Marketing Manager	10% discount for those who book through social media.
Offer special promotions on holidays and long weekends.	Yesly: Operations Coordinator, responsible for logistics	2-for-1 on double bookings or 15% discount on special dates.
Conduct satisfaction surveys at the end of each tour to improve the service.	Devora Jiménez: Quality manager	\$5 coupon to use on your next tour for completing the survey.
Conduct satisfaction surveys at the end of each tour to improve the service.	Yesly: Operations Coordinator, in charge of logistics.	Free tour for 1 person for every 5 booked in a group.

<p>Offering included transportation from central points in the city.</p>	<p>Yesly: Operations Coordinator, in charge of logistics</p>	<p>Clients who use the transportation receive free water and snacks, such as:</p> <ul style="list-style-type: none"> -Artisanal sweets. -Nuts
<p>Offer special promotions on holidays and long weekends</p>	<p>Daysi: Digital Marketing Manager</p>	<p>2-for-1 on double bookings or 15% discount on special dates..</p>
<p>Send a thank-you message after each tour</p>	<p>Devora Jiménez: Quality manager</p>	<p>Includes a 10% coupon for your next adventure</p>
<p>Host live sessions on Instagram or TikTok from adventure destinations</p>	<p>Daysi: Digital Marketing Manager</p>	<p>Comments during the live sessions are entered into monthly giveaways</p>

2.12. Quality Plan and Customer Satisfaction.



BETTER CUSTOMER SERVICE

Implement a continuous training program for all staff, focused on customer service, language proficiency, first aid, and managing tourist groups, thus ensuring safety, confidence, and professionalism. Likewise, offer close, proactive, and friendly attention, creating from the very first contact a positive experience that inspires trust and motivates clients to fully enjoy the adventure.

CUSTOMER SATISFACTION

DDY Adventure ensures customer satisfaction by providing detailed information on schedules, meeting points, required equipment, and tour conditions, as well as by responding quickly to inquiries via phone, email, or social media. As a tour operator, we prioritize customer satisfaction by showing genuine interest and offering flexible itineraries that adapt to different difficulty levels and preferences based on their expectations, interests, physical condition, and special needs.

STRONGER RELATIONSHIPS

Build strong and lasting relationships with customers, going beyond a single experience. To achieve this, implement a frequent customer program with exclusive benefits, such as special discounts and promotions like early access to new routes. Maintain a dynamic and updated selection of destinations and activities to encourage repeat purchases and keep the excitement for adventure alive.

ENVIRONMENTAL RESPONSIBILITY

Preserve the natural richness of volcanoes, beaches, lakes, and parks through sustainable practices, including environmental education during tours and respect for local flora and fauna.

STRATEGIC PARTNERSHIP

Foster alliances with hotels, restaurants, and local transportation providers, creating tour packages that enhance the offer and improve the customer experience. Establish direct links with certified guides and rural communities, ensuring reliable services that reflect the local culture while supporting community development and promoting sustainable tourism.

CUSTOMER LOYALTY

Ensure that customers receive exactly what is promised in every tour package, generating trust and credibility from the very first moment. Take care of every service detail to constantly exceed expectations and ensure each adventure is unforgettable.

**CHAPTER III:
ENTREPRENEUR
RESPONSIBILITY**

3.1. ENTREPRENEUR

3.1.1. Definition of entrepreneur:

Entrepreneurship is understood as the process by which opportunities are identified and innovative ideas are developed to create new companies or projects that add value to society. In recent years, this topic has become highly relevant in business, academic, and government circles, to foster an entrepreneurial culture that promotes business creation, job generation, and, consequently, the strengthening of economic development.

In this context, entrepreneurs play an essential role. They are the agents who make innovation and change possible through their vision, creativity, and ability to take risks, and who also contribute significantly to economic growth by incorporating new technologies.

According to Varela (2001), an entrepreneur is a person or group of people capable of identifying a production or service opportunity and independently making decisions to allocate and coordinate the necessary natural, financial, technological, and human resources to start a business. This process not only creates additional value for the economy but also generates employment for the entrepreneur and, often, for other people. In this process of creative leadership, the entrepreneur invests money, time, and knowledge, actively participating in the creation and operation of the business, taking personal and financial risks, while seeking both monetary and individual rewards.

3.1.2. Types of entrepreneurs:

Alcaraz (2011) identifies five main types of entrepreneurs, classified into distinct groups based on their characteristics and motivations.

1. **Administrative entrepreneur:** uses research and development to conduct new studies and refine different ways of carrying out activities.
2. **Opportunistic entrepreneur:** frequently investigates opportunities that may arise.

3. **Acquisitive entrepreneur¹:** continuously innovates, which allows them to improve their activities and grow as a better entrepreneur.
4. **Incubator entrepreneur:** In their desire to grow, they create independent units that eventually become new businesses.
5. **Imitative entrepreneur:** carries out innovation processes using existing basic elements and improving each of them.

3.1.3. Entrepreneurial qualities:

Attitude is considered a key factor for success in any field, including entrepreneurship. Just as the attitude displayed in a job interview can set you apart from other candidates, in a business context it determines your ability to carry out ideas and projects. An entrepreneurial attitude does not depend solely on having ideas, but on the willingness, initiative, and determination to implement them effectively.

This attitude results from the interaction of five fundamental factors:

1. **Resilience:** Entrepreneurs demonstrate resilience when facing adverse situations, which frequently occur during the creation of a company and in the pursuit of established objectives. A resilient entrepreneur can adapt flexibly to promote and drive their project, using resources and comparative and competitive advantages as inputs to achieve their goals.
2. **Opportunity perception:** This characteristic refers to the entrepreneur's ability to anticipate and recognize the needs or problems of potential clients, particularly when there is no existing solution or the current offering is insufficient.
3. **Achievement motivation:** Reflects the individual's drive to accomplish specific objectives, highlighting the competitive aspect that leads the entrepreneur to confront both the fear of failure and the motivation to achieve their goals.

4. **Critical thinking:** Involves the ability to analyse decisions and actions reflectively, evaluating their consequences and identifying potential improvements in business processes.
5. **Responsibility:** Refers to the individual's commitment to themselves and their environment, acknowledging the need to actively participate in both personal and collective growth, contributing to a more productive environment and the sustained improvement of quality of life.

As noted by Fontaines-Ruiz et al. (2016), all these factors are essentially psychosocial, responsible for activating the individual's resources to create new business opportunities that contribute to personal fulfillment and the development of their environment.

Furthermore, Pérez et al. (2019) emphasize that entrepreneurial culture is vital both for the creation of new organizations and for strengthening existing ones.

3.1.4. Entrepreneurial Competencies:

In a competitive business environment, entrepreneurs are expected to have the necessary skills, such as attitudinal, intellectual, behavioural, and managerial skills, to be able to create business value in today's economy. A competent entrepreneur must have specific business knowledge, perform social functions, and take risks, in addition to being an excellent planner, problem solver, and so on. Entrepreneurial competence can be learnable and possible to change through intervention such as selection and teaching of entrepreneurship (Man et al., 2008). The nature of entrepreneurial competencies is important for improving entrepreneurship.

1. **Motivation:** Motivation is considered a multidimensional aspect, as it encompasses personal, social, and cultural factors (Marulanda et al., 2019), which influence the

entrepreneur's attitudes, persistence, and engagement in business activities.

Motivation is shaped by circumstances of opportunity and necessity (Morales et al., 2015). These factors indicate that motivation in entrepreneurship is not only internal but also influenced by the surrounding environment, guiding the individual toward proactive business behaviour.

2. **Self-efficacy:** Salvador and Morales (2009) define self-efficacy as an individual's belief in their operational capabilities, behavioural patterns, and emotional responses when facing difficult situations. This behaviour provides them with the ability to start a new business (Fonseca et al., 2015), demonstrating how confidence in one's own skills is a key factor for successfully undertaking and managing entrepreneurial projects.
3. **Recognizing opportunities:** Toca (2010) explains that entrepreneurs have the ability to recognize opportunities by interpreting market signals, identifying needs, and potential demand for their products or services. This skill allows them to anticipate changes in consumer preferences, adjust their strategies effectively, and position their companies successfully in competitive environments.
4. **Opportunity Exploitation:** A large number of entrepreneurs begin their activities driven by the exploitation of opportunities (Baltar & Brunet, 2013), which is closely linked to economic activity, generating further opportunities (Núñez & Núñez, 2016). This process demonstrates how proactive engagement in the market not only enables individual business growth but also contributes to the expansion of the broader economic environment.

5. **Decision-Making under uncertainty:** The entrepreneur is an independent and self-sufficient individual who is willing to face any challenge, with outcomes that depend on the decisions they make (Ovalles et al., 2018).

3.1.5. Responsibilities of the entrepreneur:

The business world is characterized by the presence of exceptional individuals who, through their vision, determination, and unique skills, manage to stand out as successful entrepreneurs. Responsibility is a variable that focuses on the fulfilment of tasks, which is essential for maintaining long-term goals. Moreover, responsibility has been shown to have a strong correlation with grit¹, understood as perseverance and passion for long-term objectives (Schmidt et al., 2018).

1. Motivate and care for employees.
2. Fair and timely salaries.
3. Encourage gender equality.
4. Promote the development of people with disabilities.
5. Comply with legal regulations.
6. Promote the personal and family development of employees.
7. Provide ongoing training.
8. Be a guide for employees.
9. Ensure a positive work environment.
10. Establish occupational health and safety measures.

3.1.6. Challenges faced by an entrepreneur:

Entrepreneurs are sustaining in the business is not an easy task. An Entrepreneur wants to be making knowledge in the entire field of his business. Entrepreneurship is the act of being an entrepreneur (Yoganandan & Vignesh, 2017). Entrepreneurship goes beyond simply

starting a business; it embodies vision, adaptability, and creativity. Successful entrepreneurs demonstrate passion and determination in developing and implementing innovative ideas and solutions that generate value in the marketplace.

1. Developing Business and Vision:

The first challenge faced by every entrepreneur when starting a business from scrape. An entrepreneur can be finding the right business opportunity or creatively developing an idea is certainly not an easy task. Entrepreneur thinking can be a different way to achieve the development of the business. The entrepreneurs must see the opportunities, but others see the problems of the business. The opportunities of the business convert into an idea. The business challenge is the process of transforming problems into business formable time is like trying to turn lead into gold (It et al., 1999).

2. Financial Investment to start the Business:

Developing an idea, the challenges of the entrepreneur to implement the financial investment. It is raising more capital that simply asking for money with an already established business with minimal risk and they get returns for the risk they took. The investor is developing the business to more and more to be established in every stage. It is required to invest more capital to survey in the competition of the Business.

3. Arranging the Business Team: The process of building a business team starts even before the issue of raising initial start-up capital arises. Mostly showing great intelligence ideas and products never get funded because the entrepreneur is trying to raise capital as an individual. A business team is vital, yet often ignored key to raising an undertaking involving uncertainty as to the outcome capital successfully (Yoganandan & Vignesh, 2017).

4. **Finding the Business location in right place:** Finding a good business location in the right place is not easy. A performing location that has a rapidly growing population, good road network, and other amenities at a good place.
5. **Finding good employees:** In the organization good employees also very important. Business owners know how difficult it is to find a dedicated trustworthy employee. Most employees want to work less and get paid more. Finding a good employee who will be ruled by intense emotion about delivering his or her service area is quite difficult. Finding good employees is a minor task compared to the business challenge of forging the hired employees into a team (Martins, 2020).

3.1.7. Entrepreneurship:

Entrepreneurship has attracted the attention of researchers due to its significant social impact, both for its importance in job creation and for the influence of entrepreneurial activity on social behaviours. Within this complex task of the entrepreneur, it is essential to study those activities of a markedly entrepreneurial nature that develop especially during the creation, initiation, and growth of a business project.

According to Dolabela (2015), the term “entrepreneurship” is a neologism derived from the English word entrepreneurship, used to designate studies related to the entrepreneur, their profile, and origin. In this context, entrepreneurship can be understood as the field focused on understanding and developing the competencies and skills associated with the creation of new ventures technical, scientific, business, or social in nature.

3.2. THE PROFILE OF AN ENTREPRENEUR

3.2.1. Entrepreneurial profile: the entrepreneurial profile refers to the set of characteristics, skills, and attitudes that individuals willing to seize opportunities to create and manage their own businesses or projects possess, without being limited by available

resources. Although there is no single or absolute profile, certain traits, skills, and attitudes are often common among successful entrepreneurs.

Sung and Duarte (2015), in their study on the entrepreneurial profile, identify some of these characteristics: “innovative and creative people who see opportunities where others perceive only routine, tolerance for failure, perseverance, need for achievement, motivation, optimism, hard work, focus, and enjoyment in being entrepreneurs.”

3.2.2. Characteristics of entrepreneurs:

The different profiles that entrepreneurs can acquire depend on various factors involved in starting a business, such as their education and the social, economic, and political environment surrounding them. The characteristics that entrepreneurs acquire through their academic or business training over time also have a significant influence. To be successful, an entrepreneur must have a lifestyle that is characterized by hard work and daily effort, but if it works out, it can bring great benefits, both monetary and in terms of greater freedom, among other advantages.

El Economista (2019) states that there are ten key characteristics that define successful entrepreneurs:

1. **Commitment:** It is important for the entrepreneur to assume a commitment not only to the project but also to collaborators and society.
2. **Initiative:** Initiative is essential when deciding to create and successfully manage any company; without this, most entrepreneurs would remain at the idea stage.
3. **Problem-solving:** Entrepreneurs must make decisions continuously and be prepared to resolve the problems that arise.

4. **Creativity and innovation:** Entrepreneurs must be highly creative in developing products or services that add value, being innovative, whether disruptive or incremental.
5. **Optimism:** Entrepreneurs must remain optimistic in favourable or unfavourable situations to ensure success.
6. **Teamwork:** Entrepreneurs must rely on their collaborators' support and promote teamwork, choosing the best people for the company.
7. **Ability to listen:** Entrepreneurs must recognize that they are not always right and listen to others to learn and improve.
8. **Tolerance for failure:** Sometimes things do not go as planned, and entrepreneurs must understand that failure is part of their journey.
9. **Vision:** Entrepreneurs should have a clear vision of what their company will become and understand how the business model should work.
10. **Passion:** Entrepreneurs dedicate themselves fully to their ideas, feeling passion and commitment that drive necessary effort.

3.3. DDY ADVENTURE PROFILE

A successful entrepreneur is characterized by high motivation to achieve their goals, demonstrating the ability to transform their ideas into effective actions. The entrepreneurial profile is essential for designing strategies that strengthen business management, while allowing for the enhancement of individual and collective skills within the organization.

DDY Adventure is a tour operator specializing in adventure tourism in El Salvador, where the entrepreneurial profile is reflected in various features that enable it to offer unique, safe, and sustainable tourist experiences.

Among the main characteristics that stand out in the tour operator are:

1. **Innovation:** As a driving force for generating new and unique ideas and solutions, innovation manifests itself in the creation of new products, services, processes, or business models. DDY Adventure constantly promotes new tourist experiences that combine sports, nature, and local culture. This innovative spirit is reflected in the development of unique and sustainable tourism products that respond to market trends and the needs of modern travelers.
2. **Creativity:** Entrepreneurs must be able to generate new ideas and propose effective solutions to solve problems. DDY Adventure stands out for its ability to design itineraries designed to meet the needs and preferences of each tourist. This creativity allows the company to offer attractive proposals that exceed visitors' expectations and contribute to brand differentiation.
3. **Passion:** The DDY Adventure team demonstrates a deep commitment to adventure tourism and promoting the natural beauty of El Salvador. This passion drives excellence in service and motivates the constant pursuit of customer satisfaction.
4. **Independence:** Autonomous decision-making and efficient resource management reflect the company's independent spirit. DDY Adventure approaches challenges responsibly, promoting the development of its own initiatives that reinforce its corporate identity.
5. **Perseverance:** Being an entrepreneur requires facing challenges and overcoming obstacles, as well as persevering in the face of difficulties and failures. Perseverance is an essential quality in this tour operator, evident in the continuous improvement of its services and its ability to adapt to change, which guarantees the sustainability of its operations.

3.4. Social Responsibility of Entrepreneurs

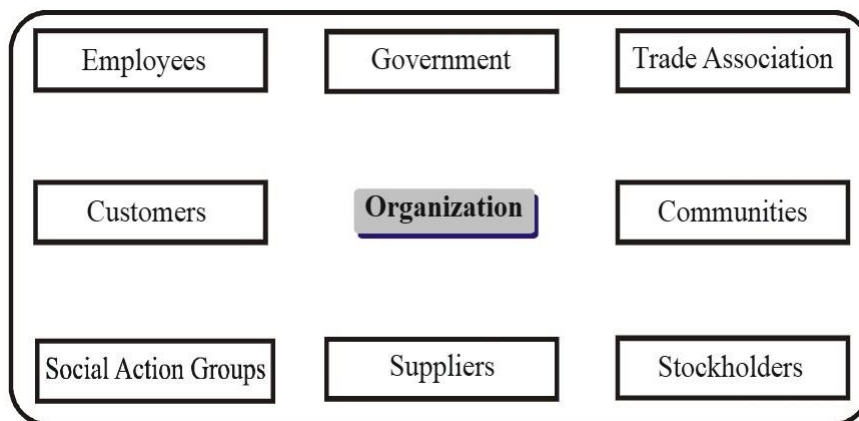
As stated by the Real Academia Española (n.d.), the term social refers to society or to the people who live together and everything related to it. Social responsibility, therefore, refers to an objective concern for the welfare of society (Bala et al., n.d.).

In today's emerging global society, companies have embraced social responsibility as a value that reflects their new role in contributing to social objectives, but also as a strategy to improve economic performance. Social responsibility involves the voluntary integration by companies of social and environmental concerns into their business operations and their relationships with their stakeholders (Carroll, 2020).

3.4.1. Obligations of the Entrepreneur to the Different Segments of the Society

A firm is socially responsible to itself, stakeholders, third parties, and the environment (International Journal of Managerial Studies and Research, n.d.).

Possible organizational stakeholders are illustrated in Figure 1.



Note 1. Figure represents the different groups or sectors of society toward which the entrepreneur has responsibilities.

1. **Employees:** Employees need security of job, higher wages, full employment, better conditions of work and opportunities for self-development and promotion. They also desire their work itself to be rewarding and to contribute something good to the society in general. Management, as a part of its social responsibilities, is expected to provide for their social security, welfare, grievances settlement machinery and sharing of excess profits.
2. **Stockholders:** An entrepreneur must provide safe, fair adequate and stable long-run rate of return and steady capital appreciation to the shareholders for their investments. It must also provide regular, accurate and adequate information about the working of the company.
3. **Suppliers:** Dealings with the suppliers should be based on integrity, impartiality and courtesy. Terms and conditions regarding delivery of goods and payment of prices must be reasonably fair. Producers may make available to the suppliers the benefits of their information and research so as to promote indigenous growth or for the improvement of the quality of their products.
4. **Customers:** Entrepreneurial ventures must meet the requirements of the customers of different classes, tastes and with different purchasing power at the right time, place, and price and in the right quality. An entrepreneur should act as a friend and guide to the customer. He must try to protect consumers' interest at all costs business practices.
5. **Government:** Entrepreneurs must abide by the laws of the country in their true spirit. They must conduct their affairs as may cause the minimum possible social damage such as air or water pollution. They must help in the proper implementation

of all social improvement policies adopted by the Government. They must pay taxes honestly and promptly.

6. **Trade Associations and Competitors:** An entrepreneur should develop healthy inter-business relationships with fellow-entrepreneurs. He must adopt fair trade practices regarding prices, quality, terms and conditions of sale and after-sales service. The policy of under-cutting or restricted trade practices should be avoided. An entrepreneur must patronise business associations to ensure development of healthy business practices.
7. **Community:** The entrepreneurs should manage their business with such competence and skill that it inspires confidence and pride in the mind of the people. They must encourage democratic institutions and assist national integration. Enterprise, on the whole, should act on the ideas of social justice without discrimination of any kind. Business must set high standards of morality and put in all efforts to minimise social damage. It must help in bringing about a cultural, social and economic revolution in the society and lead to the economic growth of the backward regions of the world.

3.4.2 SOCIAL RESPONSIBILITIES OF DDY ADVENTURE

DDY Adventure, as a tour operator specializing in adventure tourism, is actively committed to corporate social responsibility, integrating practices that promote the well-being of its main stakeholders.

1. **Employees:** DDY Adventure is committed to providing its employees with safe working conditions, fair compensation, and professional development opportunities. Considering the inherent risks of adventure tourism, the company ensures that staff receive continuous training, access to safety equipment, and are supported with

social benefits and grievance mechanisms. Work is designed to be meaningful and contribute positively to both the company's mission and society as a whole.

2. **Customers:** As a provider of adventure tourism experiences, DDY Adventure strives to meet the diverse needs of its clients in terms of interests, backgrounds, and physical abilities. The company prioritizes safety, quality, and personalized service. It also seeks to educate travelers on responsible tourism practices, environmental conservation, and cultural respect, acting not only as a service provider but also as a guide and ally to its customers.
3. **Community:** DDY Adventure actively engages with local communities, especially those in rural and underdeveloped areas. By hiring local guides, sourcing regional products, and respecting cultural traditions, the company fosters inclusive economic development and social cohesion. Its operations aim to support community pride, promote local identity, and contribute to long-term social equity.
4. **Suppliers:** DDY Adventure maintains ethical and respectful relationships with its suppliers. It upholds fair terms of trade, timely payments, and clear communication. Whenever possible, the company shares knowledge and promotes local innovation, contributing to the improvement of service quality and supporting sustainable growth in the supply chain.

3.5. MARKET NICHE

In the field of entrepreneurship, understanding the market is essential for achieving success. However, not all products or services can satisfy every type of consumer; therefore, it is important to identify market niches. According to Kotler (2002), a market niche is “a more narrowly defined group, typically identified by dividing a segment into subsegments or by defining a group seeking a distinctive mix of benefits.” Understanding a niche market not only allows for differentiation from competitors, but also helps build stronger customer relationships and a solid, recognizable brand.

A niche market refers to a small segment within a larger market, large enough to generate profitability, but whose needs have not yet been fully met. It is a group of consumers with very similar characteristics who are not completely satisfied with the existing offerings from other companies. In reality, niches do not arise on their own, but appear when specific needs are identified that competitors have not met. Some examples include sportswear for hikers or mountaineers, vegan food aimed at university students, specialized makeup for film actors and actresses, or hotels designed exclusively for adults without children.

3.5.1. CHARACTERISTICS OF NICHE MARKETS:

As stated by Generalitat de Catalunya² (2022), the characteristics of niches are:

- It is a fraction of a market segment: In other words, each niche market has some characteristics similar to those of the segment from which it originates, but at the same time it has some particularities that distinguish it from other niches or from the segment as a whole. For example: people who go to nightclubs to have fun with friends on weekends represent a market segment. On the other hand, those who, in addition to going to nightclubs, choose the VIP area represent a niche market.

- It is a small group: made up of a small number of people, companies, or organizations (compared to the market segment to which it belongs). For example, the number of young people who choose the VIP area in a nightclub is much smaller than the number of people who have fun in the general area.
- They have specific and similar needs; these usually consist of very particular desires that also have a degree of complexity, which is why this group is willing to pay a “premium” to purchase the product or service that meets their expectations. For example, people who choose the VIP area in nightclubs have very special requirements, such as more space to dance, more comfortable or padded tables and seats, a food and drink menu, and a private bathroom. For example, people who choose the VIP area in nightclubs have very special requirements, such as more space to dance, more comfortable or padded tables and seats, a more select food and drink menu, more qualified staff to serve them, music, video, a special area to enjoy the dance floor, and so on.
- There is a willingness to satisfy their needs; that is, they are predisposed to purchase a product or service that meets their expectations, and in the case of companies or organizations, they have the ability to make purchasing decisions. For example, people who enjoy themselves in the VIP area request admission to that category even without the nightclub staff suggesting it.
- There is economic capacity. Each component of the niche market has sufficient economic capacity to incur the necessary expenses to satisfy their needs or desires. They are even willing to pay above average prices in order to achieve greater

satisfaction. For example, people who choose the VIP area in any nightclub have sufficient economic fluidity to pay extra for that luxury.

- It requires specialized operations. Since there are needs or desires with specific and even complex characteristics, the niche market requires specialized suppliers who are capable of meeting their expectations. For example, VIP area customers expect nightclubs to provide them with an exclusive window where they do not have to wait in line, a more spacious and modern space, qualified staff to serve them, special memberships, VIP customer cards, and so on.
- There are very few or no competing companies. In niche markets where the specific nature and complexity of needs or desires require a high degree of specialization, it is normal for there to be no more than one or two suppliers, and in some cases there may be none at all.
- It is large enough to generate profits. According to Philip Kotler, an ideal niche market is one that is large enough to be profitable.

3.5.2. BENEFITS OF NICHE MARKETS:

Companies that decide to develop strategies to meet the needs of his customer profile develop specialized knowledge and processes to address specific needs, giving them a competitive advantage over companies that use their resources and efforts more broadly.

It is also an opportunity for small businesses, as they often do not have large budgets for large-scale marketing campaigns and can instead focus on smaller, more specific segments.

Large companies can produce on a large scale, which allows them to reduce costs and thus reach very broad segments of the population. In contrast, small companies that want to compete in the same customer segment end up failing because they cannot produce at the

same costs. That is why it is so important to take this fact into account and, when thinking about customers, to better define this complexity in the business plan.

Another advantage is that products aimed at a specific niche have special features that make them more exclusive, and this fact brings a direct benefit to the company, as customers are willing to pay more for them. The only drawback is if other competing companies enter the niche, then they cease to be exclusive, as prices automatically fall. In order to cope with this competition, companies must opt for defensive and offensive strategies that allow them to remain in a leading position, such as differentiation, exclusivity, and personalization.

With these three variables, it is easier to find success in the niche and take advantage of the high purchasing power of the users we are targeting.

3.5.3. TYPES OF MARKET NICHEs

Basso (2025) highlights that niche markets often emerge from particular demographic, professional, or ideological characteristics shared by certain consumer segments.

The most common types of market niches include the following:

1. **Groups with special conditions:** These consumers have specific characteristics and needs that not all businesses are willing or able to serve, such as bakeries catering to individuals with celiac disease.
2. **Age-based groups:** While age is a broad demographic factor, niche markets can emerge by identifying precise needs within age subgroups, such as toys designed specifically for children aged 2 to 3.
3. **Occupation-based groups:** Some niches focus on professions and the unique products or services they require, for example, businesses dedicated exclusively to selling medical uniforms or tools for graphic designers.

4. **Gender-based groups:** While traditional segmentation includes male and female consumers, niche markets can also address the needs of non-binary individuals, such as clothing lines designed specifically for gender-diverse audiences.

5. **Values and ideology-based groups:** Consumers increasingly seek brands that align with their social or environmental values, such as vegan makeup or eco-friendly products.

3.5.3. MARKET NICHEs FOR DDY ADVENTURE

- **Age segmentation:** based on the developmental expectations and experiences of specific age groups, allowing us to create adventure activities that are appropriate for each age group. We take into account both physical abilities and psychological preferences at different stages of life.

- **Occupation/lifestyle:** This niche is determined by the professional identity or lifestyle of tourists. DDY ADVENTURE offers services that adapt to the routines, interests, and time availability of people with specific occupations or who adopt certain lifestyles, such as teleworking or a wellness-focused life.

- **Eco-conscious:** composed of travelers seeking responsible and sustainable tourism experiences, committed to environmental conservation and respect for local communities. These customers value activities that minimize environmental impact, such as ecotourism, wildlife viewing in their natural habitat, and community-based

tourism that supports the local economy. At DDY Adventure, we offer packages designed to meet these demands, implementing zero-waste practices and promoting environmental education, with the goal of providing unforgettable adventures that also contribute to the preservation of the planet.

- **Groups with special needs:** Adapted tourism for people with physical disabilities or special needs. DDY Adventure can cater to people with special needs, such as travelers with physical disabilities or dietary restrictions. The design of accessible adventure routes, inclusive equipment, and personalized assistance enhances the travel experience for this niche market, while promoting social inclusion.
- **Experience:** This niche market is determined by the level of experience and familiarity that customers have with adventure tourism. It allows services to be customized based on skill level, risk tolerance, and previous experience in outdoor activities.

3.6. LOGO:



The DDY Adventure logo perfectly represents the spirit of adventure and connection with nature.

It features the silhouette of a person climbing mountains, a symbol of effort, courage, and the desire to excel, qualities that reflect the essence of a tour operator focused on adventure tourism.

The warm colors yellow, orange, and bright orange evoke the energy of sunrise and the excitement of discovering new horizons. These tones convey vitality, enthusiasm, and optimism, motivating travelers to dare to explore the unknown.

The color brown represents the earth and stability, recalling the connection with nature and the natural environment that the agency seeks to protect and enjoy in a sustainable way.

The white outline provides balance and purity, creating a contrast that highlights the main figure and provides visual clarity.

The name “DDY Adventure,” in dark green, symbolizes nature, hope, and environmental sustainability, which are fundamental values of the agency.

3.7. SLOGAN:

The slogan “Discover, delight, say yes to adventure,” in blue, suggests confidence, freedom, and serenity, inviting people to live unique experiences full of excitement and discovery.

Altogether, this logo communicates a dynamic, eco-friendly, and positive image, inspiring people to say “yes” to adventure with confidence and passion.

3.8. MISSION.

To offer unique adventure and extreme sports tourism experiences, promoting local culture and respect for nature. At DDY Adventure, we aim to make every trip an opportunity to connect with the environment, enjoy the adrenaline rush, and promote sustainable tourism that benefits communities and cares for the environment.

3.9 VISION.

To be the leading tour operator in sustainable adventure tourism in El Salvador and the region, recognized for providing authentic, safe, and responsible experiences that integrate the adrenaline rush of extreme sports with the cultural and natural wealth of our country.

3.10. VALUES

- Sustainability:** We promote tourism that protects nature and promotes environmental awareness.
- Safety:** We guarantee confidence and well-being in every adventure activity.
- Passion for adventure:** We live every experience with energy, dedication, and enthusiasm.
- Cultural respect:** We value and promote local traditions, customs, and identity.
- Innovation:** We create unique and memorable experiences for our customers.
- Commitment:** We work responsibly toward our customers, communities, and environment.
- Perseverance:** We overcome challenges with effort and dedication, inspiring our travelers to do the same.

CHAPTER IV:
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