

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



TOPIC:

“TRAVEL AND TOURISM SERVICES ZACATE’S TRIPS TRAVEL AGENCY”

PRESENTED BY

OMAIRY JAMILETH ABARCA VALENCIA	AV17012
ANDREA CAROLINA DOMÍNGUEZ SOLTERO	DS15003
KAREN IVETH GARCÍA DE PAZ	GD99003
HAZEL LISSETH PASCACIO GÓMEZ	PG17020

FINAL REPORT OF SPECIALIZATION COURSE ON TOURISM

IN ORDER TO OBTAIN THE DEGREE OF:

BACHELOR OF ENGLISH LANGUAGE, TEACHING OPTION

**LICENCIADO MIGUEL ÁNGEL CARRANZA CAMPOS, MSE
GENERAL COORDINATOR OF THE GRADUATION PROCESS**

**LICENCIADA FRANCISCA AGUILLÓN RIVERA
SPECIALIZATION PROFESSOR**

**UNIVERSITY CAMPUS, DR. FABIO CASTILLO FIGUEROA, SAN SALVADOR
CENTRO, EL SALVADOR, CENTRAL AMERICA, OCTOBER 20TH, 2024**

AUTHORITIES OF THE UNIVERSITY OF EL SALVADOR

MAESTRO JUAN ROSA QUINTANILLA QUINTANILLA
RECTOR

DOCTORA EVELYN BEATRIZ FARFAN MATA
VICE-RECTOR

MAESTRO ROGER ARMANDO ARIAS ALVARADO
ADMINISTRATIVE VICE-RECTOR

LICENCIADO PEDRO ROSALIO ESCOBAR CASTANEDA
GENERAL SECRETARY

AUTHORITIES OF THE SCHOOL OF ARTS AND SCIENCES

MAESTRO JULIO CESAR GRANDE RIVERA
DEAN

MAESTRA MARIA BLAS CRUZ JURADO
VICE-DEAN

MAESTRA NATIVIDAD DE LAS MERCEDES TESHE PADILLA
SECRETARY OF SCHOOL OF HUMANITIES

AUTHORITIES OF THE DEPARTMENT OF FOREIGN LANGUAGES

MAESTRO JOSÉ ISRAEL OLIVA
INTERIM COORDINATOR OF THE FOREIGN DEPARTMENT

LICENCIADO MIGUEL ÁNGEL CARRANZA CAMPOS, MSE
GENERAL COORDINATOR OF THE GRADUATION PROCESS

LICENCIADA FRANCISCA AGUILLÓN RIVERA
SPECIALIZATION PROFESSOR

INDEX

ABSTRACT.....	1
INTRODUCTION	2
CHAPTER I TOURIST SERVICE PROFILE	4
1.1 OBJECTIVES	5
1.1.1 GENERAL OBJECTIVE	5
1.1.2 SPECIFIC OBJECTIVES.....	5
1.2 JUSTIFICATION.....	6
1.3 DESCRIPTION OF THE TOURIST SERVICE	8
1.3.1. NAME OF THE TOURIST SERVICE.....	8
1.3.2. LOCATION.....	8
1.3.3. TOURIST CIRCUITS	9
1.3.4 POLICIES.....	13
1.3.6 TOURISM TYPOLOGY.....	16
1.4 APPLICATION OF STRATEGY FOR HUMAN DEVELOPMENT AND SUSTAINABILITY	18
CHAPTER 2 CONDITIONING ELEMENTS OF THE TOURIST SERVICE.....	22
2.1 HISTORY OF TOURISM	23
2.2. HISTORY OF TOURISM IN EL SALVADOR	25
2.3 NATURAL RESOURCES OF THE DESTINATION AREAS AND THEIR LOCATION ON THE TOURIST MAP OF EL SALVADOR.....	27
2.4 CULTURAL IDENTITY OF EL SALVADOR.....	34
2.4.1 CULTURAL HERITAGE AND TRADITIONS	34
2.4.2 ICONIC AND NATURAL ATTRACTIONS.....	35
2.4.3 IMPACT OF DOMESTIC TOURISM	36
2.5 STRATEGIC QUALITY CONTROL PLAN.....	38

2.6 STRATEGIC ACTION PLAN	41
CHAPTER III ENTREPRENEUR PROFILE	46
3.1 LOGO AND SLOGAN.....	47
3.1.1 LOGO.....	47
3.1.2 SLOGAN.....	48
3.2 MISSION Y VISION.....	49
3.2.1 MISSION OF ZACATES TRIPS.....	49
3.2.2 VISION OF ZACATES TRIPS.....	50
3.3 COMPANY VALUES	51
3.4 NICHE MARKET.....	53
3.4.1. DEFINITION	53
3.4.2. NICHE MARKET STRATEGY	53
3.4.3. TARGET AUDIENCE.....	54
3.4.4. PROBLEMS	54
3.4.5. DESIRED OUTCOME	55
3.4.6. ADVENTURE TOURISM.....	55
3.4.7. ZACATE TRIPS' MARKET NICHE.....	56
3.5. CUSTOMER MANAGEMENT	58
REFERENCES	62

ABSTRACT

Zacate's Trips is a dynamic tour operation designed for both Salvadorans and international travelers eager to discover the captivating beauty of El Salvador. This initiative aims to deliver exceptional tourism experiences through a team of skilled professionals dedicated to enhancing customer satisfaction. Recognizing that modern life often brings stress, Zacate's Trips invites clients to unwind and immerse themselves in a journey filled with joy and tranquility. El Salvador boasts a rich tapestry of attractions, and Zacate's Trips is committed to offering inclusive tours that cater to families, ensuring that everyone can participate in the adventure together. The project integrates activities that promote awareness and sustainability, striving to mitigate ecological impacts. In essence, Zacate's Trips guarantees an unparalleled and comprehensive experience for all participants, whether they are local residents or visitors, fostering a deeper connection to the natural world and the cultural richness of El Salvador

Key Words: *tourism services, travel service, modern life, travel agency, Zacate's trips, Zacatecoluca.*

INTRODUCTION

Currently, tourism has emerged as one of the most dynamic and versatile sectors of the global economy, acting as a key driver for both economic growth and social development in various regions. In this context, travel agencies play a crucial role by offering services that go beyond basic needs, adapting to the interests and expectations of modern tourists. These travelers seek authentic, personalized, and unique experiences that allow them to connect with destinations in a deeper and more meaningful way. Specialization in a market niche within tourism has become an essential strategy for agencies to differentiate themselves in an increasingly competitive environment, attracting specific clients through exclusive and carefully designed offerings.

This graduation project aims to analyze the strategy of Zacate Trips, a travel agency that has specialized in adventure, cultural, and gastronomic tourism. The agency places particular emphasis on personalized attention and the creation of tailor-made services, ensuring that each experience is adapted to the desires and needs of the tourists. Through this analysis, the operational practices of Zacate Trips, its market positioning, and the policies it has implemented to offer high-quality service that also promotes sustainability and local development are explored.

The following summarizes the chapters that make up this work:

The first chapter details the profile of the tourist service offered by Zacate Trips, including the mission, vision, and values that guide its operations. It describes the variety of available tours, ranging from exciting adventures in nature to cultural immersions that allow travelers to discover the essence of El Salvador. Additionally, the sustainability policies adopted by the agency to promote local development and minimize environmental impact are addressed, while ensuring high-quality tourist experiences.

In the second chapter, the elements that condition the tourist service offered by Zacate Trips are examined. An analysis of the natural and cultural resources of El Salvador is conducted, highlighting how these elements are integrated into the agency's tours. The historical context of tourism is also analyzed, both globally and in El Salvador, providing an overview of the industry's development and its influence on the local economy. Special emphasis is placed on how Zacate Trips leverages natural resources, such as national parks and protected areas, to attract tourists interested in ecotourism and adventure tourism.

The last chapter focuses on the entrepreneurial profile of Zacate Trips, emphasizing the relevance of visual identity and business values in the agency's success. The company's logo and slogan are described, highlighting their cultural symbolism and connection to El Salvador's rich heritage. The market strategy of Zacate Trips is analyzed, exploring its market niche, target audience profile, and customer loyalty and service tactics that distinguish it within the tourism industry. The chapter also addresses the operational challenges faced by the agency and the solutions implemented to ensure a quality, memorable, and competitive tourist experience.

In conclusion, this work demonstrates how Zacate Trips has managed to establish itself as an innovative and successful agency within the Salvadoran tourism sector. Through a clear strategy based on service personalization, sustainability, and cultural connection, the agency has effectively responded to the changing demands of modern tourists. Zacate Trips not only promotes adventure and exploration experiences but also drives local development and fosters the preservation of El Salvador's natural and cultural resources. This underscores the importance of business management aligned with global trends in sustainable tourism, focused on providing added value to travelers, ensuring the long-term success of the agency.

CHAPTER I

TOURIST SERVICE PROFILE

1.1 OBJECTIVES

1.1.1 GENERAL OBJECTIVE

To establish a thriving tourism enterprise in Zacatecoluca, La Paz, that fosters economic growth while offering visitors exceptional opportunities to discover and appreciate the region's unique attractions, ultimately enhancing the local economy and promoting sustainable practices within the community.

1.1.2 SPECIFIC OBJECTIVES

- Develop innovative tour packages that highlight the cultural and natural attractions of Zacatecoluca, promoting a diverse range of experiences for visitors.
- Establish strategic partnerships with local communities, artisans, and businesses to enhance tourism and ensure direct economic benefits to the population.
- Implement sustainable practices across all tourism operations, including the promotion of environmental conservation and environmental education for visitors.

1.2 JUSTIFICATION

The main purpose of this research work lies in the exploration and detailed analysis of the culture and history of El Salvador through an experiential journey that encompasses its magical towns, local gastronomy, and artistic richness manifested in its festivals and tourist sites. This endeavor is justified by the need to deepen the understanding and appreciation of the vast and diverse cultural heritage that characterizes this Central American country.

The magical towns of El Salvador are enclaves that hold a unique cultural richness, reflecting the identity and history of the communities that inhabit them. Through visiting and immersing oneself in these places, one can firsthand appreciate how history, traditions, and customs have shaped the lives of its inhabitants over time. These towns are not just geographic locations; they are living museums where the past is preserved in architecture, customs, and everyday life. The exploration of these areas allows researchers and tourists alike to witness the tangible and intangible cultural heritage that has been passed down through generations, offering a profound connection to the roots of Salvadoran identity.

Local gastronomy plays a fundamental role in expressing a country's cultural identity, serving as a link between the past and the present. Tasting typical Salvadoran dishes not only provides an enriching sensory experience but also offers a glimpse into the culinary history and cultural influences that have shaped the region's cuisine. Salvadoran food, with its unique blend of indigenous, Spanish, and African influences, is a testament to the country's historical journey and cultural amalgamation. Engaging with local culinary practices, ingredients, and traditional cooking methods opens a window into the daily lives and historical experiences of the Salvadoran people, highlighting how food is an integral part of cultural expression and heritage.

Furthermore, the festivals and tourist sites of El Salvador are living witnesses of its past and culture. From colorful religious celebrations to ancestral archaeological sites, each of these elements offers a unique perspective on the country's history and traditions. Festivals, with their vibrant displays of music, dance, and traditional attire, provide an immersive experience into the cultural ethos and communal spirit of Salvadoran society. They are moments when the collective memory is celebrated, and cultural values are passed on to future generations. Similarly, tourist sites such as the ancient ruins of the Mayan civilization, colonial-era churches, and natural wonders tell stories of the country's diverse historical phases and the evolution of its cultural landscape.

By immersing oneself in the artistic beauty of these cultural expressions, one can gain a deeper understanding of the worldview and beliefs that have guided Salvadoran society over time. Artistic expressions found in festivals, public art, and historical landmarks are reflections of the society's values, struggles, and aspirations. They offer critical insights into the social and political narratives that have shaped the nation's identity. This comprehensive approach to exploring El Salvador's culture and history allows for a holistic appreciation of its richness and complexity.

In summary, this research work presents itself as a unique opportunity to explore and understand the culture and history of El Salvador from multiple perspectives. By integrating visits to its magical towns, tasting its local gastronomy, and appreciating its artistic beauty in festivals and tourist sites, the aim is not only to expand knowledge about this country but also to foster greater respect and appreciation for its vast cultural heritage.

1.3.3. TOURIST CIRCUITS

At Zacate Trips, we firmly believe that travel transcends the mere act of reaching a destination; it embodies the essence of immersing oneself in new experiences, broadening one's horizons, and creating lasting memories that endure well beyond the journey. This philosophy lies at the heart of our operations, guiding us in the meticulous curation of itineraries designed to cater to the adventurous spirit, cultural enthusiast, and nature lover alike.

Our commitment to exploration drives us to design travel experiences that extend beyond conventional tourist paths. Each itinerary is thoughtfully constructed to offer a harmonious blend of adventure and cultural engagement, enabling travelers to interact with local communities, traditions, and natural landscapes in meaningful ways. Whether it involves scaling breathtaking mountains, navigating vibrant markets, or savoring authentic culinary delights, every moment presents an opportunity to connect with the true essence of a destination.

Recognizing the uniqueness of each traveler, we prioritize understanding individual interests and preferences. Our team of seasoned guides and travel experts is dedicated to customizing each journey, ensuring that it resonates with the personal passions of our clients. From exhilarating adventures to tranquil nature retreats, we aim to create experiences that inspire and evoke a profound sense of wonder.

Table 1

Tourist circuit #1: Cerro Verde and Coatepeque Lake (see the next page).

Time	Activities	Location	Notes
6:00 a.m. – 7:00 a.m.	Toyota Hiace Microbus.	Zacatecoluca.	Starting the trip in the municipal park of Zacatecoluca
7:00 a.m. – 8:00 a.m.	Toyota Hiace Microbus.	SHELL gas station ex Puma, on 49 Av. Sur near Metrocentro.	Please arrive at the meeting location at least 15 minutes early.
8:00 a.m. – 10:30 a.m.	Arrival at "Cerro Verde."	Cerro Verde.	An exploratory walk is carried out on the trails that the "Cerro Verde" contains. Please bring water and comfortable shoes.
10:30 a.m. – 11:30 a.m.	Toyota Hiace Microbus.	Towards Lago de Coatepeque.	Please arrive at the meeting location at least 15 minutes early.
11:30 a.m. – 01:00 p.m.	Lunch.	Restaurants in the área.	Lunch expenses are not included in the tour. Please bring your own money.
1:00 p.m.		Transfer to Lago Coatepeque.	
1:00- p.m. – 4:00 p.m.	Enjoy the Lago de Coatepeque.	Lago de Coatepeque.	You can use the lake, bring a fishing rod or swimwear if you wish. You can take a ferry ride through Lago de Coatepeque, which costs \$5 (price varies) per person, this is not included in the tour, bring your own money.
4:00 p.m.	Drive back to San Salvador.	San Salvador.	
5:30 p.m.	Drop-off.	Zacatecoluca.	

Note. Own elaboration. Circuit available on Saturdays and Sundays.

Circuit duration: Approximately 11 hours, from 6:00 am to 5:30 pm.

Table 2**Tourist circuit #2: El Boqueron Volcano and Historic Center.**

Time	Activities	Location	Notes
6:00 a.m. – 7:00 a.m.	Toyota Hiace Microbus.	Zacatecoluca.	Starting the trip in the municipal park of Zacatecoluca
7:00 a.m. – 7:45 a.m.	Toyota Hiace Microbus.	SHELL gas station ex Puma, on 49 Av. Sur near Metrocentro.	Please arrive at the meeting location at least 15 minutes early.
7:45 a.m. – 8:30 a.m.	Breakfast in Antiguo Cuscatlan	La Libertad	You will be able to taste the pupusas from the best pupuseria ‘‘Lily’’
8:45 a.m. – 12:00 pm	Toyota Hiace Microbus.	Antiguo cuscatlan - Volcano in Boqueron	We will leave at 8:45 towards the El Boqueron volcano, we will be visiting the place until 12 noon
12:15 pm. – 01:30 p.m.	Lunch.	Cafe San Fernando	In this place you can enjoy the landscape of the volcano and taste the gastronomy of the place, you are free to choose what you want from the menu.
1:50 pm — 6:40 pm	Toyota Hiace Microbus	Transfer to <i>Historic Center</i>	1:50 pm we will leave for the historic center, we will visit the national palace, the national theater, the metropolitan cathedral and the El Rosario church, you will be able to listen to the history of each place through the guides, until 6:40 pm
7:00 pm	Drive back to Zacatecoluca.	SHELL gas station ex Puma, on 49 Av. Sur near Metrocentro	At 7:00 pm we will leave the historic center towards the Shell ex Puma gas station in metrocentro for people who wish to stay there, then we will return to zacatecoluca arriving at 9:00 pm
9:00 pm	Drop-off.	Zacatecoluca.	Last destination.

Note. Own elaboration. Circuit available on Saturdays and Sundays. Circuit duration: Approximately 15 hours, from 6:00 am to 9:00 pm

Table 3*Tourist circuit #3: Camping in Espiritu de La Montaña, Conchagua Volcano*

Time	Activities	Location	Notes
6:00 a.m. – 7:00 a.m.	Toyota Hiace Microbus.	Zacatecoluca.	Starting the trip in the municipal park of Zacatecoluca
7:00 a.m. – 8:00 a.m.	Toyota Hiace Microbus.	SHELL gas station ex Puma, on 49 Av. Sur near Metrocentro.	Please arrive at the meeting location at least 15 minutes early.
8:00 a.m. – 9:00 a.m.	Breakfast in Olocuilta	La Paz	Tourist will have the option to choose which restaurant they would like to have their breakfast from.
9:10 a.m. – 12:30 pm	Toyota Hiace Microbus.	Towards Casa Blanca Restaurant	Please arrive at the meeting location at least 15 minutes early.
12:30 pm. – 01:30 p.m.	Lunch.	Casa Blanca Restaurant	Lunch expenses are not included in the tour. Please bring your own money.
1:30 pm — 3:30 pm	Toyota Hiace Microbus	Transfer to Mountain Spirit	Please arrive at the meeting location.
3:30- p.m. – 7:00p.m.	Camping to see sunset and sunrise	Arrival at Mountain Spirit	Do not forget to bring your camera as you will be taking a lot of pictures while you are watching Honduras and Nicaragua from the mirador, you can bring your tent or we can rent it for you in order to admire the sunset and the sunrise.
7:15 am the next day	Drive back to San Salvador.	San Salvador.	
10:00 am	Drop-off.	Zacatecoluca.	

*Note. Own elaboration. Circuit available on Saturdays and Sundays.**Circuit duration: Approximately 28 hours, from 6:00 am to 10:00 am of the following day*

OFFER DETAILS

- Comfortable transportation in a private vehicle
- Professional tour guide with in-depth knowledge of the region
- Entrance fees to all tourist attractions included in the tour
- Complimentary bottled water for the duration of the tour
- Flexible itinerary tailored to your interests

EXCLUDED EXPENSES

- Lunch at a local restaurant (recommended options provided)
- Light snacks (available for purchase during the tour)
- Souvenirs and personal purchases

1.3.4 POLICIES

➤ ***Reservation and Deposit:***

By making a reservation, you enter into a commitment with Zacate's Trips. A deposit of 50% is required to secure your spot on the tour.

➤ ***Cancellation Policy by the Client:***

We do not refund deposits if the client cannot attend the tour on the scheduled date and time without prior notice. Notice must be given at least 72 hours in advance. (This applies to one-day tours. For tours of two days or more, a minimum of one week's notice is required.)

➤ ***Rescheduling by the Client:***

If the client cannot attend and has notified us at least 72 hours in advance, they may reschedule their trip for another available date, subject to the availability and conditions of the new tour. (This

is valid for one-day tours. For tours of two days or more, a minimum of one week's notice is required.)

➤ ***Cancellation by Zacate's Trips:***

If Zacate's Trips needs to cancel the trip for any reason, the client will receive a full refund of their deposit. Alternatively, the client may choose to switch to another tour or reschedule their trip.

➤ ***Itinerary Modifications:***

Zacate's Trips reserves the right to modify itineraries based on weather conditions, safety concerns, or any other circumstances that may affect the safety or enjoyment of the tour. In such cases, suitable alternatives will be offered, or a full refund of the deposit will be provided.

1.3.5 SERVICE ATTRIBUTES

➤ ***Adventure Travel:*** Zacate's Trips organizes tours to thrilling destinations, allowing participants to engage in activities such as hiking, rafting, and sandboarding amid breathtaking natural landscapes.

➤ ***Cultural and Historical Tours:*** We craft itineraries that enable travelers to immerse themselves in the rich history and culture of diverse locations, visiting historical sites, museums, and participating in local cultural events.

➤ ***Responsible Ecotourism:*** Our commitment to sustainable and environmentally responsible tourism practices ensures that we offer travel options that promote nature conservation and support local communities.

➤ ***Customized Packages:*** We design tailored experiences based on the preferences and needs of our clients, ensuring that each trip is unique and aligns with their interests.

- ***Expert Guides:*** Our team of knowledgeable and passionate guides accompanies clients throughout their journey, providing detailed information, ensuring safety, and offering personalized attention.
- ***Gastronomic Experiences:*** Our tours include tastings of local cuisine, providing an authentic and delightful culinary experience.
- ***Quality Accommodation:*** We carefully select accommodation options that guarantee comfort and quality, ranging from boutique hotels to eco-lodges set in natural surroundings.
- ***Flexibility and Accessibility:*** Zacate's Trips prides itself on flexibility, offering tours in languages—Spanish, and English—to cater to a diverse clientele. Customers can easily make reservations via social media platforms at any time during the week.
- ***Affordable Pricing:*** Our tours are priced to ensure accessibility, allowing more people to enjoy enriching travel experiences without the notion that tourism is solely a luxury.
- ***Safety Assurance:*** All transportation services contracted by Zacate's Trips are insured, providing clients with protection against any risks, accidents, or emergencies during the tour.

1.3.6 TOURISM TYPOLOGY

Zacate's Trips is dedicated to providing exceptional travel experiences that go beyond the ordinary. Our commitment extends to offering diverse and inclusive products and services tailored to the unique interests of our clients. We understand that tourism encompasses a wide array of preferences, and we strive to cater to the varying needs of our travelers. With this in mind, we focus on three primary areas of tourism:

➤ ***Cultural Tourism¹***

At Zacate's Trips, we place a strong emphasis on cultural tourism, recognizing the profound impact of exploring the rich tapestry of culture, heritage, and history in our destinations. Our itineraries are designed to immerse travelers in the local way of life, allowing them to engage with communities, visit historical landmarks, and participate in cultural events. We believe that understanding and appreciating the diverse cultures not only enriches the travel experience but also fosters mutual respect and appreciation among different peoples. By showcasing both local and international cultural narratives, we aim to create a deeper connection between our travelers and the places they visit.

➤ ***Natural Tourism²***

We are passionate about promoting sustainable travel to natural areas, as we recognize the vital importance of protecting our environment. Zacate's Trips is committed to responsible tourism practices that conserve natural resources and support the well-being of local communities. Our tours emphasize the beauty and diversity of El Salvador's landscapes, from breathtaking mountains

¹Cultural tourism emphasizes the exploration and appreciation of a destination's heritage, traditions, and artistic expressions, allowing travelers to engage deeply with the local culture through experiences such as visits to historical sites, participation in festivals, and interactions with local communities (García, 2023).

² Natural tourism promotes the exploration and appreciation of natural landscapes and ecosystems, encouraging sustainable practices that protect the environment while allowing travelers to engage in activities such as hiking, wildlife observation, and eco-friendly adventures in pristine areas (Martínez, 2023).

to stunning coastlines. We encourage our clients to appreciate nature through activities such as hiking, birdwatching, and eco-friendly excursions. By raising awareness about environmental conservation and the significance of preserving local ecosystems, we aim to inspire travelers to become stewards of the places they visit.

➤ *Gastronomic Tourism*³

Food is an integral part of any culture, and at Zacate's Trips, we believe that culinary experiences can tell powerful stories. Our focus on gastronomic tourism allows our clients to explore the flavors and culinary traditions of specific regions. We curate unique dining experiences that highlight local ingredients and traditional cooking methods, providing travelers with an authentic taste of the area. By engaging with local chefs and participating in food-related activities, such as cooking classes and market tours, our clients can gain insight into the cultural significance of the dishes they enjoy. This not only enhances their travel experience but also fosters a greater appreciation for the culinary arts and the communities that sustain them.

Through these three pillars of tourism, Zacate's Trips aims to create meaningful and enriching journeys for our clients. We believe that travel should not only be enjoyable but also educational and transformative. By fostering connections with culture, nature, and cuisine, we empower our travelers to explore the world with curiosity and respect, leaving a positive impact on the places they visit. Join us on a journey that celebrates the beauty and diversity of our world while creating unforgettable memories along the way.

³ Gastronomic tourism highlights the culinary traditions and flavors of a specific region, providing travelers with opportunities to taste local dishes, learn about traditional cooking methods, and experience the cultural significance of food within the community (López, 2023).

1.4 APPLICATION OF STRATEGY FOR HUMAN DEVELOPMENT AND SUSTAINABILITY

The application of strategies for human development and sustainability in the context of tourism in El Salvador is essential for creating a resilient and vibrant tourism sector that benefits both local communities and the environment. Our tour operator, Zacate's Trips, adopts a comprehensive approach that promotes economic growth while ensuring social equity, environmental stewardship, and biodiversity conservation. The key components of this strategy include:

➤ ***Empowerment of Local Communities:***

We actively engage local communities in the planning and development of tourism initiatives, ensuring that our offerings are culturally relevant and reflect the unique needs and aspirations of residents. By facilitating workshops and discussions, we encourage community members to voice their ideas and concerns, fostering a sense of ownership over tourism activities. This empowerment not only strengthens local identities but also motivates communities to preserve their cultural heritage and natural resources, enhancing the overall tourism experience for visitors.

➤ ***Sustainable Resource Management:***

Zacate's Trips is committed to implementing responsible tourism practices that minimize environmental impact. This includes promoting waste reduction, responsible water usage, and energy-efficient operations. We advocate for the conservation of natural areas and the sustainable use of resources through partnerships with local organizations that focus on environmental protection. By educating both our staff and visitors about the importance of sustainability, we aim to create a culture of environmental stewardship that extends beyond the tours we offer.

➤ ***Biodiversity Conservation:***

Recognizing the vital role of biodiversity in maintaining ecological balance, we actively work to protect local ecosystems. Our tours are designed to promote awareness of El Salvador's unique flora and fauna, highlighting conservation efforts and encouraging visitors to appreciate the natural beauty of the region. Collaborating with environmental organizations, we participate in initiatives aimed at habitat restoration and species protection, reinforcing our commitment to sustainable tourism that respects and values El Salvador's natural wealth.

➤ ***Education and Capacity Building:***

We believe in the power of education to transform lives and communities. Zacate's Trips invests in training programs for local guides, hospitality workers, and artisans, enhancing the quality of service and empowering individuals with valuable skills. These programs not only focus on practical skills but also educate participants about sustainability practices, customer service excellence, and the importance of cultural heritage. By equipping our collaborators with knowledge and resources, we ensure a high standard of service that benefits both visitors and the local economy.

➤ ***Equitable Economic Opportunities:***

A cornerstone of our strategy is the commitment to creating equitable economic opportunities for local communities. We prioritize partnerships with local businesses, artisans, and farmers, ensuring that the economic benefits of tourism are widely distributed. By encouraging visitors to support local enterprises—whether by purchasing handmade crafts or dining at community-run restaurants—we help foster sustainable livelihoods. This approach not only strengthens local economies but also enriches the visitor experience by providing authentic interactions and cultural exchanges.

➤ ***Policy Integration:***

Zacate's Trips recognizes the importance of aligning tourism growth with social and environmental objectives. We work closely with government agencies, non-governmental organizations, and community leaders to develop policies that support sustainable tourism development. These policies address key issues such as land use planning, resource management, and community engagement, ensuring that tourism contributes to the overall well-being of the region. Through active participation in policy discussions, we advocate for practices that balance economic growth with environmental protection.

➤ ***Promotion of Cultural Heritage:***

Our tours are designed to immerse visitors in the rich cultural tapestry of El Salvador. We actively promote cultural tourism by showcasing local traditions, festivals, and artistic expressions. By collaborating with local artists and cultural organizations, we ensure that our offerings reflect the vibrant heritage of the communities we visit. This not only enhances the visitor experience but also fosters pride among local residents in their cultural identity, creating a meaningful connection between tourists and the places they explore.

➤ ***Impact Measurement and Continuous Improvement:***

To ensure the effectiveness of our sustainability initiatives, we establish metrics to evaluate the social, economic, and environmental impacts of our tourism activities. Regular assessments allow us to identify successes and areas for improvement, enabling us to adapt our strategies based on real-world outcomes. This commitment to continuous improvement ensures that Zacate's Trips contributes positively to the sustainable development of El Salvador, aligning our goals with the evolving needs of the communities we serve.

By implementing these comprehensive strategies, Zacate's Trips is dedicated to building a tourism sector that not only attracts visitors but also enriches the lives of local communities. Our commitment to sustainability, cultural preservation, and biodiversity conservation ensures that we leave a positive legacy for future generations, fostering an appreciation for the natural and cultural heritage of El Salvador. Through collaboration, education, and responsible practices, we aim to create a tourism model that exemplifies the values of sustainability and cultural pride, making a lasting impact on both our visitors and the communities we visit.

CHAPTER 2
CONDITIONING ELEMENTS OF
THE TOURIST SERVICE

2.1 HISTORY OF TOURISM

The history of tourism is extensive. Its origins date back to ancient Greece, when thousands of people traveled every four years to participate in the Olympic Games. Tourism was born at the hands of the Englishman Thomas Cook⁴ (See figure 2), who organized the first tourist trip in history in 1841 and ten years later founded the first travel agency: Thomas Cook and Son. The origin of tourism was born in the 19th century, due to the industrial revolution, and trips where the main objective is entertainment, relaxation, culture, health, business or family relationships.

Figure 2
Thomas Cook



Note: A portrait from the Welsh Portrait Collection at the National Library of Wales. By Wikimedia Commons [https://es.wikipedia.org/wiki/Thomas_Cook#/media/Archivo:Portrait_of_Thomas_Cook_\(4674343\).jpg](https://es.wikipedia.org/wiki/Thomas_Cook#/media/Archivo:Portrait_of_Thomas_Cook_(4674343).jpg)

Tourism is one of the main activities of our economy. In addition to being very important in it, the work of millions of people (real or not) and the movements of the most important economic figures each year have entered as part of the entertainment in most homes. It is something that has always been linked to our history.

⁴ Thomas Cook was a British pioneer of the travel industry, best known for founding one of the first travel agencies in the world.

In the early 1930s, one of the early theorists of the German school of tourism studies, Arthur Bormann, defined tourism as a series of trips for leisure, business, and other purposes, without temporary accommodation.

According to UNWTO⁵, 2001, a visitor (in his or her home, receiving or sending country) is classified as a tourist (overnight visitor) if the visit includes an overnight stay or as a day visitor (tourist). In other words, a mountaineer is someone who goes somewhere, but does not sleep there.

The pioneering tourism theorists, Walter Hunzicker and Kurt Kropf, stated in 1942 that “tourism is a set of relationships and conditions created by the movement and presence of people abroad, since their movements and their lives are driven by the two Hunzickers from the school.” From St. Gallen (Switzerland) who applied research on tourism, the socioeconomic production of society reflects the cultural values of society.

Today, tourism is one of the most important industries in the world and promotes various types of travel: for entertainment purposes, cultural reasons, social needs, business or simply entertainment. According to the World Tourism Organization (UNWTO), it is the work that people do when they travel, in places that are not visible, for entertainment, business and other purposes and in times of less than a year.

⁵ World Tourism Organization

2.2. HISTORY OF TOURISM IN EL SALVADOR

The history of tourism in El Salvador is marked by significant developments that reflect both the country's cultural richness and the challenges it has faced. Tourism in El Salvador began to gain traction in the mid-20th century, driven by the country's natural beauty, historical sites, and cultural heritage.

Early Developments

In the 1950s, El Salvador's government recognized the potential of tourism as an economic driver and initiated efforts to promote the country as a travel destination. The establishment of the Salvadoran Tourism Institute (Instituto Salvadoreño de Turismo) in 1963 marked a formal commitment to developing the tourism sector (Hernández, 2015). Early marketing campaigns highlighted El Salvador's picturesque landscapes, archaeological sites, and colonial towns.

Growth and Challenges

The 1970s saw a rise in international tourism, particularly from the United States and neighboring Central American countries. Tour operators began to offer package deals that included cultural and natural attractions, such as the Mayan ruins of Tazumal and the beaches along the Pacific coast (González, 2018). However, the civil war that erupted in the late 1970s significantly impacted the tourism industry, leading to a decline in visitor numbers and a negative perception of the country abroad.

Post-War Recovery

Following the end of the civil war in 1992, El Salvador began to rebuild its tourism infrastructure and reputation. The government focused on promoting eco-tourism and cultural tourism as a means to attract visitors while supporting local communities (Martínez, 2020).

Initiatives such as the "Ruta de las Flores" highlighted the country's natural beauty and indigenous culture, providing tourists with unique experiences that showcased local traditions.

Recent Trends

In the 21st century, El Salvador has made significant strides in revitalizing its tourism sector. The government has invested in improving infrastructure, including roads, airports, and accommodations, making travel easier and more accessible (Ramírez, 2021). Additionally, the emergence of social media and digital marketing has allowed for more effective promotion of the country's attractions, drawing attention to its vibrant culture, beautiful landscapes, and hospitable people.

Today, El Salvador is increasingly recognized as a destination for adventure tourism, surf tourism, and cultural experiences. Efforts to promote sustainability and responsible tourism are gaining traction, aiming to preserve the country's natural and cultural heritage while benefiting local communities (Salazar, 2022).

2.3 NATURAL RESOURCES OF THE DESTINATION AREAS AND THEIR LOCATION ON THE TOURIST MAP OF EL SALVADOR

Natural resources in El Salvador encompass a range of agricultural, hydrological, and forestry products. Agricultural resources refer to the various crops cultivated throughout the country, while hydrological resources include both electricity generation and potable water supply. Additionally, forestry resources consist of timber derived from diverse tree species (El Salvador mi país, n.d.-b).

➤ *El Imposible National Park*



Natural Resources:

- **Tropical Forests:** The Park is one of the last areas of humid tropical forest in El Salvador. It houses a great diversity of tree species such as oak, mahogany, and cypress. The forested areas are rich in medicinal plants and endemic species.
- **Fauna:** It is a refuge for various species including the jaguar (*Panthera onca*), puma (*Puma concolor*), and several bird species like the toucan and the quetzal. Spider monkeys and other primates can also be observed.

- **Waterfalls and Rivers:** Notable waterfalls include El Cusuco Waterfall, surrounded by lush vegetation. The rivers running through the park are vital to the local ecosystem and offer opportunities for wildlife observation.

Location on the Tourist Map:

- **Location:** El Imposible is located in the Ahuachapán department, in western El Salvador, near the border with Guatemala. The park is situated in a mountainous region, contributing to its ecological diversity and stunning landscapes.

➤ *Cerro Verde National Park*



Natural Resources:

- **Cloud Forest:** The park features a cloud forest ecosystem, characterized by the constant mist enveloping the vegetation. Trees like oak and pine can be found here, along with a rich flora of orchids and bromeliads.
- **Volcanoes:** The park offers spectacular views of three important volcanoes: Izalco Volcano, known as the "Lighthouse of the Pacific," San Salvador Volcano, and Ilamatepec Volcano. These volcanoes are part of the Apaneca-Ilamatepec mountain range.

- **Natural Trails:** The park's trails allow exploration of the forest and panoramic views. Popular trails include the Cruz Trail and the Mirador Trail.

Location on the Tourist Map:

- **Location:** Located in the Santa Ana department, in the west of the country. The park is situated in the Apaneca-Ilamatepec mountain range, accessible from the cities of Santa Ana and Sonsonate.

- ***Lempa River***



Natural Resources:

- **Freshwater:** The Lempa River is the country's main source of freshwater, vital for community water supply and agriculture. It is the longest river in El Salvador and has significant ecological importance.
- **Riparian Vegetation:** Plants adapted to riparian conditions grow along its banks, such as reeds, cane fields, and mangroves near the coast.

- **Aquatic Fauna:** The river is home to various fish species like cichlids and aquatic birds such as the kingfisher. It is also important for bird migration and for species dependent on aquatic ecosystems.

Location on the Tourist Map:

- **Location:** The river flows across the country from east to west, passing through the departments of La Unión, San Miguel, San Vicente, and Santa Ana, among others.

➤ *Coatepeque Lake*



Natural Resources:

- **Volcanic Origin Water:** The lake is a volcanic crater filled with water, known for its crystal-clear waters and circular shape. It is one of the largest lakes in the country and offers an impressive view from its shores.
- **Surrounding Vegetation:** Vegetation around the lake includes tropical forests and grasslands. The surroundings are ideal for garden development and recreational areas. o

Aquatic Fauna: The lake is home to species like tilapia and various birds that frequent the shores.

Location on the Tourist Map:

- **Location:** Located in the Santa Ana department, in the west of the country, near the city of Coatepeque. The lake is surrounded by small towns and recreational areas.
- *San Miguel Volcano (Chaparrastique)*



Natural Resources:

- **Geological Formations:** San Miguel Volcano is known for its conical shape and periodic eruptions. It offers an impressive view of the crater and lava flows.
- **Flora:** The surrounding areas feature vegetation adapted to volcanic conditions, such as ash-resistant plants and shrubs growing in volcanic soils.
- **Fauna:** Includes species living in volcanic ecosystems, such as small mammals and birds adapted to arid conditions.

Location on the Tourist Map:

- **Location:** Located in the San Miguel department, in the east of El Salvador. The volcano is visible from various parts of the department and is accessible via routes leading to its base.
- ***El Tunco Beach***



Natural Resources:

- **Coast and Beaches:** El Tunco Beach is famous for its black volcanic sand and surf friendly waves. The beach features rocky formations and a rugged coastline that adds to its dramatic landscape.
- **Marine Ecosystems:** The nearby marine area includes coral reefs and mangrove zones, which are important for marine biodiversity.
- **Marine Fauna:** Various fish species, sea turtles, and coastal birds inhabit the region

Location on the Tourist Map:

- **Location:** Located in the La Libertad department, on the Pacific coast, southwest of San Salvador. It is easily accessible from the capital and other nearby cities.

- *Los Tercios Waterfalls*



Natural Resources:

- **Rock Formations:** The waterfalls are characterized by unique rock formations in the shape of basalt columns formed by volcanic activity. These formations create a dramatic and photogenic landscape.
- **Waterfalls:** The crystal-clear waters of the waterfalls flow through the rock formations, creating a refreshing and picturesque environment.
- **Vegetation:** The surrounding vegetation includes tropical plants and trees that provide shade and additional beauty to the site.

-

Location on the Tourist Map:

- **Location:** Located in the La Unión department, near the city of San Alejo. Access to the waterfalls may require a journey through rural roads and natural trails.

2.4 CULTURAL IDENTITY OF EL SALVADOR

El Salvador, the smallest nation in Central America, has a cultural identity shaped by indigenous, colonial, and modern elements, which is evident in its traditions, art, and tourism. This cultural richness, expressed through festivals, cuisine, and historic sites, plays a crucial role in domestic tourism, promoting local pride and economic growth. Iconic destinations such as the Historic Center of San Salvador and Balboa Natural Park ⁶attract both domestic and international visitors, showcasing the country's heritage and natural beauty.

The Minister of Tourism, reported significant increases in visits to public sites during holiday seasons, indicating tourism's growing economic impact. Investments in infrastructure and community programs in areas like the Ruta de las Flores⁷ and Puerto de La Libertad further strengthen tourism's role in regional development.

This focus on domestic tourism not only stimulates the economy but also reinforces cultural identity and social cohesion. By promoting local traditions and revitalizing historic spaces, Salvadorans are reconnecting with their heritage. These efforts align with the country's broader strategy to improve its image and position itself as an attractive destination within Latin America.

2.4.1 CULTURAL HERITAGE AND TRADITIONS

The cultural identity of El Salvador is deeply rooted in its indigenous heritage, particularly that of the Pipil people, a Nahuatl ethnic group. The influence of Spain during the colonial period also left a significant mark on the country's culture. This blend of indigenous and colonial elements creates a unique identity that is reflected in many aspects of life in El Salvador.

⁶ Balboa Natural Park is a scenic destination in El Salvador, located in the Los Planes de Renderos area

⁷ Ruta de Las Flores located between Sonsonate and Ahuachapan Departments

One of the most representative symbols of this identity is the country's cuisine. The pupusa, the national dish, is a perfect example of the fusion of local ingredients with culinary traditions. Pupusas, made from corn and filled with various ingredients like cheese, beans, and chicharrón (pork), are an integral part of Salvadoran social and festive life. During holidays and family gatherings, pupusas take center stage on the table, and their preparation is an activity that brings the community together.

Holidays also play a crucial role in maintaining cultural identity. For example, Holy Week in Suchitoto is a festival that combines piety with local traditions. Processions and sawdust carpets decorate the city streets, creating a vibrant and colorful atmosphere that attracts many tourists.

2.4.2 ICONIC AND NATURAL ATTRACTIONS

El Salvador offers numerous destinations that not only reflect its history and culture but also provide opportunities for domestic tourism. Among the most famous are:

- **San Salvador and its Historic Center:** The capital city is a meeting place of history and culture. The main attractions include the Metropolitan Cathedral with its neoclassical architecture and the National Palace, which reflects the colonial period. The David J. Guzmán National Museum of Anthropology provides insights into pre-Columbian and colonial history, helping visitors better understand El Salvador's cultural roots.
- **Suchitoto:** This charming colonial town is known for its well-preserved architecture and delightful atmosphere. The cobblestone streets and historic buildings transport visitors back in time. Be sure to visit the Suchitoto Art Museum and Lake Suchitlán. The lake offers opportunities for water sports and bird watching, while the museum showcases an extensive collection of Salvadoran art.

- **Ruta de Las Flores:** This route is one of the country's natural and cultural gems. It traverses mountainous landscapes with waterfalls and small towns such as Juayua and Apaneca. Known for its famous food festival, Juayua allows visitors to sample traditional dishes and local products like coffee. Meanwhile, Apaneca is ideal for nature lovers and ecotourism enthusiasts.
- **Cerro Verde National Park:** This park is a popular destination for nature lovers and hikers. It offers breathtaking views of Izalco Volcano and Cerro Verde. The park's trails provide an opportunity to get acquainted with local flora and fauna, and the panoramic views from the lookout will leave visitors with lasting memories.
- **Joya de Cerén:** Dubbed the "Pompeii of the Americas," this archaeological site is one of the most significant Maya cultural discoveries in El Salvador. Buried by a volcanic eruption, the ancient city offers a unique glimpse into Maya daily life and is an important site for those interested in history and archaeology.

2.4.3 IMPACT OF DOMESTIC TOURISM

Domestic tourism in El Salvador plays a crucial role in preserving and promoting the nation's cultural identity by fostering an appreciation for its heritage, traditions, and natural resources. When Salvadorans visit historical and cultural sites, they engage with their national identity, gaining a deeper understanding of the country's history and values. This engagement strengthens national pride and promotes the preservation of traditions, ensuring that future generations remain connected to their cultural roots.

The revenue generated from domestic tourism supports the maintenance of historic sites, improves tourism infrastructure, and funds cultural programs. Places like Los Planes de Renderos

and Parque Natural Balboa illustrate how tourism redistributes economic benefits across regions. These destinations promote local crafts, food, and recreation while helping preserve El Salvador's culinary traditions, such as pupusas. The increased flow of visitors to these areas also stimulates local businesses, generates employment, and enhances community development.

Domestic tourism is essential in decentralizing economic growth, fostering sustainable income in rural regions, and reducing regional disparities. It encourages Salvadorans to explore different parts of the country, spreading economic benefits beyond urban centers and supporting regional tourism economies. This process nurtures a sense of ownership and connection to cultural heritage among Salvadorans while empowering communities through tourism-related opportunities.

Exploring festivals, historic landmarks, and natural sites, such as the Ruta de las Flores or the colonial town of Suchitoto, allows Salvadorans to reconnect with their cultural legacy. These activities provide not only leisure but also deepen awareness of the nation's identity, which integrates indigenous, colonial, and contemporary influences. Cultural tourism thereby reinforces the importance of heritage as a living and evolving element of society.

In summary, El Salvador's rich traditions and vibrant heritage have a significant impact on domestic tourism by fostering pride and continuity. Supporting the exploration and preservation of historic sites, festivals, and cultural practices ensures these elements remain essential components of the country's national identity. In this way, domestic tourism serves as both a cultural bridge and an economic engine, reinforcing the value of heritage for future generations.

2.5 STRATEGIC QUALITY CONTROL PLAN

1. Definition of Objectives

The first step in ensuring quality at Zacates Trips is to define clear objectives. This involves setting specific goals that will guide all quality control activities.

- **Quality of service:** The primary goal is to offer top-notch tourist experiences. This means that every tour, from the first contact with the client to the end of the experience, must be flawless.
- **Customer satisfaction:** Customer happiness is fundamental. The aim is that every tourist who chooses Zacates Trips finishes their experience with a smile and a desire to recommend our services to others.
- **Continuous improvement:** There's always room for improvement. Zacates Trips must be committed to regularly reviewing and adjusting its processes to provide better service each day.

2. Analysis of the Current Situation

Once the objectives are clear, it's essential to conduct a thorough analysis of the current situation to understand where we are and where we need to go.

- **Evaluation of existing services:** This involves examining the current tours and services offered by Zacates Trips. Are they working well? Do they receive positive feedback? Are there areas that could be improved?
- **Review of customer feedback:** Customer feedback is key. Analyzing every review, suggestion, and critique will help identify opportunities for improvement and create unforgettable experiences.

3. Development of Quality Standards

The next step is to formalize the criteria that will guide Zacates Trips' operations to ensure a consistent and high-quality service.

- **International standards:** By following global best practices in tourism, Zacates Trips will ensure compliance with recognized quality standards in the international tourism industry.
- **Internal standards:** These are Zacates Trips' own values and criteria aligned with our mission. For example, how we treat tourists, the punctuality of our guides, and the quality of the transportation used.

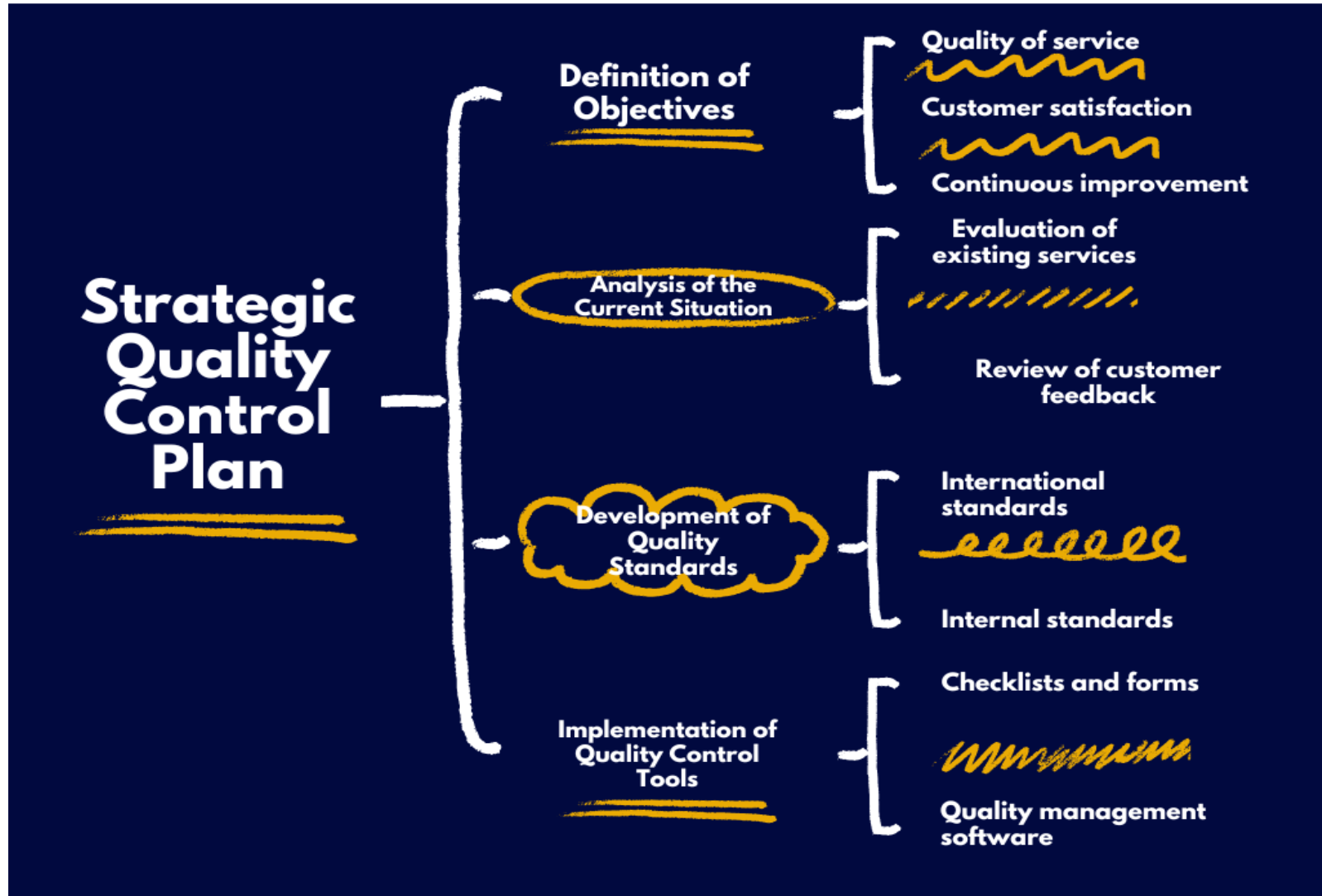
4. Implementation of Quality Control Tools

Finally, effective tools must be used to ensure that the quality standards are met at all times.

- **Checklists and forms:** To ensure that the standards aren't just words, it's crucial to implement checklists to guarantee that every tour meets all the established requirements, from preparation to completion.
- **Quality management software:** Zacates Trips can integrate software that efficiently monitors every aspect of the service, from booking a tour to post-experience follow-up. This software will also help manage customer evaluations and make real-time adjustments.

With this strategic approach, Zacates Trips will not only position itself as one of the top options in the tourism market but will also ensure that every experience offered is exceptional and memorable.

Table 4



2.6 STRATEGIC ACTION PLAN

1. Actions: Strategies to Improve Customer Experience at Zacate's Trips

- **Promotion on Social Media (Facebook, Instagram, TikTok, and WhatsApp):**

At Zacate's Trips, expanding our presence across social media is critical to reaching new travelers and keeping regular customers engaged. Our campaigns will take advantage of vibrant visual content aligned with the latest travel trends, such as dynamic reels on Instagram or engaging short videos on TikTok. Through WhatsApp, we'll ensure fast, personalized communication, allowing customers to make inquiries, book tours, or receive trip updates conveniently. This multi-platform strategy will enable us to interact with potential clients wherever they feel most comfortable, promoting our services and destinations to a broader audience.

- **Communication Channel through Social Media Platforms:**

Maintaining social media as an open communication channel ensures that Zacate's Trips can stay close to customers throughout their entire journey from inquiries to feedback. By actively monitoring direct messages, comments, and inquiries, we aim to provide a seamless and friendly experience. Whether someone is curious about booking a nature adventure or confirming a departure time, we will respond swiftly to maintain trust and build long-term relationships.

- **Assistance Program with Automated Support:**

To improve customer service at Zacate's Trips, we will implement an automated support system that operates even outside of business hours. This includes chatbots programmed to answer frequently asked questions like tour availability or policies and real-time notifications for bookings and changes. Personalized human assistance will always be available for complex inquiries, ensuring that travelers receive efficient help at every step. This mix of automation and personal service guarantees customers feel supported and connected with us at all times.

- **Options for Private, Family, and Individual Trips:**

Zacate's Trips understands that every traveler has different needs. That's why we'll continue offering a range of travel experiences, including private tours for couples or families, as well as individual adventures for solo explorers. Whether clients are seeking an intimate escape or a tailor-made group experience, we will offer customizable trips across breathtaking destinations in El Salvador. This flexibility allows us to cater to diverse customer preferences while ensuring high-quality service.

2. Person in Charge: Clear Allocation of Responsibilities

Omairy Valencia – Responsible for Posting Available Trips:

Omairy Valencia will manage the scheduling and publication of all available tours and trip packages on our platforms. This will involve crafting engaging posts that provide customers with key details, including itineraries, prices, and important updates. She will ensure that information is not only accurate and timely but also captivating, encouraging potential customers to book early.

Hazel Gómez – Responsible for Customer Communication:

Hazel Gómez will serve as the main point of contact between Zacate's Trips and our clients through social media channels. Her focus will be to maintain a warm and responsive line of communication, addressing inquiries about tours, policies, or travel suggestions. Hazel will also gather feedback to continually improve our service offerings and create lasting relationships with our customers.

Iveth García – Responsible for Social Media Automation:

Iveth García will be responsible for the automation of Zacate's Trips' social media processes. By using tools to schedule posts and automate replies, she will ensure that customers have 24/7 access to essential information, even outside of office hours. Her work will allow us to remain consistently active and visible online, helping maintain our brand presence and trust.

Andrea Soltero – Responsible for Transportation Coordination:

Andrea Soltero will oversee transportation logistics, making sure that Zacate's Trips offers a variety of travel options tailored to customer comfort. This will include coordinating the use of our Mitsubishi Outlander 2020 for smaller groups or individuals, as well as managing our microbus for larger group tours. Her goal will be to ensure that every ride is smooth, comfortable, and on time, enhancing the overall travel experience.

3. Improvements: Incentives and Service Optimization

- **Promotions for Frequent Travelers:**

Zacate's Trips will launch a loyalty program to reward frequent travelers. Customers will earn points for each trip booked, which they can accumulate to receive discounts on future adventures. This initiative not only promotes customer retention but also builds a sense of community and belonging among our travelers. Incorporating fun elements like badges or rewards for specific milestones (e.g., visiting multiple destinations) will make the program even more engaging.

- **10% Discount for International Trips for the First Five Clients:**

In addition to our domestic tours, Zacate's Trips offers excursions to neighboring countries. To encourage early bookings and attract new customers, we will offer a 10% discount to the first five

clients who book each international tour. This strategy creates a sense of urgency, motivating quick action, while also positioning us as a regional travel leader.

- **Souvenir Giveaway on Every Trip:**






At Zacate's Trips, we want every journey to leave lasting memories. To make each experience even more special, we will organize a souvenir giveaway on every tour. Souvenirs will reflect the cultural essence of the destination, ensuring that travelers take home not only physical mementos but also cherished memories. This touch of personalization will deepen the emotional connection between our brand and our customers.

- **Small Group Travel for Greater Comfort:**

We are committed to offering high-quality travel experiences. That's why many of our trips will be organized in small groups to provide personalized service and a more intimate experience. Small groups allow for easier interaction between guides and participants, giving travelers the flexibility to enjoy each destination fully. This approach also ensures comfort and reduces travel stress, helping us stand out in a competitive market.

This strategic plan will help Zacate's Trips improve operational efficiency, enhance customer satisfaction, and foster loyalty among travelers. By clearly assigning roles and responsibilities to key team members, we ensure accountability and smooth execution of tasks. Through social media engagement, personalized service, and flexible travel options, Zacate's Trips will position itself as a leading tour operator in El Salvador. With a blend of automated systems and human interaction, we will stay connected with customers at all times, making their journey enjoyable and hassle-free. Our commitment to delivering unforgettable experiences will not only attract new clients but also turn every traveler into a lifelong ambassador of Zacate's Trips.

Table 5 - Actions and Activities to Position the Tour Operator in the Market

 ACTION	 PERSON IN CHARGE	 IMPROVMENT
<p>Promote our social media channels, Facebook, Instagram, Tiktok, and Whatsapp</p>	<p>Omairy Valencia will be in charge to post Available trips with all the necessary information for our customers.</p>	<p>Promotions will be offered for our most frequent travelers in which per trip that the do with us they will be accumulating points to exchange them for prices.</p>
<p>Through the same social media pages have a communication channel with our customers to answer questions and book trips.</p>	<p>Hazel Gómez will be our main source of communication with our clients through social media platforms.</p>	<p>In outside of the country travels for the first 5 customer's to reach us and book they will received a 10% off.</p>
<p>Assistance program, this will be created with the main purpose of helping the communication channels if they are unavailable due to customers reaching on non-working hours or high volume of customers.</p>	<p>Iveth García will be in charge to The automation of our social networks will be available at any time of the day that the customers needs information about our trips</p>	<p>In each trip a souvenir will be raffle with the customers that travel with us.</p>
 <p>The company offers the option of individual, private and family trips to the destination of your choice</p>	<p>Andrea Soltero will be in charge to Different types of transportation are offered that you prefer for your comfort during the trip</p>	 <p>For your comfort, our trips are characterized by being comfortable, which is why we travel with small groups per transport unit</p>

CHAPTER III

ENTREPRENEUR PROFILE

3.1 LOGO AND SLOGAN

3.1.1 LOGO



Our logo is designed to reflect our local identity and what we stand for. The central element is an owl, which in El Salvador we call "tecolote." This symbol not only represents wisdom and knowledge but also connects us to the fauna and cultural heritage of our country, "Land of Zacatales and Tecolotes." We wanted to capture that essence in a simple yet meaningful icon.

Additionally, the owl is integrated into a location marker, a universal symbol that pinpoints a specific place, reinforcing our mission to guide, orient, and connect people with special destinations or experiences. This marker also represents the geographic focus of our services, as our goal is to help people discover or rediscover unique places.

The choice of colors—gold and white on a dark blue background—was carefully selected to convey trust, warmth, and clarity. The gold symbolizes the value and pride we have in our heritage, while the white reflects the purity of our intentions. The dark blue adds a touch of professionalism and serenity. In short, our logo aims to be a clear reflection of who we are: a project that connects places, people, and cultures with the spirit of our country.

3.1.2 SLOGAN

“Journeys that turn Moments into Memories”

Journeys that turn Moments into Memories is a slogan that captures the essence of what it means to travel meaningfully. Instead of just visiting a place, Zacates Trips focuses on the overall experience that transforms each moment of the journey into something special and memorable.

- **Unique Moments:** Every trip is filled with small moments: a shared laugh with friends, the beauty of a stunning landscape, the taste of a local dish. These moments, though fleeting, have the potential to leave a deep mark on our memory.
- **Emotional Connections:** When we travel, we not only explore new places but also connect with different cultures, people, and traditions. These interactions enrich our experience and create memories that will accompany us long after the trip is over.
- **Lasting Memories:** Zacate’s Trips strives to ensure that each journey is more than just a getaway. Every activity, every tour, is designed to make those moments turn into lasting memories. For example, participating in a local celebration or exploring a hidden gem can make a trip feel unique and special.
- **A Personal Story:** Every traveler has their own story to tell. With Zacates Trips, the moments lived intertwine into a personal narrative that is cherished in the heart. Thus, each journey becomes a memorable chapter in someone’s life.

In summary, the slogan reflects the mission of Zacates Trips: not just to take you to a destination but to help you create and cherish memories that fill your life with meaning and joy. Every trip becomes an opportunity to treasure moments that last forever!

3.2 MISSION Y VISION

3.2.1 MISSION OF ZACATES TRIPS

The mission of Zacates Trips reflects our core purpose and commitment to our clients. We are not just a travel agency; we are creators of unique, authentic, and enriching experiences that aim to transform tourism into something beyond just a recreational activity.

- **Unique and authentic experiences:** At Zacates Trips, we dedicate ourselves to offering trips that go beyond the ordinary. Each tour is designed to immerse our clients in the culture and natural beauty of every destination, allowing them to experience the true essence of each place.
- **Guaranteed quality service:** Excellence is our priority. We ensure that every aspect of the service, from booking to the end of the tour, is flawless, meeting the highest standards of the tourism industry.
- **Safety and respect for the environment:** Zacates Trips is committed not only to the safety of our clients but also to the preservation of the destinations we visit. We promote responsible tourism that respects both the local culture and the environment.
- **Sustainable tourism and the well-being of communities:** We believe in tourism that leaves a positive impact. Our approach is to promote tourism that benefits local communities, not just economically, but also in terms of social and environmental well-being, both in El Salvador and abroad.

3.2.2 VISION OF ZACATES TRIPS

The vision of Zacates Trips is ambitious but achievable: to become a leader in customer service in the tourism sector of La Paz and to be recognized for creating memorable connections between tourists and the destinations we offer.

- **Leadership in customer service:** We aim to be the go-to agency when it comes to personalized and high-quality service in La Paz. Our goal is for customers to choose Zacates Trips not only for our destinations but also for the exceptional care we provide.
- **Memorable connections:** We don't just offer tours; we build bridges between tourists and destinations. We want every trip organized by Zacates Trips to be remembered for the emotional connections formed, whether with the culture, nature, or people of each place.
- **Recognition in the tourism sector:** We work to ensure that Zacates Trips is recognized not only for the quality of its services but also for its focus on creating unique and meaningful experiences. We want to be an example of what a customer-focused and authentic travel agency should be.

With this mission and vision, Zacates Trips positions itself as a company that not only aims to grow in the tourism market but also seeks to do so responsibly, sustainably, and with a customer-centered approach. Every trip we organize is an opportunity to create unforgettable memories, strengthen our communities, and showcase the best that our destinations have to offer.

3.3 COMPANY VALUES

At Zacates Trips, our values represent the core of how we operate and how we interact with our customers. They are the pillars that support every tourism experience we offer.

- *Responsibility*

Responsibility is at the heart of our company. At Zacates Trips, we understand that tourists trust us to provide them with a safe, reliable, and well-organized experience. Being responsible means fulfilling our commitments, ensuring that every aspect of the trip is well-planned, and above all, prioritizing the safety and satisfaction of our clients at all times.

- *Kindness*

Kindness is essential to Zacates Trips. We want every tourist to feel welcomed and appreciated, from the first contact to the final farewell. Empathy and a friendly attitude are key to building lasting relationships. Our guides and staff are always ready to go the extra mile to make sure every client feels at home and fully enjoys their adventure.

- *Respect*

Respect is a non-negotiable value at Zacates Trips. We respect our clients, their expectations, and also the destinations we visit. This includes a deep respect for local culture, nature, and the environment, ensuring that our operations are not only memorable for tourists but also sustainable for the communities that host us.

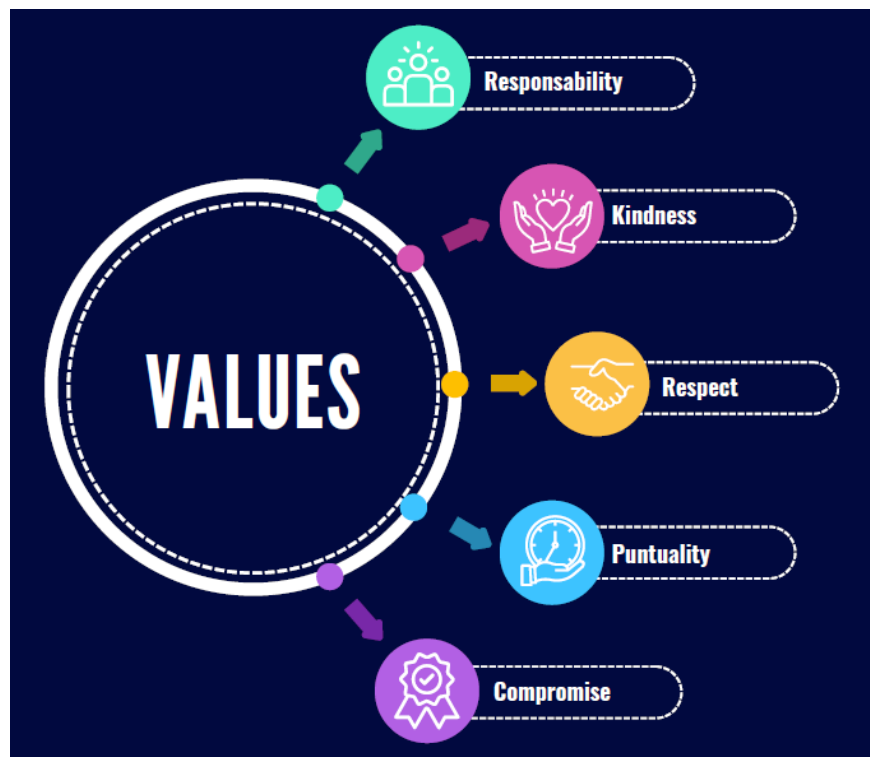
- *Punctuality*

Punctuality is synonymous with professionalism. At Zacates Trips, we understand that time is valuable for our customers. That's why we make sure our itineraries are followed to the letter, respecting every minute of their experience. This is not just a matter of logistics but also a courtesy to those who choose us.

- *Commitment*

Commitment is the driving force behind Zacates Trips. We are committed to providing high-quality services, keeping our promises, and continuously improving to ensure that each client has an unforgettable experience. This commitment also extends to sustainable growth and supporting local communities, always working with social and environmental responsibility.

Table 6



3.4 NICHE MARKET

3.4.1. DEFINITION

According to MarketinHouse (2018), a niche market is defined as a distinct portion within a broader market segment where individuals share similar characteristics, behaviors, and needs that are not fully satisfied by the existing offerings. This means that within the larger market, there are smaller groups of people with specific desires or requirements that may not be addressed by mainstream products or services.

In the context of tourism, for example, while many people may be interested in general travel, a niche market could focus on travelers who are specifically interested in ecotourism, cultural immersion, or adventure trips. These individuals seek something unique and are often underserved by the broader travel market, making niche tourism businesses especially relevant.

3.4.2. NICHE MARKET STRATEGY

A niche strategy refers to the focused approach of targeting a specific subset of the market, rather than trying to appeal to the entire audience. In the tourism industry, this strategy could revolve around catering to a particular destination, type of trip (like luxury, ecotourism, adventure tourism), or even a specific group of clients (such as families, seniors, or solo travelers). For example, a travel agency that specializes in luxury cruises for seniors offers a tailored experience, taking into consideration the unique needs of older adults, including accessibility and comfort.

The benefits of niche marketing are profound: by narrowing down the focus, a company can become a true expert in its field, offering highly personalized services and a better understanding of its clients' needs. This results in a more tailored experience and higher-quality

service. In doing so, agencies can create deeper, more meaningful connections with their target audience, fostering trust and loyalty.

3.4.3. TARGET AUDIENCE

At **Zacate Trips**, our specialization is in offering tourism services tailored to different types of travelers, while also considering various age groups depending on the type of tour. For circuits that require significant physical effort, such as hiking through rugged terrains or mountain biking, our target demographic ranges from individuals aged 15 to 40, assuming they possess the necessary physical stamina. By matching the tour to the fitness level and preferences of the travelers, we ensure that each experience is not only enjoyable but also aligned with the capabilities of our customers. For less strenuous activities, we expand our services to include a broader age range, making it possible for families, seniors, and children to participate in cultural or scenic tours that require less physical exertion.

3.4.4. PROBLEMS

Like any business in the travel industry, we face certain challenges when it comes to ensuring client satisfaction. One common issue is the last-minute nature of some bookings. Many clients tend to make reservations just a day before departure, which can pose difficulties in arranging the necessary accommodations, transportation, or other logistical needs. Similarly, cancellations at the last moment are problematic. Customers might request refunds or changes to their itinerary, even though payments for hotels and restaurants have already been made. This creates both logistical and financial strains. Additionally, some clients may experience discomfort or challenges during physically demanding tours, which could lead to dissatisfaction. The key here

is clear communication, so that customers understand what they are signing up for, and we provide all necessary details to avoid last-minute surprises.

3.4.5. DESIRED OUTCOME

Our ultimate goal is to deliver an outstanding experience that leaves customers satisfied and eager to return for future adventures. We aim to ensure that travelers enjoy every aspect of their trip, whether it be the comfort of the private transportation we provide or the seamless organization of their accommodation and meals during longer tours. We want our clients to feel confident that they are in good hands, and that their adventures will be hassle-free and enjoyable. Providing fair and accessible pricing is also important to us; we strive to deliver high-quality service without breaking the bank. Whether the trip involves exploring nature, engaging in cultural activities, or savoring local cuisine, we want our clients to leave with lasting memories and the desire to book with us again.

3.4.6. ADVENTURE TOURISM

At Zacate Trips, our focus is predominantly on adventure, nature, cultural, and gastronomic tourism. Our tours are designed to immerse travelers in exciting and enriching experiences. Adventure tourism, which often includes activities like hiking, zip-lining, or rafting, allows our clients to engage with the natural environment while experiencing a rush of adrenaline. Additionally, our cultural and gastronomic tours are curated to help tourists deeply connect with the history, traditions, and cuisine of their destination. By offering a mix of physical activity, cultural knowledge, and culinary exploration, we aim to provide a holistic travel experience. A defining aspect of our service is our commitment to comfort and convenience: all of our tours

include private transportation and carefully selected accommodations, ensuring our clients can focus on enjoying the journey.

3.4.7. ZACATE TRIPS' MARKET NICHE

Zacate Trips has carved out its own niche in the tourism industry by offering tours that foster connection, tranquility, and comfort for our clients. Whether it's exploring local culture or engaging in thrilling adventures, our trips are designed to appeal to a wide range of travelers, while ensuring a personalized and thoughtful approach. We offer adventures at fair and accessible prices, with the added bonus of having experienced tour operators who guide and accompany our guests throughout their trip, ensuring a smooth and enjoyable experience.

Characteristics of Zacate Trips' Market Niche:

Several key factors define the niche market in which Zacate Trips operates:

- We aim to reach a highly segmented audience. Our tours cater to a limited number of people to ensure personalized service and attention.
- The size of our market is carefully selected to ensure profitability, balancing the number of clients with the quality of the experience.
- Our clients have a genuine interest in travel, culture, and adventure, and the economic means to afford our services. They are willing to invest in the added value we provide—whether it's comfort, personalized service, or unique experiences.
- Our target market consists of individuals who value and are willing to pay for high-quality services that offer comfort, accessibility, and exclusivity.

- We operate within an existing market niche, specializing in areas like adventure tourism, cultural immersion, and gastronomy. These are profitable sectors within the broader tourism industry.
- Finally, we understand that our market is competitive, but we stand out by offering personalized attention, expert guides, and exceptional services that meet the specific needs of our clients.

In essence, Zacate Trips excels by catering to a well-defined niche, providing specialized services that satisfy the specific desires of adventurous and culturally curious travelers. Through our focused efforts, we create meaningful, memorable experiences that encourage client loyalty and positive word-of-mouth.

3.5. CUSTOMER MANAGEMENT

Customer management refers to the processes and strategies a business uses to oversee and improve its interactions with clients. For **Zacate Trips**, this involves ensuring that every touchpoint with tourists is smooth, efficient, and leaves a positive impression. In tourism, customer management includes everything from the moment a potential client expresses interest in a trip to after-sales service, ensuring repeat business and positive referrals. Effective customer management is crucial for retaining clients, offering personalized service, and building long-term relationships that enhance loyalty and brand reputation.

Strategies for the Effective Management of Tourist Service Customers

1. *Customer Segmentation:*

- One of the most critical steps in managing customers effectively is understanding who they are. Zacate Trips should segment its customers based on various factors, such as age, travel preferences, physical ability, and budget. This allows for better targeting and tailoring of tours.
- For example, adventure-seeking young adults will have different needs compared to families with children or seniors looking for a more relaxing cultural experience. By clearly defining these segments, we can offer personalized experiences that enhance customer satisfaction.

2. *Personalized Communication:*

- Personalized communication is essential to maintaining strong relationships with customers. By addressing clients by their names, remembering past interactions,

and recommending tours based on previous preferences, Zacate Trips can create a more engaging and enjoyable experience.

- Implementing a Customer Relationship Management (CRM) system can help track these details, allowing for personalized emails, messages, and offers. This kind of tailored communication increases the chances of repeat business and referrals.

3. Clear and Transparent Information:

- Customers need to trust that the information they receive about tours, pricing, and services is accurate and transparent. Zacate Trips should ensure that all details about trips (including the level of physical activity, itinerary, accommodation, transportation, etc.) are clearly communicated upfront.
- Providing FAQ sections, detailed itineraries, and offering pre-trip consultations will help manage expectations and prevent misunderstandings or disappointments during the trip.

4. Effective Handling of Complaints and Feedback:

- In the tourism industry, problems or complaints may arise, whether it's a travel delay, discomfort during a trip, or miscommunication. Zacate Trips should prioritize handling these issues promptly and professionally.
- A good customer management strategy includes a clear feedback loop where clients can express concerns, ask for help, or suggest improvements. Offering multiple feedback channels (such as online forms, surveys, or direct contact with a customer service team) ensures that every voice is heard. Any complaint should be followed by quick action, ideally with compensation or solutions offered for more serious concerns.

5. *Loyalty Programs and Retention Strategies:*

- Creating a loyalty program can encourage repeat business. Offering discounts, exclusive offers, or early access to new tours can incentivize clients to book with Zacate Trips multiple times. This is particularly useful for returning customers who enjoy frequent travel.
- Retention strategies could also include sending personalized thank-you messages after the trip, along with follow-up emails that offer suggestions for future tours based on their previous choices. Keeping the connection alive after the trip can increase the likelihood of future bookings.

6. *Consistency in Service Delivery:*

- Tourists have high expectations, and consistent delivery of high-quality service is key to meeting these expectations. Zacate Trips should train its staff to offer the same level of professionalism, friendliness, and knowledge across all interactions.
- Whether it's during the initial booking process, throughout the tour, or in post-trip communication, customers should feel that they are receiving excellent service. This consistency builds trust and enhances the overall customer experience.

7. *Use of Technology for Seamless Experience:*

- Incorporating technology to streamline the customer experience is crucial in modern customer management. Zacate Trips can offer an easy-to-navigate website or mobile app where customers can browse, book, and manage their tours. Having an online portal for clients to track their bookings, payments, and itineraries can simplify the experience.

- Chatbots or automated email responses can also provide 24/7 assistance, giving clients the information they need even when customer service representatives are unavailable.

8. *Proactive Customer Service:*

- Proactive customer service involves anticipating customer needs before they arise. For instance, if a tour has a change in schedule or if weather conditions might affect the trip, Zacate Trips should inform clients in advance and offer alternatives.
- Providing tips or recommendations for packing, health precautions, or local customs for each destination will show that the company cares about the well-being of its customers, further enhancing their experience.

9. *Post-Tour Follow-Up:*

- After a tour, Zacate Trips should continue the relationship by sending follow-up emails or surveys asking about the client's experience. This not only provides valuable feedback for improving future services but also makes the client feel valued and heard.
- Offering future discounts or sharing information about upcoming tours can also encourage repeat business.

10. *Referral Programs and Incentives:*

- Encouraging satisfied clients to refer friends or family members is an effective way to expand the customer base. Zacate Trips can introduce a referral program where both the referrer and the referred get a discount or added value (like a free activity or an upgraded experience).

REFERENCES

- (Anónimo, 2023). ANTECEDENTES Y SITUACION ACTUAL DEL TURISMO EN EL SALVADOR Y LA MONTAÑONA . Universidad Dr. José Matías Delgado.
- (Anónimo, 2023). La comunicación integral como una herramienta efectiva en el fortalecimiento de la atracción del turismo interno en las rutas turísticas de El Salvador. San Salvador: biblioteca.utec.edu.sv.
- Ardila, Adelaida. (2015). Turismo, los orígenes y significados. Turismo y Sociedad.
- Bcombinator. (2021). Los 10 tipos de emprendedores. Taken from Bcombinator: <https://www.bcombinator.com/es/los-10-tipos-de-emprendedores>
- Cabrera, E. O. (2016). Guía de planificación Turística: Un instrumento para el desarrollo local en El Salvador. San Salvador: MITUR.
- Carroll, A. B., & Shabana, K. M. (2010). The business case for corporate social responsibility: A review of concepts, research and practice. *International Journal of Management Reviews*, 12(1), 85–105. <https://doi.org/10.1111/j.1468-2370.2009.00275.x>
- Centro Histórico – Conoce el centro de San Salvador, comienza nuevos recorridos.* (s. f.). <https://www.centrohistorico.gob.sv/>
- Clifton, L. (2022, november 11). The History of Hospitality and Tourism. Retrieved from study.com: <https://study.com/learn/lesson/history-tourism-origin-modern-examples.html>
- Davis, K. (1960) Can Business Afford to Ignore Social Responsibilities? *California Management Review*, 2, 70-76. <https://doi.org/10.2307/41166246>

De Ceupe, B. (2022, 26 abril). Ceupe. *Ceupe*.

<https://www.google.com/amp/s/www.ceupe.com/blog/turismocultural.html%3fformat>

Edwinreyes. (2021, 2 marzo). *Historia del turismo en el salvador, tipología del turismo*

[Diapositivas]. SlideShare. <https://es.slideshare.net/edwinreyes111/historia-del-turismo-en-el-salvador-tipologia-del-turismo>

Egobsv. (2020, 16 septiembre). *Misión, visión y valores*. MITUR.

<https://www.mitur.gob.sv/mision-vision-y-valores/>

Elisabet Garriga, Domènec Melé (2004), “Corporate social responsibility theories: mapping the territory. *Journal of*

Ezus. (s. f.). *Estrategia de nicho para agencias de viajes: destacar entre la multitud - Ezus*.

<https://ezus.io/es/articulo/estrategia-nicho-agencia-viajes>

Fernández Fúster, L. (1973). *Teoría y técnica del turismo* (Vol. 1) (4.a ed.). Madrid: Editorial Nacional.

Hotmart. (2023). Tipos de emprendedores con ejemplos: ¿estás tú entre ellos? Taken from

Hotmart Blog: <https://hotmart.com/es/blog/tipos-de-emprendedores>

Importancia del turismo en El Salvador. (s. f.). Issuu.

https://issuu.com/lorenatrejosv/docs/revista_lorena_trejo/s/21003834

Instituto Salvadoreño de Turismo, Folleto. *Historia del Turismo*, Departamento de Información Interna, El Salvador, San Salvador, 1985

Isenberg, D. (2011). *The Entrepreneurship Ecosystem Strategy as a New Paradigm for Economic*

Policy: Principles for Cultivating Entrepreneurship. Institute of International and

European Affairs, Dublin, Ireland, 12 May 2011, 1-13.

Jogiruib Blog: <https://jogiruib.blogs.uv.es/la-responsabilidad-para-emprender/#:~:text=La%20responsabilidad%20es%20uno%20de,garantizando%20que%20no%20provoquen%20da%C3%B1os.>

Juan. (2022, 16 septiembre). *Todo lo que necesitas saber del Espiritu de la Montaña*. Juan Liévano. <https://juanlievano.com/lugares/espirtu-de-la-montana/?amp>

Kotler, P., & Lee, N. (2005). *Corporate Social Responsibility: Doing the Most Good for Company and Your Cause*.

Kotler, P., Keller, K. (2016) – *Establecimiento de La Estrategia de Productos en Dirección de Marketing*, 15ta. Ed.

López, C. (2022). Los factores claves de éxito. Taken from Gestipolis: <https://www.gestipolis.com/factores-claves-exito/>

Mh., & Mh. (2024, 5 julio). *Mercado competitivo a través de 5 ejemplos de nicho de mercado*. Marketinhouse. <https://www.marketinhouse.es/5-ejemplos-de-nicho-de-mercado/>

Prezi, I. 2. O. (s. f.). *Turismo en El Salvador, beneficios económicos y problemas am*. prezi.com. https://prezi.com/7ovd0lt8x_qq/turismo-en-el-salvador-beneficios-economicos-y-problemas-am/

TURISMO EN EL SALVADOR / ofimatica-1. (s. f.). Ofimatica-1.

<https://yeniaguilar97.wixsite.com/ofimatica-1/turismo-en-el-salvador>

Turismo en El Salvador: entre tropiezos, crisis ambiental y conflictos sociales. (s. f.). Alba Sud. <https://www.albasud.org/noticia/es/1147/turismo-en-el-salvador-entre-tropiezos-tesis-ambiental-y-conflictos-sociales>