

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



TOPIC:

TOURISTIC PRODUCT: DON ARTISEÑO

**FINAL REPORT OF SPECIALIZATION COURSE ON TURISM, IN ORDER TO
OBTAIN THE DEGREE OF:**

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Abstract

The present work shows Don Artiseño as a souvenir gift shop. Specifically, with the production of earrings made with coconut shells, you will be able to learn more about the coconut and the harvest, thanks to the warm weather of our country. The main goal of our product is to promote tourism through our handicrafts made with the dedication of artisans, so that tourists can take a part of our country with them to their country and say this is from El Salvador, the handicrafts in that country are still made with natural material. You can appreciate the talent of the people of that country. Furthermore, our product will promote tourism at the same time, this product is designed to be enjoyed by people of all ages inside and outside this country, as a way to incentivize the use of coconut shells tourism and create a sustainable way of production that will improve the life of artisans, transporters, by creating a system where all will benefit from chocolate production.

Keywords: *souvenir, gift shop, coconut, handicrafts, tourists, natural materials, sustainable.*

Introduction

“The traveler sees what he sees, the tourist sees what he has come to see.”¹

Tourism in El Salvador has become one of the most important activities, it has increased a lot in the last years. It also, has become one of the main sources of income in our country. As tourism advances our country is growing and generating more employment opportunities, greater centers of attraction, not only for our country but also for foreigners who every day there are more who wish to visit our country.

In our chapter number I, we talk about the objectives of our product “Don Artiseño” a souvenir shop gift designed for any type of customer who wants to give a special and beautiful gift. The store is located in downtown San Salvador, specifically in the new university plaza. It also contains the description of the main product which are the earrings with its own characteristics and unique style. We want to highlight that our product is part of the sustainable tourism because they are made of recyclable material and we also mention some other strategies for human development that we have implemented in order avoid causing damage to our environment.

In chapter number II called conditioning elements of the touristic product, we present the definition of tourism with a bit of history of tourism in our country and the origin of tourism around the world, besides that we talk about natural resources and its importance to keep the tourism active and eye- catching, we also mention the location of our touristic product which is a very central location within easy reach of most customers. Our cultural identity is also important to mention in this chapter as

¹ G.K. Chesterton

it is part of our history and roots to let people know who we are and where we come from. And at the end of the chapter, we have the strategic quality plan, that guided us to follow an organized order with the objective of providing the best possible service to our customers.

Finally, in chapter number III called “responsibility of the entrepreneur”, we have the definition of what an entrepreneur is with its respective profile and characteristics of an entrepreneurial person. And our respective logo, motto and values.

Chapter I

PROFILE OF THE TOURIST PRODUCT

1.1 Objectives

1.1.1 General Objective.

contribute to tourism through the elaboration and sale of handicrafts with natural coconut shells and traditional methods to attract tourist attention and maintain the tradition of elaboration by artisans' hands.

1.1.3 Specific Objectives.

1. Offer an accessible product for tourist and local consumers in San Salvador with our different handicrafts.
2. Create publicity on social networks to be known by our customers.
3. To sell 50% of our products in one year.
4. To be a bridge for artisans who want to sell their crafts with a low commission.
5. Develop and implement a new touristic product that enhances visitor experiences, promotes cultural appreciation, and contributes to the economic growth.

1.2. Justification

It is known that when visiting a tourist spot, unforgettable experiences are given to visitors; landscapes, stories, customs and traditions are captured in our minds and hearts. However, all those things are not tangibles, people are not able to see physically those things. It is necessary to get something physically, so people can remember a spot, a landscape, a story or something experienced on that visit.

The goal of this product is to make the experience more emotional and more unforgettable for the tourists that visit “Centro Historico de El Salvador” to give them a souvenir that can help them to remember and get back to the time they were on that beautiful place.

Don Artiseño is a company that offers artisanal stuff that can captured a little piece of Centro Historico of El Salvador in a souvenir using materials from our country and elaborated in our country. Our company supports local artisans and provide products 100% made by hand. Our company intends to distribute our products via social media such as Instagram and Facebook; moreover, we will accept orders via our business WhatsApp and in the main local in Centro Historico of San Salvador.

1.3. Product Description

These wooden coconut shell disc earrings in neutrals are lightweight and easy to wear all day long. The easy boho style goes with just about any casual outfit. These ecofriendly beauties are handcrafted by Crafted in Salvador by artisans.



1.2 Type of tourism

Sustainable tourism:

Tourism that aims to minimize the negative impacts of the industry's activities. According to the World Tourism Organization, "sustainable tourism takes full account of its current and future economic, social and environmental aspects, our product that makes part of the sustainable tourism because are made of recyclable materials

1.4 Implementation of strategies for human development and sustainability

Global strategy for sustainable consumption and production that identifies tourism as a high-impact sector and calls for its transformation towards operations that are climate neutral, support nature and do not generate pollution.

Respecting the sociocultural authenticity of host communities, preserving their cultural and architectural assets and traditional values, and contributing to intercultural understanding and tolerance.

We took this strategy for our entrepreneurship, since our products are made with the minimum waste of vital resources such as water or light, most of our implemented materials are environmentally friendly.

- **Recycled paper poster:**

When it comes to paper communications, recycled paper is the greenest option, it uses less energy, water, and produces lower carbon emissions than the manufacturing of non-recycled paper and at the same time reduces the amount of

waste to landfill – as paper can be recycled 4 to 5 times. With advances in technology and processes, recycled paper is now as white and has the same print performance as non-recycled paper.

- **Waste Reduction. Use of biodable waste bag.**

Because, as biodegradable plastics break down over time, this means there is a large reduction in the volume of waste being created which means less waste ending up in landfill. With less wastage taking up space in landfills, the outcome is less overall waste to manage.

- **Reforestation campaign**

Trees are an important part of the solution to many of our world's problems — from cleaning water to preserving wildlife habitat to regulating a warming climate. But forests are disappearing around the globe. Reforestation is one of the simplest and most critical things we can do to safeguard our changing planet.

CHAPTER II

CONDITIONING ELEMENTS OF THE TOURIST PRODUCT

2.1 HISTORY OF TOURISM

2.1.1 Tourism Definition:

Tourism is a social, cultural and economic phenomenon that involves the movement of people to countries or places outside their usual environment for personal, professional or business reasons. These people are called travelers (who may be either tourists or excursionists; residents or non-residents) and tourism encompasses their activities, some of which involve tourism expenditure.

2.1.2 Origin of the word Tourism

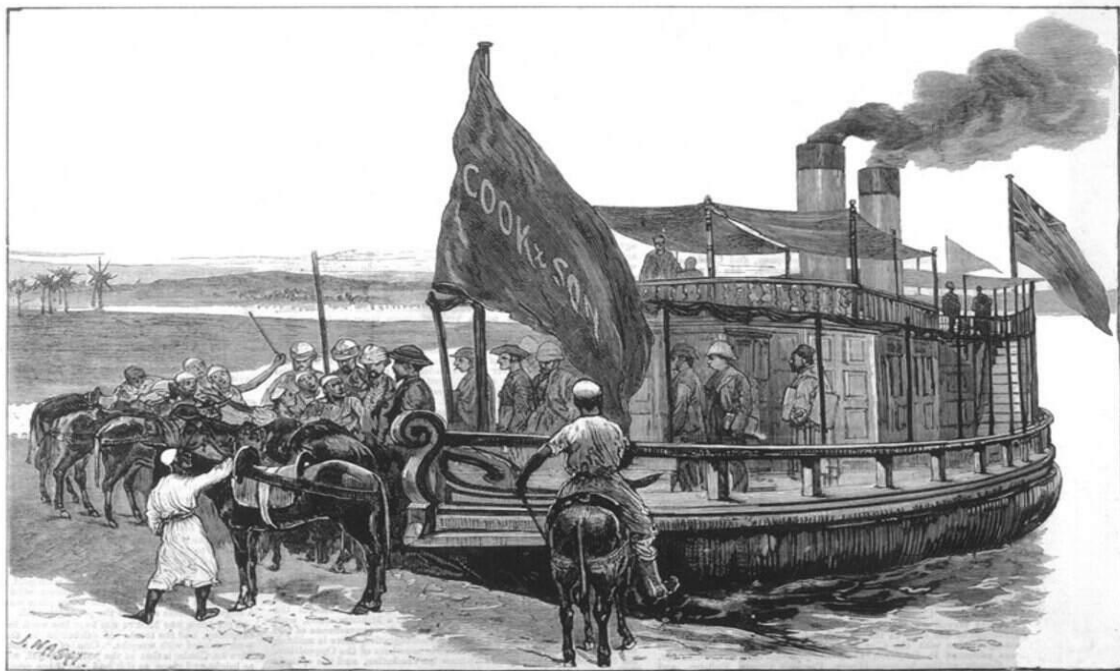
The word “tourism” comes from the English “tourism”, which in turn derives from the French “tour”, meaning “turn” or “turn “. This word has its roots in the Latin ‘tornus” and the Greek “tornos”, which refer to a circular movement around a central point.



The term “tourism” began to be used in its current sense in the early 19th century, when young British aristocrats took the “Grand Tour” of Europe, especially Italy, to complete their cultural and artistic education. This trip included visits to cities such as Rome, Florence and Venice, and was considered an essential part of the training of the young elite.

2.2 Ancient times

Tourism as we know it today has its roots in antiquity. The Romans pioneered the construction of infrastructure such as roads and inns to facilitate the transportation and accommodation of travelers. The Greeks also traveled to participate in religious festivals and visit places of healing.



2

² Image taken from: <https://www.europeana.eu/en/stories/travelling-for-pleasure-a-brief-history-of-tourism>

2.2.1 Middle Ages

During the Middle Ages, travel was mainly for religious reasons, such as pilgrimages to sacred sites. The Crusades also played an important role, mobilizing large numbers of people across Europe and the Middle East.

2.2.2 The Modern Age

The Industrial Revolution in the 19th century marked a turning point in the history of tourism. The invention of the railroad and the steamship made travel more accessible and faster. This period also saw the birth of the first travel agencies, such as the one founded by Thomas Cook in 1841.

2.2.3 Contemporary Age

In the 20th century, tourism experienced exponential growth with the advent of the automobile and the airplane. The standardization of passports and the creation of modern tourist infrastructures, such as hotels and airports, further facilitated international travel. Mass tourism became a global phenomenon, driven by the increase in purchasing power and leisure time of the population.

Tourism has evolved significantly over the centuries, adapting to technological and social changes. Today, it is one of the most important industries worldwide, contributing significantly to the global economy and promoting cultural exchange.



2.3 HISTORY OF TOURISM IN EL SALVADOR

Beginnings of Tourism: The first initiative to promote tourism in El Salvador took place in 1924 under the government of Alfonso Quiñonez Molina, with the creation of the Board of Tourism and Agricultural and Industrial Propaganda.

Development in the 20th Century: During the 1930s and 1940s, several national tourism boards were established to promote the creation of tourism infrastructure, such as tourist centers and national parks.

Impact of the Civil War: Tourism was affected during the civil war (1980-1992), which limited its development due to political instability and lack of infrastructure.

Post-War Renaissance: After the Peace Accords in 1992, there was a resurgence of tourism with new investments in infrastructure and promotion of the country's natural and cultural attractions.

Modern Tourism: Today, El Salvador is known for its beaches, archaeological sites such as Joya de Cerén and Tazumal, and its rich biodiversity. The country has worked to improve its image and attract both domestic and international tourists.³

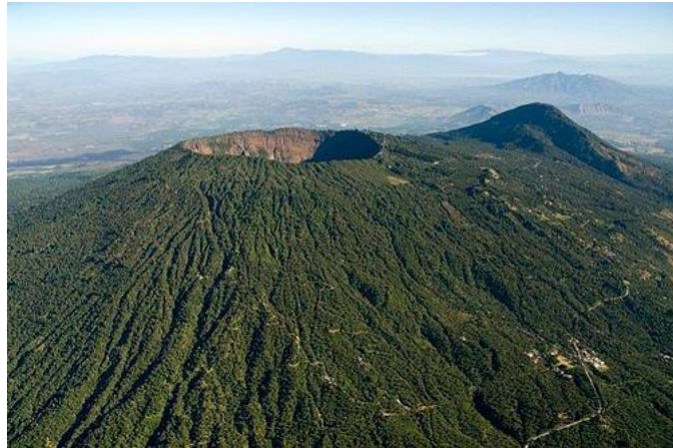


2.4 NATURAL RESOURCES AND LOCATION ON THE TOURIST MAP OF EL SALVADOR.

Exactly in Centro Histórico of San Salvador, there is no natural resources; however, we can find some near around without leaving San Salvador, as the followings:

^{3 3} Image taken from: <https://www.prensa-latina.cu/2024/03/26/el-salvador-en-ofensiva-turistica-en-el-mundo/>

-San Salvador Volcano: San Salvador volcano is a massive stratovolcano immediately northwest of San Salvador city. Its modern summit cone is also called the Boquerón stratovolcano. It formed within a 6 km wide caldera left by the collapse of the predecessor volcano about 40,000 years ago. *1 El Boquerón Volcano*



Remnants of the caldera rim form the Picacho and Jabalí peaks. It is 30- 45 minutes from Centro Histórico, and it is a place plein of natural resources, tourist places to take amazing pictures of all San Salvador city.

-Ilopango Lake: Minutes from the capital, you can find the largest lake in El Salvador. It is of volcanic origin and is ideal for diving, stand-up paddle boarding, kayaking, jet skiing, swimming, boating, fishing, or simply taking a “Chapuzón”. In its surroundings you can go hiking or horseback riding.



2 Ilopango lake from panoramic route

Camping or spending an unforgettable night in a rental house, hostel or hotel. A plus of the lake is that, in its surroundings and shore, there are themed restaurants with spectacular views. The

Panoramic Route is recommended, where the gastronomic options are varied and suitable for having good times and capturing unforgettable images.

-La Puerta del Diablo: Located on Cerro El Chulo, this tourist site is a crevice formed by two rocks that offers wonderful panoramic views. From its viewpoint we can see the capital, the Pacific Ocean, Ilopango Lake and the San



La Puerta Del Diablo

Vicente volcano. Near this place we have Planes de Renderos, one of the homes for Las Pupusas, where we can taste various kinds of typical plates and variety of Pupusas, also we can enjoy a great weather.

2.5 LOCATION OF TURISTIC PRODUCT

El Centro Histórico of San Salvador is located in what is also known as ground zero, it is called that way because from there the measurements of kilometers from San Salvador to any place in El Salvador begin. Located in the center of the Salvadoran capital. This area has become popular in the last two years, bringing a lot of tourists from all across El Salvador, people from other countries and also Salvadorians living in USA and other countries.

This contributes commerce in the area, also it helps our touristic product to be known and become popular. Our product is located in a strategic point as it located near to the most



3 Centro Histórico Map

visited places in Centro Histórico such as: National Palace, Metropolitan Cathedral and the National Library (BINAES), so the influx of people in those places will create potential clients to our business, and this will get our product to be recognized among Salvadorians and foreigners.

2.6 CULTURAL IDENTITY

-Patron Saint Festivities

The celebration that takes place in San Salvador, during the patron saint festivities in honor of the Transfiguration of Jesus, takes place in the first week of August. The religious origin of this annual event attracts thousands of believers and various activities are carried out such

as parades, parties, rides and a wide range of activities. It is a tradition that the August Festivities start with the Mail Parade, which begins in the Plaza Divino Salvador del Mundo, where the participation of peace bands and dozens of decorated floats that travel through the main streets of the country's capital. This is accompanied



by “Los Viejos de Agosto”, a series of *4 Mail Parade* colorful masked characters representing mythological figures from El Salvador. In addition to the religious aspect, it is also a good opportunity to taste a wide gastronomic offer made up of typical dishes.

-Independence Day

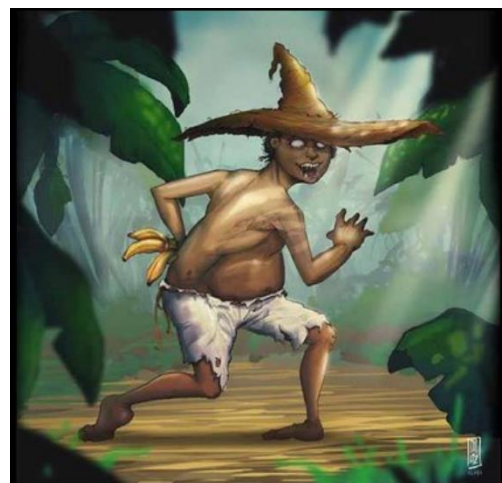
Independence Day in El Salvador is celebrated every year on September 15. During the September 15 Festivities, El Salvador comes alive with vibrant celebrations, colorful parades, and patriotic fervor as the nation commemorates its independence from Spanish colonial rule. School marching bands, cheerleaders, student parades, and civic events are what all municipality's activities have in common



during this day. However, *5 Independence Day in San Salvador* larger cities will add other activities, such as fireworks and live music.

-The legend of El Cipitio:

El Cipitio is the son of La Siguanaba. When his mother was cursed for eternity, he too was cursed. He was to remain a child forever; some say with the intent to taunt La Siguanaba. He is a benevolent creature, one that is just mischievous, sort of trickster. He has the appearance of a young child, about 8 to 10 years old, he wears a huge hat and backwards feet, making it impossible to track him down. He loves to wallow through ashes and eats them too.



6 El Cipitio

2.7 Policies for sustainable development in El Salvador

The general objective for a sustainable local tourism in El Salvador is to boost the local development through the articulations of chains of value that amplify the distribution of Tourism income, strengthen qualities to the local effort, promotes the attractiveness of new investors and promote a sustainable development of resources like ecotourism, and cultural in Salvadoran territory.

Don't travel to escape from life, we travel so that life does not escape us written by an Anonymous writer. As mentioned before, travel is necessary to improve The Local Tourism in El Salvador. The Tourism policy and Local development forms part of the National Policy of Tourism from El Salvador (PNT) that contains a set of guiding guidelines so that the tourism activity contributes to solving the major challenges for the country related to the economy, education, social inclusion and the environment.

Local Development is defined as the process that is socially constructed , whose content and essence differs from place to place because it is based on cultural and social identity with the purpose of which is the construction of a joint.⁴ In nowadays the most common project for tourism is Surf city or Tourism of beaches , which the economy of local merchants as : the sale of minutas, mangoes, local restaurants of shrimp and fishes popularly named Merenderos, are constantly increasing their economies after the pandemic covid-19.

Moreover, women who are single with children are being beneficiaries of these programs. The tourism industry is strongly linked to the concept of local development, which represents the effort of the organized communities to face challenges from economic modernization.

⁴ Turismo y Desarrollo Local, Política Nacional de Turismo, MITUR

2.8 Strategic plan of our touristic product

Definition of quality in a touristic product

When we are talking about quality in a product, we think about the kind of material that is being used, also we talk about all the processes involved in the elaboration.

El Salvador has the potential to develop an industry based on coconut cultivation. According to a study by the Inter-American Institute for Cooperation on Agriculture (IICA), the area with the best climate and soil conditions for cultivation is found in the coastal strip and some parts of the intermediate valleys. The country has the potential to plant up to 270,000 hectares of coconut in the best conditions, and an additional 33,000 hectares with minor soil limitations¹. The guide provides useful information on cultivation, requirements, management, pests, harvest, market and agroindustry.

General information on cultivation

The coconut tree is native to Asia, from where it has spread throughout the world. The way it spread throughout the world is still uncertain, however, the theories associated with its distribution in areas populated by man are the most accepted.

Classification and Description

Botany

Botanical classification and description.

The coconut tree (*Cocos nucifera* L.) is botanically

classified as:

Class:

Monocotyledonous.

Order:

Family:

Palmales

Palmae

Subfamily: Cocovideae

Genus:⁵

Cocos

Species:

Nucifera

root.

The root system of the coconut tree is fasciculate.

The primary roots are responsible for fixing the plant and absorbing water. The tertiary roots (which are derived from the secondary roots) are the true nutrient

⁵ Guía técnica del desarrollo del coco, Lizano Medarño, (IICA), 2005.

extractors. The active roots are located within a radius of 2 meters from the trunk, at a depth of between 0.2 and 0.8 meters, depending on the effective depth of the soil and the depth of the water table.

Stem:

The trunk of the coconut tree is an unbranched spike.

At its upper end or apex, it has a group of leaves that protect the only point of growth or terminal bud that the plant has.

The inflorescence is the only branching of the stem. Sometimes anomalies such as multiple branches occur.

Because the trunk does not have meristematic tissue, it does not thicken, however, variations in water availability induce changes in the diameter of the trunk. The growth in height depends on the ecological conditions and the age of the plant. It also varies between different types of coconut trees.

Leaves:

The leaf of the coconut tree is pinnate and is formed by a petiole that almost surrounds the trunk, followed by a rachis from which 200 to 300 leaflets emerge. The length of the leaf can reach 6 meters and is shorter

as the age of the plant increases.

Under favorable environmental conditions, an adult giant coconut plant emits 12 to 14 leaves per year, while the dwarf can emit up to 18 leaves in the same period. The crown has 25 to 30 leaves (Santos Ferreira. 1998).

Inflorescence:

It has paniculate, axillary inflorescences, protected by a bract called a sword. The sword develops in 3 or 4 months, then it opens and releases the spikes. Each spike has male flowers in the two terminal thirds and female flowers in the basal third.

2.9 Product Quality, Quality Proposal, Customer management, and Relationship with the Customer and Loyalty

In our product quality is something we assure, being that the case is important for us to learn all the methods that we learn from businesses around our country to use for their success. So, the first step will be to define what is our concept of quality.

In this case we understand as Quality a set of characteristics that are inherent between them, but as joint they increase the attribute of a product or service.

Quality itself is not exclusive for a physical product, experiences can be measured in quality standards, in our case we learn that it is important to offer not only high-quality products, but also the best possible experience, together they are key for a successful enterprise or a business based in tourism.

Concerning customer management, the pillar of our activities is communication. Through all the visits to all the touristic places we have learned that the most important part of customer management is communication, with communication we can learn what is the opinion of our product under a customer perspective, in that

way we know what aspects of our product should be improved, or what is what our customers are looking for in our product, in that way we can offer something unique. Also, it is important to know the potential of all the possibilities.

About loyalty, this is the most difficult part for a product, taking into account that the market is always full of products is reasonable to think that other merchants are trying to use coconut as a product to sale, in this case we are making the same question: What makes our product different, and at the same time, better than the others in the market? To answer this question we need to understand how loyalty works in the market, customers are always looking for quality and also satisfaction and a reward feeling once they consume the product, all is related to the values that we present to the customer, we will give to our customers a product that they can trust, also with the previous tactics of communication we are demonstrating them that we care about what they think and need , integrity is the main appeal of our company, is the combination of the process we mention before , we will have a good communication with our customers in this way we will always know that they need and what they want, and if we are able to satisfy our customer with our product they will be loyal, is possible that they want to taste all the variety of products in the market, but if they know the quality we offer and also the kind of emotion and experience we can give them they will always prefer our product

2.9.1 Marketing plan

We will present our marketing plan based on the experience of José Manuel Gomez (expert in digital and international marketing). This plan must follow the next steps: Planification, Action Measuring, Execution and Action Measuring

In this first part in planification we will follow six steps that will help us to measure the market and know all the resources we need to begin with our enterprise, after we know all possible scenarios for our plan the next step is Execution, no company or enterprise can succeed without taking risks, and finally Action measuring is about contingency plans we must have in case something goes wrong.

Current situation

In this part we will analyze five fundamental parts: the market, the product, the competence, the macro environment and distribution channels. making a quick analyze of the market, we know that we are not the only micro enterprise that works with cacao, let's talk about the price of cacao, the average prices of coconut in our country is; \$1 for each one, then you can made 4 or 7 earring per coconut tow, having this information into account we can decide the price based in other factors such as other materials, elaboration process, distribution packaging, work force, and finally unexpected problems such as inflation and changing market conditions.

The Product

Elaborate coconut earrings are a complex process but having the proper guides and that can be bought by Salvadorans and tourists of all ages, something beautiful and without unknown chemicals or substances.

Distribution methods

At the beginning we will use the “Entrepreneurs Market” that is available every year in July as the perfect occasion for the beginners to raise awareness between the population, also with new technologies coordination and delivery products will be easy.

Commercial Strategies

In this part we will make a review about which are our strengths and weaknesses, in our case our main weakness is that we are new in this kind our project and the solution is to get as much information about the market as we can, we have a clear definition about our competitors we know what they offer and what is their product price, we can offer a different variety of product with a better price, that will be our main strategy.

After that we will make research about how other enterprises similar to ours deal with the same problems, that makes them successful, which are their weaknesses and take advantage of that trying to not commit the same mistakes and finally but not less important how we can satisfy the needs of the population that we choose as our target market.

Being Prepared for Unexpected Problems

Every enterprise should have a contingency plan, in case something goes wrong, our first step is to analyze what is the risk factor with more probabilities to occur, in our case we recognize 3 factors, inflation, weather related problems. In the first one we can be prepared saving some money as a backup also must make market researches about how inflation affect our resources.

2.9.2 Strategic Plan Quality

Strategic quality Plan		
Action	Person in charge	Improvement
create attractive content in social media, such as Facebook, Instagram and Tik tok.	Ana Sarai Contreras Gonzalez will keep updated the content sharing videos, photos, dynamics, promotions and educational materials. In case any costumer requires information trough one of these channels, Ana Sarai Contreras Gonzalez, will be answering inquires and sending all details that they need.	For purchases up to \$20 the costumer will be gifted with any other product no matter the season
Design a webside where the costumers can buy our products	David will be in charge of digital marketing digital marketing and product promotion.	People tha share our social media post will be granted 5% of discount in any product.
Communicate and assist tourists though webside, email, whatsapp, and by phone calls.	Victoria Alejandra Castellaños will be in charge of the updates in the webside, and answering emails from costumers that are interesing in buying our products.	In the holy week every costumer that presented the card of loyaty will be granted with 50% of discount in the total of the purchases.

Chapter III

**RESPONSIBILITY OF THE
ENTREPRENEUR**

3.1 Definition of Entrepreneur

An entrepreneur is a person who has the technical abilities to know how to produce and to raise financial resources, to organize the internal operations and capitalize their efforts through the sales. written by the economist Joseph Schumpeter in 1945.

The word “entrepreneur” is of French origin and arises around the centuries XVI to XVII, used to refer to those daring people that were acting differently to create or improve results, generally Business related.

From the personal point of view, being an entrepreneur is a person who takes the risks to start with the commercialization of a product or service aimed at society that covers a need of the individual in order to improve their economic conditions and those of the It is a community that surrounds it until the creation of a company.

3.2 Types of Entrepreneurships

Entrepreneurs by opportunity

Our product, Salvadoran chocolate, identified a problem regarding the quality of the product within the country, so we decided to provide a solution by improving the quality of the product and making it accessible to the public, what makes our product different is that we avoid mixing it with chemicals that lower the quality, or being able to market it at affordable prices.

This kind of entrepreneurship is undertaken when they have detected a problem, deficit or an infraction inside of the consumer market. Take advantage and capitalize through creative and innovative solutions

On the other hand, we also describe different types of entrepreneurs that can be used in our business.

3.2.1 External Entrepreneurship ⁶

They rise in the company are the owners or members from the company, key people who contemplate new opportunities and products, besides coordinating all the other activities also consolidate new projects, they like to experience new ideas, they look to create new treasures and work by themselves.

3.2.2 Internal Entrepreneurs

Workers with a business vision, they invest time to create ideas with innovations since inside the company open process in order to pick up, mold, improve and channel in a business way.⁷

3.2.3 Creators Entrepreneurs

They decide to found a company based on their own products, service or technology, own or developed by itself, furthermore they have a competitive differential very appreciate it "While they create a new product others copied.

3.2.4 Entrepreneurs of a Franchise

What is a Franchise?

According to the dictionary Merriam-Webster defines Franchise as:

⁶ Pinchot, 1985, Manual of Entrepreneurship, page 9.

⁷ Gifford Pinchot and Ron Pellman, 1999, Manual of Entrepreneurship, page 9

the right or license granted to an individual or group to market a company's goods or services in a particular territory, *also*: a business granted such a right or license just opened a new fast-food *franchise* down the street.⁸

Franchise entrepreneurs

Not all the time are known as entrepreneurs, in spite of the fact that They present characteristics as entrepreneurs, also they have the possibility to learn and develop skills and activities. That enhance the entrepreneurial capabilities.

A franchise

- ❖ Lowers income barriers to the market
- ❖ Decreases the risk of a business

3.2.5 Entrepreneurs for necessity

Arise in times of crisis. Usually, they have a lack of technique preparation, their situation makes them concentrate on the action.

3.2.6 Consult Entrepreneurs

They have an academic background specialized in diverse fields such as: Business, Accounting, Industrial engineering Software, Publicity among others. The entrepreneurship consultancy with one or two professionals, having better resources at the moment to offers their services.

⁸ <https://www.merriam-webster.com/dictionary/franchise>

3.3 Entrepreneurs Ecosystem



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the ecosystem refers to everything around the enterprises such as Human Capital, Culture, Support, Market, Policies and Finances.

3.4 Entrepreneurial Responsibility

Starting an enterprise requires a great commitment, it is not as simple as creating a scheme, having a good idea, or having enough resources. A great enterprise must be founded over moral values and means that you, as a founder, will carry with great responsibility this responsibility cannot be delegated to any other person, you and only you are responsible for the trust and the expectation of the clients or customers.

Your first responsibility is to have a clear idea about the future of your entrepreneurship and guide your workers or your partners in a correct way, probably most of them will expect you to have a clear idea or they will believe that you have

⁹ Morant-Martínez, O.; Santandreu-Mascarell, C.; Canós-Darós, L.; Millet Roig, J. Ecosystem Model Pro-posal in the Tourism Sector to Enhance Sustainable Competitiveness. Sustainability 2019,

clear objectives, and it is your responsibility to guide them through obstacles and possible doubts.

We talk about following our values, and as we said before, those values will always be what we represent, trust, hard work, quality, excellence, and responsibility, in our case we will explain how these values work in our entrepreneurship.

Trust, quality are related to the product, in our case chocolate must contain exactly what we mention in the label, also we must use high quality products, is not acceptable to include other elements that are not mentioned in the label of use low quality ingredients just to reduce cost or increase production, is not our purpose, we will bring a product that is, not only healthy but also delicious we will use all the traditional methods in order to give a high quality product that is other of the values that makes part of us.

referring to hard work and excellence we talk about of a well done job, is not enough to have good ingredients, we must be very careful during the process, hard work will be reflected in the final product, the product will be finished only with hard work and excellence will be only achieved being very careful during the process.

finally, is our responsibility to have a good communication with our customers, they are the pillars of our entrepreneurship they will always tell us the aspects that we must improve and is with them with whom we must put in practice all our values, not only as enterprise, but also as human beings, respect, comprehension and good behavior are essential.

3.5. Logo



In our product logo, since we chose the name, we agree that we need to reflect the work of an “Artist” in the name and in the slogan because we want to represent that we not only sell handicrafts we want to say our logo that we sale art every piece of handicraft.

3.6. Product Slogan

“Crafted That Takes You nature”

Our slogan is easy to interpret; we are saying that our products came from Mother Nature.

3.7. Values

1. Authenticity:

Offer products that genuinely reflect the local culture, traditions, and essence.

2. Quality:

Ensure that the materials and manufacturing process are of high quality, guaranteeing durable and well-made products.

3. Creativity:

Constantly innovate in the design and presentation of souvenirs to offer unique and original products.

4. Sustainability:

Use eco-friendly materials and processes, reducing environmental impact and promoting responsible practices.

5. Commitment to the community:

Collaborate with local artisans and producers, contributing to the economic development of the region.

6. Customer service:

Provide personalized attention, ensuring every customer feels valued and has a positive experience when purchasing a souvenir.

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