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ABSTRACT

VAS-Y is an innovative mobile application designed to enhance the travel experience for both local and foreign tourists in El Salvador. With a focus on user-friendliness, the app aims to provide visitors with convenient transportation solutions, enabling them to navigate the country's attractions with ease. By offering a comprehensive platform that integrates various modes of transport, including public transit, ride-sharing options, and walking directions, VAS-Y ensures that tourists can make informed decisions on how to reach their desired destinations quickly and efficiently. In addition to transportation solutions, VAS-Y seeks to create valuable connections between tourists and local businesses, such as tour operators, restaurants, and cultural venues. This initiative not only helps travelers discover authentic experiences but also promotes local entrepreneurship and supports the Salvadoran economy. By facilitating partnerships with established tourism operators, VAS-Y enhances the visibility of local attractions and encourages tourists to explore the diverse offerings available in El Salvador. The application will feature a user-friendly interface, allowing tourists to access essential information, including travel itineraries, transportation options, and recommendations for local businesses. By incorporating real-time data and user reviews, VAS-Y ensures that users can make well-informed choices tailored to their interests and preferences. This approach empowers tourists to immerse themselves in the rich culture and heritage of El Salvador while fostering a sense of community among local business owners.

Keywords: VAS-Y, tourism, El Salvador, transportation solutions, local businesses, mobile application, cultural experiences.

INTRODUCTION

This report presents the creation of an original tourism product which can be described as a mixture of tangible and intangible elements that is offered to people in order to be consumed and thus satisfy their needs. We will learn the basics in which a tourism product relies on, as well as, the important information to be taken into account before deciding what to offer that can be innovative and attractive. Besides, we have to realize that a tourism product needs to be fixed in one or the necessary types of tourisms that exists in order to create a harmonious coexistence and a better approach to our product. Also, we have to look into some strategies to lead our product to be beneficial for the human development and also that supports and enhance the sustainable tourism of our country.

El Salvador is in a constant evolution in terms of tourism, every day there are new tourist attractions, activities to do and many places to discover that were not so conventional in a past. This means the array of tourism growth is wide and can be well treated to become a main source of incomes in the country and population. Attracting more foreign tourists means investment for the nation and villagers that always thrive to earn money and support the family.

As young adults, we have seen the necessity that many abroad tourists and even local tourists lack of information about how to travel from place to place, where to look for bus stops, possible traveling time, or which is worse, what the nearest tourist attraction they can visit is. To facilitate all of these issues, we came up with the idea of creating a very useful online application for mobile devices that can be used as a helper for everyone.

Not only will this App help tourists but also will provide a lot of benefits to tourism in general. What we want to create is a new way of making tourism accessible for everyone, to take advantage of the minute or big things that this country can display. This is a country

with a lot of wonders to give but it is us the only ones that create the paths to reach those wonders.

The application will serve as a link between the tourism business and the tourists that decide to visit the country. People will feel lost and with no direction any longer. The solution will be practical and nothing complex. In the following pages we will display all the specifications and the way this App will work, as well as the name and why that name, the type of tourism it is based on and what type of strategies we are implementing through the usage of this new and innovative App.

CHAPTER I

OBJECTIVES

GENERAL OBJECTIVE:

Create a mobile application that facilitates to the tourist the information about things to do in El Salvador, products, and ways of transportation.

SPECIFIC OBJECTIVES:

- ❖ Give information to tourists about touristic places such as parks, restaurants, hotels and touristic circuits by presenting schedules, contacts and prices.
- ❖ Boost the service of the local tourist agencies to improve the local economy giving the option to present their service on the application.
- ❖ Facilitate the information about public transportation using a map to locate the bus stops, hours of operation and rates where the tourist can have the information on hand for their trip.

JUSTIFICATION

El Salvador is an amazing country where there are a lot of diversity of activities that can be done, since it is a small country, it facilitates the variety of places such as beaches, mountains, forests and villages. It is an important place not only for local tourists but also international. In the last years, the tourism is taking an important place on the Salvadorian economy because many families use this activity for living.

The importance of creating a unique service that facilitates information about the places that the country can offer is really high because the tourists will be able to do more activities by their own, not only for foreigners but also people within the country that would love discover new places.

Transportation is a vital part for tourism since it creates the connection between places, however when there is not enough information about how a tourist can go from a place to other, it impact in a negative way the opportunity to increase the visitors in some places.

That is why it is important this work because by creating a easy way to give the information just using a mobile device, it will increase the passion to discover new places because all the information will be on hand, besides the local economy may get more incomes if there are more visitors to their services.

TOURISM PRODUCT DESCRIPTION AND TYPE OF TOURIMS

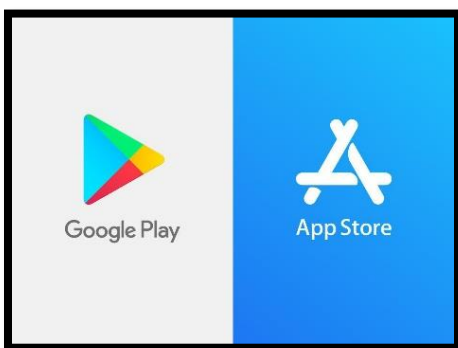
VAS-Y is the name we chose for our product which is an online application for mobile devices. It is, indeed, a special name because it represents the long path we have gone through these past years in our learning stage at the University.

“We wander for distraction, but we travel for fulfilment.” (Belloc, XX century). Vas-y is a set of words that come from French and its meaning in English is “let’s go”, in Spanish is ‘Vamos’’. Thus, we considered that name appropriate to our

product since we want to offer a service with a wide array of options to provide tourist and visitors with information about the different touristic attractions and activities to do in the country, and the most important service which is information about the transportation so tourist and visitors can know how and where aboard route to visit a specific place, the cost

Figure 2

Google Play and App Store



Note: virtual stores. (image) Taken from: How to publish your application on Google Play and the App Store? (Pireddu, 2019) <https://es.goodbarber.com/blog/como-publicar-tu-aplicacion-en-google-play-y-en-la-app-store-a647/>

Figure 1

VAS-Y logo



Original creation by Javier Leiva

or rate of the bus and possibly the time of departure of the transport units. Even private transportation can find this app useful for their services.

Vas-y is an application destined for technological devices such as cellphones, tablets or any other gadget that counts with an online store (Appstore or Play store) so that it can be downloaded at any time with the condition that the app is available only in El Salvador and you will need internet connection to use it.

Figure 3

Tourist enjoying the world.



Note: Tourist in the world.(picture)
Taken from: Hop on hop off Vienna ►
bus tour with audio guide. (n.d.). Vienna
Sightseeing.

<https://www.viennasightseeing.at/en/hop-on-hop-off>

which are Spanish, English, French and Portuguese but we pretend to add more languages in the future. Second, Vas-y will function as an online itinerary that will show you activities to do, also, principal places or tourist attractions to discover, restaurants, hotels and more around the country and in whatever department the tourists will be staying in. “Tourism is a dynamic activity that transforms its resources and changes their capacity to absorb tourism via management actions and product development” (Saarinen, 2013). Also, this app can function as a way of travel advertising for private tour companies in the country, this way we can be able to earn some incomes for the advertising service and part of the money will be destined to support organizations that supports tourism in the country. Last but not least, the main focus of Vas-y is offering tourists the most convenient and comfortable way of transport from one place to another, thus, Vas-y pretends to function as a map to show you the bus routes to move from one place to another, the price for transporting and the time of arrival. Not only will help public transport but also private transport or even tour agencies that want to show and offer their trips on our App. All that Vas-y wants is give you the most incredible, comfortable, and relaxing experience ever.

Matt Mullenweg, a social entrepreneur in 2024 said, “Technology is best when it brings people together”. Vas-y App is designed to be an accessible and an easy application to use. It has a simplified way of downloading since it can be found on Play store or Appstore. This App pretends

to facilitate the travels of tourists or local visitors in so many ways. First, we have a language option

TYPES OF TOURISM

Not only does Vas-y want to support the tourists but also the economy, the area in which tourist attractions are located and the population of it. For that reason, we consider the following types of tourism the most important:

SUSTAINBLE TOURISM, 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (World Commission on Environment and Development 1987: 43)" we must create awareness about the importance of taking care of the places we visit, we need to be respectful with nature and not destroy green areas destined to be used as recreational places. Also, we look forward to supporting local economy and not just private and powerhouse food companies. Remember that local people are the ones who sometimes protect their natural place because that is their means of surviving. When we support each other we all win one way or another.

The second type is ECOTOURISM, "There are four main links between tourism and environment: components of the natural environment as the basis for a marketable tourism attraction or product; management of tourism operations so as to minimize or reduce their environmental impacts; economic or material contribution of tourism to conservation, either directly or indirectly; and attitude of tourists towards the environment and environmental education of clients by tourist operators.'" (Buckley, 1993). We want tourist to enjoy but also, we want them to believe that a place is beautiful when it is in bloom and for that to happens, we need to take care of it. Nobody wants a dirty place lacking hygiene or beauty. It is a must that everyone makes their part to preserve it. That why Vas-y wants to make people realize about being eco-friendly with each tourist attraction we visit.

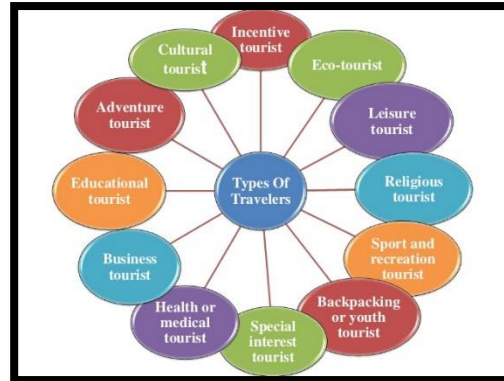
Not everything we offer through Vas-y is natural and green places, we can also go to ‘pueblear’.

CULTURE AND ARTS TOURISM is destined to open its door to local and abroad tourists to know more about our culture, traditions, clothing and so much more. ‘‘Cultural tourism may be explained as the very nature of travelling in order to understand and become familiar with way of life and history of a specific location accompanied by a range of cultural factors which can be presented in the context of tourism, these factors may include the food, entertainment, architecture, drink, hand crafted and manufactured products or every element representing characteristics of way of life in a particular destination.(Mousavi & others, 2016). A good way of supporting this type of tourism if offering information about the best places to visit and consume our best crafting in El Salvador and thus local entrepreneurs will be supported. Remember that Vas-y will give you information about the transportation so worry not about a thing.

Vas-y also supports GASTRONOMIC TOURISM Gastronomic tourism is an emerging phenomenon that is developing like a new tourist product due to the fact that one third of the trip budget is spent on food consumption. Because of this, local cuisine is an important factor in terms of holiday quality. (Gheorghe & others, 2014) another definition proposed by (Lee et al., 2015): gastronomic tourism "is a journey, in regions rich in gastronomic resources, ho generate recreational experiences or have entertainment purposes, which include: visits to primary or secondary producers of gastronomic products,

Figure 4

Different travelers around the world



Note: Types of tourism. (image) Taken from : An overview. (2022, December 5). Rashid's Blog: Portal for Inquisitive Learners. <https://rashidfaridi.com/2017/03/20/15754/>

gastronomical festivals, fairs, events, cooking demonstrations, food tastings or any activity related to food." For all the food lovers if you visit a place is common is obvious that you will find so many types of food all along the way and in every corner of the country so while you are travelling feel free to give a try to local food and support small restaurants, food establishments and local vendors. You will not regret it. Besides, part of our culture is our typical gastronomy, and El Salvador is well-known around the world for that.

STRATEGIES FOR HUMAN DEVELOPMENT AND SUSTAINABILITY

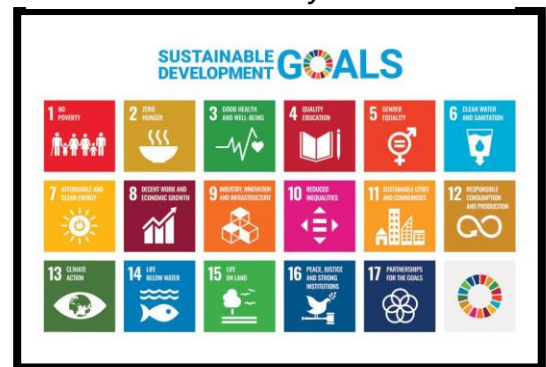
TRAVEL FACILITATION

Vas-y is an innovative app that provides access to tourist destinations in a very immediate way and highly remarkable ease. It engages us all in a direct bond with the local developing tourism thanks to its features, It will never cease to amaze you whether you are a local or abroad visitor because it facilitates the communication among the related parties: Tourists, transportation and tourist destinations which will strive to offer excellence, adventures or simply relaxation.

All that Vas-y cares about is that you and your beloved ones can spend a magnificent and pleasant stay. Not only is it an app to make transportation from place to place a whole lot easier but also is a means by which entrepreneurs get encouraged to look for the best possible ways to increase and improve their services and thus provide more employment and more opportunities in terms of sustainability of local businesses. Vas-y is comfort, Vas-y is sign

Figure 5

Goals for sustainability



Note: Sustainable development. (image) Taken from UN Tourism | Bringing the world closer. <https://www.unwto.org/es/desarrollo-sostenible>

of knowledgeable people. It will offer a whole new experience and make transportation memorable.

ONE PLANET

Vas-y fits into this sustainable tourism program since our application is committed to reducing emissions (CO2) in the environment, as well as being significantly committed to eliminating problematic and unnecessary plastics. Since our application is for virtual use; The way in which our venture will collaborate with the main action objectives of the One Planet sustainable tourism program will be as follows: for each recreational activity that tourists (local and/or foreign) book using our app, certain Percentage of the collection made will be allocated to organizations that are constantly fighting for the environment. These organizations are responsible for providing awareness campaigns on the use of plastics and also develop cleaning days where the main objective is to reduce the garbage generated by tourists who visit the sector. As Vas-y we consider that a fundamental part of being able to carry out tourism in a healthy and responsible

way is reducing the pollution that we as tourists produce when practicing local and foreign tourism. Within our app you will find tips to reduce the carbon footprint that constantly grows and grows. If we manage to raise awareness in each of our users, we would be contributing greatly to making the objectives of the One Planet Sustainable Tourism Program a reality.

Figure 6

One Planet



Note: One planet helping the environment (Photograph) Taken from: One Planet network. (2024, May 23) <https://www.oneplanetnetwork.org/>

CHAPTER II

History of Tourism.

“People have always had the need to travel, whether to explore and discover new lands or for our own enjoyment. Tourism encompasses precisely the latter.” (Perez Rodriguez, Carmen. Europeana June 15, 2020).

The origin of the modern concept of tourism can be traced back to the 17th century, when young nobles from Western and Northern European countries undertook what was called the Grand Tour: a trip around Europe (which usually included France, Germany, Italy and Greece) with the main objective of learning about history, art and cultural heritage. It was considered a perfect way to educate oneself. In the Middle Ages, pilgrimages became popular; they were a luxury that was not within everyone's reach, as they usually hired a guide to take them on the best route, and they were also accompanied by soldiers to protect them.

However, going back a little further to the present day, it could be said that tourism was born in the 19th century as a consequence of the Industrial Revolution. At the end of the 19th century and beginning of the 20th century, protests began to emerge demanding a 5-day work week, paid vacations, or the expansion of social coverage, among others. These conditions allowed many families to see landscapes, monuments, and other cities; thus, giving rise to the first forms of contemporary tourism. The evolution of transport was also key. Improvements in the transport of goods and passengers contributed to the birth of leisure, new forms of entertainment, and travel.

However, the origin of travel dates to 1841 with Thomas Cook. He was the one who organized the first planned trip in history and ended up creating the first travel agency in the world in 1851. Thomas Cook & Son was one of the pioneers in offering group tours and

holidays that included transport, accommodation and meal tickets, thus reducing costs. This would be the origin of what we know today as package tours.

Figure 7

The first travel agency.



Note. Thomas Cook & Son. Taken from (The Heritage Lab, 2019)

The tourism sector suffered a recession during the 1970s, due to the energy crisis, which led to a drop in costs and prices. This is when mass tourism emerged. Travelling went from being something for an exclusive group to becoming a leisure activity accessible to many.

Today, the tourism sector has become one of the major economic drivers of many countries, thus forming part of the international political agenda. Tourism not only impacts the local economy but also begins to affect the social structures, culture and lifestyle of locals in the destinations visited.

History of Tourism in El Salvador ¹

The first initiative to promote tourism in El Salvador took place in 1924, under the government of President Alfonso Quiñónez Molina, with the creation of the Board of Tourism and Agricultural and Industrial Propaganda, which aimed to promote national and foreign tourism.

In 1946, the National Department of Tourism was created as a section of the Ministry of Foreign Affairs.

The 60s are considered the modern era of tourism development in El Salvador; tourism is systematically considered, and some official bodies are created for its promotion. The environment in which tourism takes off in this decade is one of relative economic prosperity for the country.

The factors that influence El Salvador for a greater consideration of tourism from the 60s onwards are the modernization of transport, the expansion of the road structure, flights to El Salvador increase with the construction of the Ilopango International Airport, on the other hand the birth of so-called Mass Tourism takes place, which in a minimal proportion also reaches Central America.¹

The information on the history of tourism in El Salvador has been taken from the Salvadoran Institute of Tourism, Information Brochure, Internal Information Department, 2nd Edition, El Salvador 1989.

Figure 8

Our ancestral airport



Note. Ilopango airport. Taken from (El Diario de Hoy, unknown).

Thus, in 1961, the Salvadoran Institute of Tourism (ISTU) was created as a government agency to manage tourism. The main powers with which it was created were the following:

- Development of projects for the promotion and development of the tourism industry.
- Regulation of tourism companies.
- Management of tourism assets.
- Presentation of regular reports on the performance of the sector.

Since 1968, there is more evidence about tourism in El Salvador, since the ISTU began to publish statistical bulletins that indicate the number of tourists entering the country. It could be said that demand was accentuated in three main markets: the regional one, the United States and Mexico; however, tourism was reduced in 1969, due to the war between El Salvador and Honduras, affecting regional stability.

The development of tourism in El Salvador in the 70s was due to the construction of hotels such as: Camino Real, Ritz, Alameda and Terraza in San Salvador, the Mountain Hotel

²in El Cerro Verde, Hotels in the Estero de Jaltepeque (Pacific Paradise and the Izalco Cabaña Club) in the interior of the country.

Likewise, construction began on the Hotel Tesoro Beach (Estero de Jaltepeque), which is very well known and visited today. Currently, all the hotels are open except for the Hotel Ritz.

In 1975, the number of tourists increased by more than 200,000 to a total of 300,000. This increase coincided with the Miss Universe pageant in El Salvador.

The boom remained stable until the end of the 1970s. However, the beginning of the war marked the point of decline of what seemed to be a new profitable sector for El Salvador, causing it to fall below 100,000 tourists. The numbers indicate that the country had gone back 15 years at the end of the 1970s.

From 1979 to 1990, the flow of visitors to the country remained constant; most of them were foreign journalists or non-governmental institutions working with Salvadoran society.

The information on the history of tourism in El Salvador has been taken from the Salvadoran Institute of Tourism, Information Brochure, Internal Information Department, 2nd Edition, El Salvador 1989.

Natural Resources in El Salvador

People travel to visit other people and other places, and icon attractions include nature as well as culture (Buckley, 2011). Under this thinking, VAS-Y is a breath of fresh air for tourism in the country by showcasing the most beautiful and representative places of El Salvador, making it easier for users to explore the most impressive and captivating tourist destinations. This tool is designed to be the best guide for those who want to discover the wonders that the country offers.

Users can explore a wide variety of tourist destinations, from the beautiful beaches of the coastal zone, famous for their waves and sunsets, to majestic mountains and volcanoes that offer spectacular views. It also highlights the impressive national parks and nature reserves, where a rich variety of flora and fauna can be observed, making them ideal for nature lovers.

But if natural landscapes aren't your style and you're looking for something more relaxed like exploring small towns, the app highlights the cultural heritage of El Salvador, guiding travelers to historical sites, picturesque towns, and vibrant cities full of life and tradition. Also, from archaeological ruins to colorful local markets where you can enjoy the diverse Salvadoran gastronomy.

The World Tourism Organization (WTO) remarks that the principles of sustainable development and responsible management practices are applicable to all types of tourism in all destinations, including mass tourism and the diverse tourist segments. Taking into consideration that sustainability principles apply to the territorial-environmental, economic-market and sociocultural aspects of tourism development, establishing an appropriate balance between the three dimensions is necessary to guarantee salutary tourism in the long-term (OMT, 2005). As we know, we really need to appreciate the places we visit, taking advantage

of all the benefits they can offer to make us feel well, but also, we need to be aware of the responsibility of taking care of them. The following are some of the most beautiful places that our App will show:

Beaches of El Salvador

Beaches are commonly considered as other coastal ecosystems, framed within biotic and abiotic relations. However, with the advancement of the years and the enrichment of scientific methods with new paradigms, this perspective of beaches as merely ecosystems has changed to a wider, more complex understanding:

the beach as a socioecological system (Botero and others, 2014). Nature is the most beautiful adornment for any nation in the world, and El Salvador is no exception to this rule. Located in Central America, this small yet beautiful country boasts spectacular beaches nestled along the Pacific Ocean.

With over 300 kilometers of coastline, El Salvador offers wide and stunning beaches. These beaches invite you to dive into their crystal-clear, endlessly blue waters, and they blend perfectly with skies painted in gold and scarlet during mythical sunsets.

Unique Features of El Salvador's Beaches

The Pacific waters provide impressive waves, making the Salvadoran coast a paradise for surfers. Their sands are also the perfect foundation for practicing the exciting beach soccer, a passion shared by both locals and tourists alike.

As one of the country's greatest tourist attractions, El Salvador's coastal areas benefit from well-maintained and properly paved roads. The coastal highway seamlessly connects

Figure 9

Beaches of El Salvador : Playa las Flores



Note: Beautiful beaches in the coastal zone in the country. Taken from (Urías, 2021)

all the beaches. Additionally, there are a variety of places to enjoy exquisite seafood dishes such as oysters, lobsters, shrimp, fish, squid, octopus, snails, and other sea delicacies. All of this is accompanied by the warm and friendly hospitality of the Salvadoran people.

Cultural Importance of the Beaches in El Salvador: Traditions and Identity

For Salvadorans, the beach holds special significance. It represents an escape from daily routines and a place to rest and relax. Moreover, the beach is a symbol of national identity and a source of pride for Salvadorans.

Coastal Traditions and Festivals

El Salvador's beaches are famous for their unique traditions and festivals. One of the most notable events is the "Festival of the Sea", held in August in various coastal towns. During this festival, locals participate in surfing competitions, folk dances, and local crafts exhibitions.

Beach gastronomy

The coastal gastronomy of El Salvador is a blend of traditional flavors and fresh seafood. Some typical dishes found on the beaches include seafood "pupusas", "ceviches", seafood soups, and fried seafood.

Music and Dance at the Beach

Music and dance are essential parts of the coastal culture in El Salvador. On the beaches, you can hear various music genres like reggae, merengue, and cumbia. Both locals and visitors enjoy dancing to the music and participating in special dance events organized on the beaches.

Figure 10
Most popular beaches in El Salvador



Note: Most popular beaches in the country. Taken from (Pure Travel El Salvador, 2020)

Coastal Handicrafts and Souvenirs

Salvadoran beaches are known for their unique handicrafts. Visitors can purchase beautiful pieces of pottery, textiles, jewelry, and other handmade souvenirs crafted by local artisans. These crafts reflect the culture and traditions of coastal communities and provide a way to support local artists.

Lakes and Lagoons: A Beauty in El Salvador

In Spain, a study on the topic by Newton and colleagues (2014) stated that lagoons deliver ecosystem goods and services that provide not only livelihoods but also numerous benefits to human health and welfare, which makes them complex social-ecological systems. El Salvador possesses 34 lagoons of various sizes, shapes, and origins, along with 3 spectacular volcanic lakes.

These bodies of water offer unique attractions for visitors who wish to explore and enjoy this wonderful Central American land. They are charming places where the magic of the natural environment is ever-present. Tourism thrives in these areas, where fun and culture meet in a single location.

Salvadoran lagoons are full of mystery, and many are part of El Salvador's cultural heritage, as they hold various legends that captivate visitors. These freshwater bodies, whether small or medium-sized, are usually formed by river mouths, surrounding springs, or the terrain's characteristics that allow for rainwater accumulation. Consequently, there are more lagoons than lakes in the country. Lagoons also play a crucial role in aquatic ecosystems, as they are home to various fish species and many birds that can be observed.

Main lakes of major tourist Appeal

Ilopango Lake

Ilopango Lake (El Salvador) is considered a national paradise where you can peacefully go for a boat ride, sail, or practice fishing for species like mojarras, juilines, and guapotes, among others. It is a volcanic-origin lake located in the city of San Salvador, specifically between the departments of La Paz, San Salvador, and Cuscatlán. With a surface area of 72 km² and a depth of 230 m, it is the largest natural lake in the country.

The origin of this lake dates back to a volcanic eruption that occurred in the 5th century AD, which destroyed many Maya settlements. Today, it has a level 6 on the volcanic explosivity index, meaning it is an area with a high probability of becoming active every 100 years.

The last eruption of this underwater volcano occurred during the period of 1879-1880, resulting in the formation of a lava dome inside the lake, which created the famous Islas Quemadas.

Coatepeque Lake

Figure 11

Coatepeque Lake



Note: Turquoise waters embellish the lake. Taken from (Guanacos.com, 2024)

Coatepeque Lake is also a natural volcanic-origin lake located south of the city of Santa Ana in El Salvador. In Nahuatl, Coatepeque means "hill of snakes."

This lake features an island known as Teopán or Isla del Cerro (possibly due to the previous

translation from Nahuatl) and two small peninsulas or rock formations known as the "anteojos," where the Pipil indigenous people had a temple, as well as a monolith honoring the Goddess Itzqueye.

In Salvadoran culture and folklore, there are very particular legends associated with this lake among the local people. One such legend speaks of a mystical being that resides at the bottom of Lake Coatepeque. Its name is "The legend of El Tabudo" that tells that many years ago (the exact date is unknown), that a wealthy man lived across the lake from Coatepeque, in a beautiful large mansion with several servants. One day, as usual, he went out in his canoe to paddle around the lake. After some time, he decided to return. But as he passed by Teopán Island ("Place Where the God Lives," in Nahuatl) on his way to the lake shore, something strange happened.

The man was suddenly and mysteriously swept away by an underwater current that took him to the domain of Itzqueye (the goddess of freshwater, according to Pipil mythology). And he disappeared. Months passed, and suddenly one day the wealthy man appeared before his servants transformed into El Tabudo (derived from "tabas," meaning knees), a being of strange appearance.

Volcanoes

According to Erfurt-Cooper and Cooper (2010), more than 1300 active volcanoes potentially attract tourists across the globe. It has been dozens and even hundreds of years ago, people came to climb volcanoes and visit geothermal sites. Tourists visit volcanoes both for physical activities and spiritual activities, and in some countries, volcanoes are offered as a tourism destination that can

increase income for the community and local government. El Salvador is located in the Pacific Ring of Fire, so despite being a small country, it has nearly a hundred volcanoes, of which only a few are currently active. Over time, this area has been known as “the valley of the hammocks,” due to the presence of these enormous natural formations and the numerous eruptions and earthquakes that have occurred.

Tourism in volcanoes of El Salvador

Tourism in volcanoes of El Salvador has become an appealing option for many people. This option allows for thrilling experiences through contact with nature. Steep trails, hot springs, strong winds, and unpredictable weather are some aspects of this experience.

According to an article published by National Geographic, the country is home to 170 volcanoes, but only 14 remain active, and 6 are at risk of eruption.

There is a wide variety of options for Salvadorans and tourists who wish to explore the national volcanoes. Each offers a unique experience, differing in height, location, vegetation, and fauna, among other aspects.

Figure 12

Volcanos of El Salvador



Note: Principal Volcanoes in the country.
Taken from (Cultura Azul, 2024)

The Beauty of Salvadoran Volcanoes

With 36 active volcanoes and various volcanic fields scattered throughout the country, each one offers a unique experience for visitors. From the imposing Santa Ana Volcano to the mysterious Coatepeque Lake, Salvadoran volcanoes are a window into the majesty of nature.

Santa Ana Volcano (Iamatepec): Standing at 2,382 meters above sea level, Santa Ana Volcano is the highest in El Salvador and one of the most popular destinations for hikers. Its ascent offers stunning panoramic views and the chance to explore its crater, which contains a beautiful green lake due to the presence of sulfur.

San Salvador Volcano (Quezaltepeque): Dominating the horizon of the capital, San Salvador Volcano offers unique opportunities for hikers and nature lovers. With well-marked trails and magnificent views of the city, it is a popular destination for those seeking an outdoor escape without straying too far from civilization.

Exploring the Ring of Fire Route

For those looking to explore El Salvador's volcanic wealth, the Ring of Fire Route offers a range of options for all ages and experience levels. From scenic hikes to exciting extreme activities, there is something for everyone.

Gastronomy and Culture

Travelers can enjoy delicious local dishes at restaurants and eateries near the volcanoes, as well as discover the region's history and culture through its various museums and historical sites.

Figure 13

Santa Ana Volcano



Note: Santa Ana Volcano is the highest volcano in El Salvador. Taken from (Viajero Mochilero, 2022)

Living Towns in El Salvador

Route of the flowers

It is one of the most famous and visited destinations in El Salvador. Tucked away along the Apaneca hills in the western part of the country, it includes a group of picturesque towns where you can appreciate the peaceful local life of Salvadorans, each with its unique characteristics that make it special and provide different experiences during your visits.

The climate in this region is cool, which is one of the main reasons both national and international travelers seek out this destination.

Local traditions, a significant coffee culture, adventure activities, delicious restaurants, and local markets are some of the attractions you can enjoy in the area.

Nahuizalco

Nahuizalco, located 70 km from San Salvador, is a town with a strong indigenous tradition. Its name in Nahuatl means "The Four Izalcos," as it is said to have been founded by four families from the city of Izalco. One of its attractions is the night market, located in the city center and illuminated with candles. Here, you can buy crafts and traditional items, as well as food and drinks at the market.

Salcoatitán

The name of this town in the Nahuatl language means "The City of Quetzalcoatl," the god of wind and the morning star. Salcoatitán is a small coffee-growing town, whose main attractions include its colonial church, located in front of the picturesque central park, and its food festival, which takes place on Sundays and offers a variety of traditional dishes. The town also has a small train that takes visitors on a tour through the park, the church, and its main streets.

Juayúa

Juayúa's name in Nahuatl means "River of Purple Orchids." The town has a pleasant climate, a rich history filled with stories and legends, sites of incomparable natural beauty, and a famous food festival that takes place every weekend in front of its church, where the Black Christ is worshipped. One of its greatest natural attractions is 'Los Chorros de La Calera' waterfall, located 2 km from the town. The "Laguna de Las Ranas" is another beautiful natural site.

Apaneca

Apaneca means "River of the Wind" in Nahuatl. It is the premier coffee-growing area in El Salvador, where the highest quality coffee is cultivated. It is one of the most beautiful places in the country to visit, with its cobblestone streets and colorful adobe houses that remain untouched by tourism, while its artisan industry is highly revered. If you visit this town, be sure to also discover the "Laguna de Ninfa," located 2.5 km from Apaneca, named after the flowers that cover it. It is a place of abundant vegetation and pleasant climate.

Concepción de Ataco

Known as "Place of Elevated Springs" in Nahuatl, the town of "Concepción de Ataco" is located 105 km west of San Salvador, in the department of Ahuachapán. The town is famous for its peaceful atmosphere and its colorful murals surrounded by the mountains of this charming

Figure 14

Route of Flowers, El Salvador



Note: Beautiful places in Route of Flowers. Taken from (Mochileros por el mundo, 2024)

destination. Locals create colorful textiles on traditional pedal looms and musical

instruments. The population is directly descended from pre-Columbian peoples, and the town was founded by the Pipil people in the heart of the Apaneca mountain range.

Ahuachapán

Founded by Pipil tribes, Ahuachapán is located 5 km from Apaneca, towards Ahuachapán. Its most important economic activities include coffee cultivation, manual loom weaving, and the production of religious images. These and many other places can be found with the help of the VAS-Y app.

Cultural identity

Cultural identity refers to the sense of belonging to a particular group, defined by shared traditions, values, language, customs, and history. It shapes how individuals perceive themselves and how they interact with the world. According to Hall (1990), cultural identity is not fixed but evolves over time, shaped by personal experiences and interactions with society. It involves the collective memory of a group's past and the evolving ways in which individuals connect to that cultural heritage.

Cultural identity is essential because it gives individuals a sense of belonging and direction. It allows people to understand their place in society and the larger world, helping them maintain their connection to their heritage while navigating new environments. This identity is reinforced through shared language, religious practices, festivals, food, and daily customs that tie members of a community together. Additionally, in today's globalized world, cultural identity plays a role in bridging traditional values and modern influences.

The fluidity of cultural identity means it can evolve as individuals interact with other cultures. Global migration, digital communication, and the exchange of ideas across borders mean that cultural identity is constantly being reshaped. Even within the same cultural group,

different generations might express their cultural identity in unique ways, influenced by external factors such as technology, media, and politics.

Element of cultural identity

Language: This refers to the mother tongue. For example, Spain and Argentina share Spanish, although with their respective variations.

Religion: Belief in different religions can form an identity, regardless of barriers.

Ethnicities: Various ethnicities contribute to identity, as members share a common history.

Social Classes: People can identify with others in similar economic situations based on purchasing power.

Customs: This relates to habits that have persisted over time. For instance, the cuisine of a city.

Values: Values like fraternity, solidarity, or love for others can generate cohesion within a community.

Traditions: Certain traditions remain over time, like celebrating birthdays.

Symbols: Symbols often represent identities, such as national flags.

Tastes: Preferences can also create identities. A clear example is following a particular football team.

Cultural Identity of El Salvador

In El Salvador, cultural identity is deeply tied to the nation's history, indigenous heritage, and Spanish colonial influence. The blending of these traditions has created a unique cultural fabric that defines Salvadoran society today.

Indigenous Influence

Although the indigenous population has decreased due to colonization and historical oppression, the Pipil and Lenca communities left a strong mark on Salvadoran identity. Many traditional foods, crafts, and festivals stem from indigenous customs. For example, the Pipil language, Nahuatl, influences local names and traditions in rural areas ("El Salvador's cultural heritage," n.d.).

Spanish Colonial Influence

Spanish colonization brought Catholicism, the Spanish language, and European traditions, which have become central to Salvadoran cultural identity. Catholic festivals such as ‘Holy week’ and local patron saint festivals are widely celebrated, showcasing the blending of Spanish and indigenous customs ("El Salvador - Culture and Traditions," n.d.).

Modern Salvadoran Identity

El Salvador's national identity today is also shaped by its history of conflict, including the 12-year civil war (1980-1992). This period of unrest left a profound impact on the nation's collective memory, influencing its arts, literature, and social movements. Despite these challenges, Salvadorans maintain a strong sense of national pride, often expressed through their love for soccer, traditional music like cumbia, and national cuisine such as pupusas, which are considered a national dish ("Cultural Identity of El Salvador," n.d.).

Migration's Role

A significant portion of the Salvadoran population lives abroad, particularly in the United States. This diaspora influences cultural identity, with Salvadorans abroad maintaining traditions while blending them with new influences. Remittances sent from Salvadorans in the U.S. also play a role in shaping the economy and society back home ("El Salvador's Migration and Cultural Identity," n.d.).

Let us take a look about other important elements in cultural identity of El Salvador:

Language

The official language of El Salvador is Spanish, spoken by the vast majority of the population. Historically, indigenous languages such as Nahuatl, spoken by the Pipil, played a significant role, but these languages have significantly diminished. Spanish remains dominant in all areas of life, from government to education. Efforts to revitalize indigenous languages exist but are limited. The use of Nahuatl is largely ceremonial or symbolic in some regions ("El Salvador and Its Languages," n.d.).

Religion

El Salvador's religious landscape is deeply influenced by its colonial history, with Roman Catholicism being the dominant faith for centuries. However, in recent years, Evangelical Protestantism has grown rapidly. Approximately 50% of Salvadorans identify as Catholic, while Evangelical groups now make up about 40% of the population. Religious festivals, such as Semana Santa (Holy Week) and the celebration of El Divino Salvador del Mundo, are important cultural events that blend religious devotion with cultural traditions (Ministerio de Turismo de El Salvador, n.d.).

Ethnicities

El Salvador is largely Mestizo, a mix of Spanish and indigenous ancestry. While indigenous groups such as the Pipil and Lenca once dominated the region, their numbers have significantly decreased due to colonization and assimilation policies. Today, only a small percentage of the population identifies as indigenous. Despite this, indigenous traditions remain alive through cultural practices, including language, dress, and crafts, particularly in rural areas ("Ethnic Composition of El Salvador," n.d.).

Social Classes

El Salvador's society is marked by stark income inequality, with a small upper class that controls much of the country's wealth and a large lower class, which struggles with poverty. The middle class is relatively small but growing, thanks to remittances sent by Salvadorans living abroad, particularly in the United States. Many of the wealthy are landowners or businesspeople, while the lower class is often employed in agriculture or the informal sector ("Social Stratification in El Salvador," n.d.).

Customs

Salvadoran customs are a mix of indigenous and Spanish traditions. Important cultural customs include the celebration of fiestas patronales (local patron saint festivals), where towns across the country celebrate with processions, music, and food. Another custom is Día de los Difuntos (All Souls' Day), when families gather in cemeteries to honor deceased relatives. These customs highlight the strong family ties and religious devotion in Salvadoran culture ("Traditional Celebrations in El Salvador," n.d.).

Values

Salvadorans place high importance on family, community solidarity, and hard work. Family is central to social life, and multiple generations often live together or close by. Respect for elders and maintaining close family bonds are seen as essential values. Salvadorans also value resilience, as the country has faced significant challenges such as natural disasters and civil war, shaping the national spirit of perseverance and solidarity ("Cultural Values of El Salvador," n.d.).

Traditions

Among El Salvador's most celebrated traditions is Las Fiestas Agostinas, a week-long celebration in early August honoring El Salvador del Mundo (the Divine Savior of the

World), the country's patron saint. This event includes religious processions, fireworks, fairs, and musical performances. Other important traditions include the celebration of Independence Day on September 15th and Semana Santa (Holy Week), where elaborate processions take place throughout the country ("National Traditions in El Salvador," n.d.).

Symbols

The national symbols of El Salvador reflect its history and cultural identity. The national flag consists of blue and white horizontal stripes with the national coat of arms in the center. The coat of arms features five volcanoes representing the Central American nations, a Phrygian cap symbolizing liberty, and a rainbow symbolizing peace. Additionally, the Izote flower is the national flower, and the Torogoz (a small bird) is the national bird, symbolizing freedom and harmony with nature ("National Symbols of El Salvador," n.d.).

Gastronomy

Pupusas, the national dish of El Salvador, are thick corn tortillas stuffed with ingredients like cheese, beans, or pork, and served with curtido (a pickled cabbage slaw) and tomato salsa. Other key dishes include tamales, which are made from corn dough filled with meat, and yuca frita (fried cassava), often served with chicharrón (fried pork). Salvadorans also enjoy traditional drinks such as atol (a warm corn-based drink) and horchata (a rice and cinnamon beverage). Desserts such as quesadilla salvadoreña (a sweet cheese bread) are also popular. Salvadoran cuisine reflects its indigenous roots and Spanish influences, making it unique and diverse ("Traditional Cuisine of El Salvador," n.d.).

Sustainable Tourism

When we talk about sustainable tourism, we are referring to an intentional commitment to preserve the planet and not just as a way of travelling and meet new places. In recent years, tourists have become more aware of the impact they can have on this matter, looking for more eco-sustainable ways to avoid the deterioration of tourist destinations.

The guidelines when we talk about sustainable tourism should apply to any type of travel and destinations, whether from specific places to more popular places. They are taken into account on environmental, socio-cultural and economic subjects, as it is important to balance these three essential aspects to ensure that tourism is sustainable in the long term itself. According to the United Nations Tourism Organization (ONU Tourism) in its article on sustainable development mentions that the sustainable tourism must:

- Make optimal use of environmental resources, which are a fundamental element of tourism development, maintaining essential ecological processes and helping to conserve natural resources and biological diversity.
- Respect the socio-cultural authenticity of host communities, preserve their cultural and architectural assets and traditional values, and contribute to intercultural understanding and tolerance.
- Ensuring long-term viable economic activities, with well-distributed socio-economic benefits for all actors, including opportunities for stable employment and income generation and social services for host communities; and contribute to poverty reduction.

There are diverse types of important axes that should be considered for sustainable tourism such as:

CLIMATE CHANGE

We know that climate change is a very present issue that has an impact directly on tourism since often when there are high numbers of trips the pollution is more evident. Many factors influence directly and indirectly the sector as they can cause the increase extreme weather events, the price of everything would increase, water scarcity, the threat to biodiversity would be highly affected and the assets and attractiveness of destinations would deteriorate. Because of all this using a virtual way to get tour packages every time is a better alternative as it seeks better information management and as we are highly committed to having eco-friendly alliances with tourism agencies also providing more sustainable options with the environment like activities related to help the planet.

Figure 15

A real dangerous change in the world



Note. Climate change in the world (illustration. Taken from (CEPAL, 2024)

TRAVEL FACILITATION

Figure 16

Traveling on the air.



Note: Supporting the digital future of air travel facilitation (illustration). Taken from: (eTradeforall, 2014)

Vas-y is an innovative app that provides access to tourist destinations in a very immediate way and highly remarkable ease. It engages us all in a direct bond with the local developing tourism thanks to its features, It will never cease to amaze you whether you are a local or abroad visitor because it facilitates the communication among the related parties: Tourists, transportation and tourist destinations which will strive to offer excellence, adventures or simply relaxation. All that Vas-y cares about is that you and your beloved ones can spend a magnificent and pleasant stay. Not only is it an app to make transportation from place to place a whole lot easier but also is a means by which entrepreneurs get encouraged to look for the best possible ways to increase and improve their services and thus provide more employment and more opportunities in terms of sustainability of local businesses. Vas-y is comfort, Vas-y is sign of knowledgeable people. It will offer a whole new experience and make transportation memorable.

ONE PLANET

Figure 17

One same world



Note: One planet for all (Illustration). Taken from (Bioregional, 2021)

Vas-y fits into this sustainable tourism program since our application is committed to reducing emissions (CO₂) in the environment, as well as being significantly committed to eliminating problematic and unnecessary plastics. Since our application is for virtual use; The way in which our venture will collaborate with the main action objectives of the One Planet sustainable tourism program will be as follows: for each recreational activity that tourists (local and/or foreign) book using our app, certain Percentage of the collection made will be allocated to organizations that are constantly fighting for the environment. These organizations are responsible for providing awareness campaigns on the use of plastics and also develop cleaning days where the main objective is to reduce the garbage generated by tourists who visit the sector. As Vas-y we consider that a fundamental part of being able to carry out tourism in a healthy and responsible way is reducing the pollution that we as tourists produce when practicing local and foreign tourism. Within our app you will find tips to reduce the carbon footprint that constantly grows and grows. If we manage to raise awareness

in each of our users, we would be contributing greatly to making the objectives of the One Planet Sustainable Tourism Program a reality.

Strategic Plan

Our strategic plan has its main objective to give the best quality in our application by offering different options to our customers. Vas-y is a multifunctional application, since we will have different types of services and options where the user can perform different operations using our platform. By being a multi-functional application, we want to increase the number of options where not only the user has different activities, but we also want the tour-operators to see us as a very important option because we will have the facility to provide the different types of services they provide.

With more options available, it is also important that these choices have the best quality, for Vas-y it is important that all users have a quality experience when reviewing the different places and activities to be carried out. An excellent quality of service generates the satisfaction of our customers as users and tour operators. And this also makes us a very reliable app since you will know that quality is very important for Vas-y. Being a reliable application, we have to keep innovating as we have to adapt to new audiences and technologies. With the ability to innovate our platform we always seek to increase the number of options for our users.

Customer satisfaction is very important because, having more satisfied customers, this will make us have many references and more people recommend our platform. Referrals generate more customers and more investors, since being a reliable application, a greater number of investors and tour operators will prefer Vas-y as a platform to provide their services.

Having an excellent quality of service and have a greater number of customers we always seek a loyalty to our platform because we try to give the best to investors, clients and users. All this makes Vas-y a very profitable platform for investors and users since there will be quality behind our platform always looking to be an easy to use, reliable and multifunctional application.

Strategic Quality Plan

Figure 18

Strategic and useful plan for quality.



Note: Original resource created by Javier Leiva.

Strategic Action Plan

Table 1

Plans are action and actions become reality.

Action	Owner	Improvement
Creation of ads on social networks such as: Facebook and Instagram to advertise on getting Vas-y in online stores like Appstore and Google Store.	Javier Leiva will be the person in charge for marketing and advertisements.	The first 10 tourists to book trips through our app will receive a discount of 20% .
Manage the creation of an application that will be easy to understand; where our customers can browse and see all services they could purchase through our app.	Christian Quiteño. He will be in charge of monitoring the flow of the use of the app and provide the necessary help to customers when be necessary.	The first 50 people to download from the app stores and use the app will be entitled to a 15% discount on the total amount of their purchase.
Establish relationship between our service and the tour agencies who offers tours, for creating agreements that help the users.	Francisco Rivas will create new connections and create more relationships with different providers and all related to public relations.	The first 5 tour agencies to contact us to purchase our services, will receive 2 months free to advertise their products/ services through Vas-y.

Note: this table shows important roles that each member will carry out. Created by the team members.

CHAPTER III

Profile of the entrepreneur

Defining an entrepreneur

An entrepreneur is someone who starts their own business, taking risks to turn their ideas into something real and successful. (Javier Leiva)

An entrepreneur is a person who sees an opportunity, creates a business around it, and works hard to make it grow, even if it's risky. (Christian Quiteño)

An entrepreneur is someone who comes up with new ideas and turns them into a business, finding ways to solve problems or offer something different. (Francisco Rivas)

An entrepreneur is typically defined as someone who takes on the risks and rewards of starting a new business venture, identifying opportunities and leveraging innovation to meet market needs (Hisrich & Peters, 2017). Clarifying even more, we can say that an entrepreneur needs to be a go-getter of opportunities to create successful products or services to turn them into a profitable business and a long-term way of making income for all people involved. Besides, an entrepreneur sees risks as very useful tools to measure how good or bad implementing new things can be.

Types of entrepreneurs

Being entrepreneurs of a virtual application, VAS-Y, demands so much devotion and dedication for that it is important to know what type of entrepreneurs we need to be and if we need to adapt to a specific type. Not only do we need to be responsible, gold-diggers or go-getters but also, we need to have especial characteristics and intelligence to drive such a business that will help many people, for that reason we consider the staff of VAS-Y under the following types:

- Innovative Entrepreneur
- Research Entrepreneur

- Social Entrepreneur

Innovative Entrepreneur

Innovative entrepreneurs are individuals who bring new ideas, products, or processes to the market, focusing on creating something that doesn't exist or heavily improving what is already there (Schumpeter, 1934). We consider that VAS-Y is a tourism app that is fresh and original and will use technologies like maps, names of touristic places with images through satellite or real-time language translation. The goal is to completely change the way people plan or experience travel, offering something new and different that makes the app stand out in the market.

Research Entrepreneur

Before creating the app, the staff of VAS-Y will look for creating ways to survey the tourism population to extract valuable information to cope with their needs and meet their expectations. We will carefully study what is missing or what travelers need to develop our app based on clear demand and solving specific problems related to traveling tourism.

Social Entrepreneur

VAS-Y will be based on sustainable and responsible travel. We as entrepreneurs are looking to create positive social or environmental impacts, like making traveling more accessible for tourists but also to create awareness about taking care of natural resources, locations that will be visited in terms of supporting local communities, instead of just focusing on self-profit.

Entrepreneurial ecosystem

An entrepreneurial ecosystem consists of all the interrelated elements that support the growth and sustainability of new businesses, including government policies, education,

financial institutions, and the culture surrounding entrepreneurship (Stam, 2015). An entrepreneurial ecosystem is like a community and the different parts that take a role in a business that help and affect the growth and success of business owners in a specific area or field. It's like working in a team with people, organizations, rules, and tools that come together to help new businesses grow by giving them the support needed to start, expand, and keep going. Talking about different elements that comprise the entrepreneurial ecosystem, it becomes necessary to specify more about some of them and how VAS-Y plays its role on them:

Entrepreneurs: Being on top of the ecosystem which means we as the people who came out with this new idea of the app which also aims to help more entrepreneurs due to nature and broad range of opportunities VAS-Y will bring within.

Investors: To turn VAS-Y into reality, money will be required. It means that we will be open to dealing with people who can serve as investors to maintain servers working (because it is an app). Our investors are not just rich and powerful people, VAS-Y will work hand in hand with other people who can offer monetary sustainability, for example: tour operators and touristic places interested in our services.

Networking Opportunities: In the sense of technology playing our cards, we have several tools that can help our application gain visibility. Social media will be a valuable online resource to spread our services throughout the country. Let us be honest, who does not have a cellphone and internet connection while traveling.

Culture and Innovation: It is strongly believed that culture is what attracts people to get together in no matter what part of the world. In our country, culture has an important place due to history and tourism, alongside impressive beaches, lakes, lagoons and mountains full of ancient myths that enrich even more the experience of tourists, VAS-Y will arrive to

offer innovation in the way of travelling because there will not be excuses about how to arrive places. The guidance of the app will be everything you might need to go anywhere you want in the country.

Markets and Customers

A vibrant ecosystem must provide access to markets, meaning entrepreneurs need to have a clear path to reaching customers. A good ecosystem ensures that businesses can find and reach their target audience quickly. We care about our customers so much and due to it we need to make a strong appearance in online marketing (in our case online stores such as Appstore and Play Store) that way, it will be easier to get to more potential customers (tourists).

Government and Regulatory Framework

In other words, 'POLICIES'. The Government plays a crucial role in shaping the ecosystem by providing supportive policies, tax incentives, grants, and creating an overall business-friendly environment. Regulations that work together with all the implied parties, so everyone can benefit from them.

We are not certain about laws that support the creation of apps in El Salvador but we are sure that we count with laws to protect the rights of this innovative idea so it can not be claimed by third parties in the case somebody else would steal it. What we have it a regulations o better said a bunch of regulations in terms of tourism and how it implies not only natural people but also organizations, natural places and many more that together create a solid construction to take advantage of tourism.

This is important because VAS-Y wants to promote tourism in the country so let us look at the Salvadoran policies about tourisms and how they help to develop our idea under the oath of law without breaking it:

LEGISLATIVE ASSEMBLY - REPUBLIC OF EL SALVADOR

DECREE No 899

THE LEGISLATIVE ASSEMBLY OF THE REPUBLIC OF EL SALVADOR,

IN CONSIDERATION OF:

. - Art. 101 of the Constitution establishes that it is an obligation of the State to promote the economic and social development of the country, promoting the growth of production, productivity and rational use of resources of the same one.

II. - That the territory of the Republic is endowed with resources which, by their geographical location and its cultural, historical and natural characteristics, have potential for tourism development, whose rational use will contribute to the improvement of and diversification of tourist offer, the creation of new workplaces and, with this will lead to higher levels of employment and quality of population life.

III. - That it is in the national interest to stimulate the development of tourism activity, such as means of contributing to the economic growth and social development of the country, creating the most favorable conditions for the development of the initiative private sector, based on sustainability as an inseparable formula of competitiveness,

respecting the environment and natural resources; and cultural and in the diversification of products and improvement of quality services, as essential conditions for ensuring the profitability of tourism industry.

IV. - That it is necessary to regulate the protection, promotion, development and training of the tourism sector in the country, by means of a Law, to obtain maximum benefits to the sector, which will contribute to the country's image and identity as a tourist destination.

LEGISLATIVE ASSEMBLY - REPUBLIC OF EL SALVADOR

CHAPTER I

SUBJECT AND DEFINITIONS

Art. 1.- The purpose of this Law is to encourage, promote and regulate the industry and services tourist services in the country, provided by national or foreign natural or legal people.

Art. 2.- For the purposes of this Law:

- a) Tourism or tourist activity: The activities that people perform during their trips in places other than their usual residence for a consecutive shorter period of one year, for recreation or rest;
- b) National Tourism Resources: All recreational, archaeological and cultural resources and sites; cultural and natural resources within the country that are considered to be or developed as tourist attractions;

- c) Industry and Tourism Services: Activities of producers of goods of consumption for tourists and service providers for tourism activity, as well as public and private institutions involved in the promotion and development of tourism in El Salvador;
- d) Tourist: Any person who stays at least one night away from his usual place of residence and tourism;
- e) National Tourist Interest Project: Construction Master Plan or Project, The renovation or improvement of tourist infrastructure and services, which is qualified as by the Executive Body in the Tourism Branch, by virtue of its interest and context recreational, cultural, historical, natural or ecological, which make it eligible to enjoy the incentives provided by this Act;

Competences of an entrepreneur.

Leadership

Entrepreneurial leadership involves guiding and inspiring teams toward a shared vision, while being able to adapt quickly to changes in the market and making decisions that drive the business forward (Kuratko, 2014). That is why our staff is based on people who have this competence, if one person cannot accomplish a task, another person must take responsibility to know what to do and how to do it. We are pretty sure VAS-Y can be well developed under the leadership of any of the members of the staff.

Decision-Making

Effective decision-making is a critical entrepreneurial skill, requiring the ability to weigh risks and opportunities while maintaining agility in response to new information. Entrepreneurs often make decisions under conditions of uncertainty and must balance intuition with data analysis. (Eisenhardt, 1989). Entrepreneurs need to be confident in making

quick and effective decisions, often under pressure. This requires analyzing information and considering potential risks and outcomes.

For VAS-Y this is crucial because things might change in a blink of an eye and innovating or implementing new strategies is what will keep us profitable. That is why our team needs to be open to sudden changes that might be for improving our services.

Financial literacy

Financial literacy refers to the ability of entrepreneurs to understand and manage financial resources, including budgeting, cash flow management, and investment decisions. This competency is essential for ensuring the financial sustainability of a business (Ritter, 2003).

We are committed to learning new information in terms of financial studies, economy and anything that helps us grow in knowledge as much as income to support our application.

Strategic thinking

Entrepreneurs must have a long-term vision and be able to create strategies that will help them reach their goals. This involves recognizing trends, anticipating market changes, and planning for growth.

In our company, we will ready to face new trends, opportunities of spreading and so much more to become the number one application in people's phones when they visit new places in El Salvador.

Networking

Building relationships with investors, customers, partners, and other entrepreneurs is key. Successful entrepreneurs know how to connect with people who can support and grow their business.

That is why our application seeks to create strategic links with other type of entrepreneurs that can offer different products and services with the sole objective of root for productivity, economy, welfare, cooperation and more so everyone can take advantage of our services in VAS-Y.

Sales and Marketing

Entrepreneurs must have a solid grasp of how to promote their products or services. This includes understanding the market, reaching customers, and building a brand. We know how this world works nowadays, and promoting our app is like spreading news, social media will be our ally in this game. We already have a brand and a symbol that will identify us in the virtual market (if we can call it like that) so spreading our app will be just a matter of time and constant effort.

Problem-Solving

The ability to identify issues quickly and come up with innovative solutions. Entrepreneurs face numerous challenges, so creative thinking and resourcefulness are crucial.

The staff of VAS-Y are people with critical thinking and can face and solve any difficulty that can occur. What we need to be aware of is about the problems that are linked to our services without the intervention of third parties, we can try as hard as we can to solve it but when an inconvenience happens with a third party, VAS-Y is not in charge of that situation. That is why we need to be partial and neutral when something unexpected happens.

Risk Management

Entrepreneurs need to assess and manage risks effectively. They must be comfortable with uncertainty and know how to mitigate potential losses while capitalizing on opportunities.

Being open to new challenges is important for us, a good decision can catapult us to success, and we will all be happy. But if something goes wrong, we also need to be prepared to launch a B plan to face possible losses in the company and minimize them as much as possible. So, we can continue with normal productivity but knowing that we will rise again.

Characteristics of An Entrepreneur

Entrepreneurs are often characterized by their resilience, risk-taking, creativity, and self-motivation. These traits allow them to persist in the face of challenges, innovate in their business practices, and maintain a high level of commitment to their ventures (Timmons & Spinelli, 2009). We think this principle must rule when we are working on VAS-Y but for a better understanding let us break some of them down:

Passion

This value is what moves us because VAS-Y is created from passion. Passion for our country, for the magnificent natural places, for the magic of the unknown in new cultures. That is why the app pretends to help people get to those places and we as the creators are more than happy with this project.

Resilience

We know that this project will not be easy to carry out, there will be good days and there will be days when the storm will strike us right on our faces, but a good entrepreneur will never give up. We will endure bad times with the best smile possible.

Self-Motivation

Each of the members of our staff knows his own worth, that is why we complement each other so well. We do not have room for pessimism or bad feelings. Each one works in the area that best fits. If the work gets hard, we look for help and support.

Adaptability

It is true that this is a totally technological new tool for people who travel and visit us. It means that we need to have a good knowledge about technology. But what happens if one member does not have it, well, adaptability is the key. Alongside commitment we need to be able to gain the necessary experience to adapt to any situation. The more we grow in knowledge, the more we can adapt easily.

Limitations and challenging situations for the entrepreneur

Entrepreneurs face several limitations, including access to capital, market competition, regulatory challenges, and personal time constraints. These challenges can hinder the growth and sustainability of a business unless managed effectively (Gartner, 1985). Not everything will be easy for the creation of VAS-Y and sometimes it might feel like an up-hill battle but resilience must reign, even though we need to convey some of those limitations that can affect us in the way:

Access to Capital

The first thing we need to understand is that money is important in any type of entrepreneurial business. To start with our application, we might have at least \$5000 dollars and for that we need to make an effort from our own pockets if we want to make this dream a reality or also implement other type of mechanism to recollect the money needed to start.

Market Competition

One of our biggest fears is the market competition that can cause an idea like this. Once we have done the first steps and have announced this innovative idea, many others can start copying our idea and if they have more money and resources they can represent a real threat for us.

Uncertainty and Risk

Fear of taking risks is just something that makes us think about what happens if people will not like our idea or if people in our country do not support our idea. But risks are part of our journey as entrepreneurs, and we have to take this opportunity for bad or for good.

Time management

We are all adults now; we have different schedules and different jobs. Managing our time to work together can be somehow challenging and if we really need to accomplish and carry out this business, we might make an extra effort to develop this nice idea.

Customer acquisition and Retention

We might need to be loyal to the needs of our customers, give them what they want and need. If we do not count with the necessary, it could represent a loss in the preference of our customers. We always bear in mind that customers are our target to please and get satisfied.

Economic fluctuations

We might need to find rates on the market that adapt to the pocket of national and international tourist in which the fluctuation in prices do not represent a discomfort in any of them.

Technological challenges

We fear that at a certain point, we might need more sophisticated technological tools to carry out and give maintenance to our servers and updates in the app. But that will be seen only in time ahead.

Personal sacrifice

When everything goes well the world is happy, when the storm starts, some people might say goodbye. In our vision, sacrifice is something that can ruin our plans if not

everybody is really involved. Many situations can come between our will and our personal life situations. But here is the breakpoint in which we will see who is ready to become a real entrepreneur.

Factors of success

We know that despite the challenges and difficulties we can count with many factors of success that can makes us feel relieved when our will is low. Let us take a look at some of them:

Passion and motivation

Entrepreneurs who are passionate about their business idea work harder and stay committed, even when things get tough. Passion keeps you going when challenges pop up and gives you the drive to keep improving.

It gives you the energy and focus to put in the long hours and effort needed to turn an idea into a successful business.

Clear vision

Successful entrepreneurs know exactly what they want to achieve. Having a clear vision means you can set specific goals and stay on track, knowing where your business is heading. VAS-Y is based on a specific vision, what its purpose is, how it will work, who are the customer targets and why it was born. A clear direction helps us make decisions that bring us closer to our goals and avoid distractions.

Focus and discipline

As entrepreneurs, we often have many tasks to carry out, from managing finances to developing products. Staying focused on what matters most and being disciplined with time and resources is key to getting things done.

Focus and discipline keep us productive, make sure we are working on the right priorities, and help avoid wasting time on less important tasks.

Financial Management

Knowing how to manage money is one of the most important skills for an entrepreneur. You need to understand budgets, cash flow, and how to invest wisely to keep your business healthy. Good financial management ensures you have enough money to grow your business and handle unexpected expenses.

The Importance of Ethical Practices in Entrepreneurship

Ethical practices are not just a romantic notion; they are essential for the long-term success and sustainability of entrepreneurial ventures in the business world. Operating a business ethically is morally right and provides tangible benefits that contribute to a positive bottom line.

Ethical practices in entrepreneurship are key to establishing and maintaining trust. Customers, investors, employees, and other stakeholders highly value businesses that operate with integrity and ethical standards. By consistently demonstrating ethical behavior, entrepreneurs can build a solid reputation and foster trust, leading to customer loyalty, increased investor confidence, and stronger business relationships.

Ethics also play a crucial role in mitigating risks and minimizing legal liabilities. Unethical practices can lead to legal consequences, damage a company's reputation, and result in financial losses. By adhering to ethical practices and legal obligations, entrepreneurs can create a compliant and resilient business that operates within the boundaries of the law.

Furthermore, ethical practices contribute to the overall well-being of society and the environment. By integrating social responsibility and sustainability into their operations,

entrepreneurs can positively impact their communities and contribute to the greater good. This enhances their brand image and attracts socially conscious customers and partners who share similar values.

According to this brief explanation, VAS-Y relies on so many responsibilities to become a trustful business on the market even if it is an application for technological devices, we have responsibility toward the following parties: Customers, investors, employees, the environment and probably some others, but let us break down the previously mentioned.

Responsibilities

Responsibilities with customers

Entrepreneurs have a significant responsibility toward their customers, ensuring that the products or services they offer meet or exceed expectations in terms of quality, safety, and reliability. This includes honest marketing and providing accurate information about the product's benefits and limitations. Fulfilling promises and maintaining trust are essential to building long-term customer relationships (Kotler & Keller, 2016). Entrepreneurs must also be responsive to customer feedback, adapting and improving based on needs and concerns.

Responsibility with investors

Entrepreneurs also have a duty to their investors to manage the business in a way that maximizes profitability and returns on investment. This involves transparency in financial reporting, ethical use of funds, and strategic decision-making that aligns with the agreed-upon goals between the entrepreneur and the investors (Davila et al., 2013). Regular updates on business performance, coupled with proactive risk management, are key to maintaining investor trust and securing long-term support.

Responsibility with Employees

Entrepreneurs have a critical responsibility toward their employees to provide a safe, fair, and motivating work environment. This includes ensuring fair wages, creating opportunities for professional growth, and maintaining a healthy work-life balance. Respecting diversity and ensuring a culture of inclusion and respect in the workplace are also vital (Dessler, 2020). Additionally, entrepreneurs should foster an environment where employees feel valued and are encouraged to contribute to the company's success.

Responsibility toward the environment

In recent years, environmental responsibility has become a key concern for entrepreneurs. This involves adopting sustainable practices in business operations, such as reducing waste, conserving energy, and minimizing the company's carbon footprint (Elkington, 2018). Entrepreneurs should also strive to create products that are environmentally friendly and implement ethical sourcing and production practices. Incorporating sustainability into business strategies can not only meet consumer demand for greener products but also reduce long-term operational costs.

Apart from these responsibilities we as entrepreneur of the app VAS-Y also have responsibility and duties to accomplish and some of them are:

Responsibility of the entrepreneurs

Entrepreneurs also hold a responsibility toward their peers and the broader entrepreneurial community. This involves fostering a spirit of collaboration, mentorship, and ethical competition. Entrepreneurs should share knowledge and experiences, especially with those who are just starting out, and contribute to the development of a healthy entrepreneurial ecosystem (Freeman & Siegfried, 2015). Additionally, they are expected to engage in fair

business practices, avoiding unethical behavior that could harm competitors or the industry as a whole.

Market Niches

Definition

What is a market niche? A market niche is a marketing term used to refer to a portion of a market segment in which individuals have homogeneous characteristics and needs, and the last ones are not fully covered by the general market offer. Market niches are based on recognizing in segmentation a new business opportunity arising from unsatisfied needs to then be exploited economically by a company, but it may also be because there are not enough companies to supply that need.

Difference between market segment and niche

A market niche represents a small part of a market segment; one cannot exist without the other. A market segment represents a much larger group of consumers, and a niche focuses on unexplored or little-known groups.

Key characteristics of a market niche

Knowing the characteristics of a market niche is very important to make it easier to identify. Some characteristics to take into account could be the following:

- It must reach a very segmented public. It must cover a relatively small group of people, entities or companies.
- It must be of an adequate size to be able to offer the profitability expected of a business. A lot of segmentation but with enough public; what's more, ideally this segmentation should mean that its target public is willing to pay more for it.

- It must be based on the interest in providing a solution to a specific demand requested by a smaller group of people or companies within a broader market segment.
- It must be the fraction of an already existing and profitable market.
- It must be a market free of competition.

Niche Market Strategy

Niche market strategy refers to all the steps required to explore market needs in a specific area and find the right niche that represents a business opportunity, as well as the subsequent work to create and grow a business in that niche.

Elements to choose our niche market

When we considered the creation of VAS-Y, we based our decision on whether there was an application, or a service that would help local and foreign tourists to practice tourism themselves and preferably using public transport as it is cheaper. We discussed it and all agreed that there wasn't, there was no service similar to what we had thought. In addition to helping the public know more tourist sites, the application would also show them accommodation options, and even tour packages that will be available thanks to partnerships we have with several tour operators.

The main objective of our service is to facilitate the way of doing tourism and promote tourism in places where tourism is very little. Usually, our tourism focuses on the famous circuits, which are: la ruta de las flores, la ruta fresca, la ruta panoramica, among others. But the truth is that our country has more to offer; and this is what we want to achieve with our application; boost tourism in those places that have attractions to offer but are very little known due to lack of publicity. The application would explain which bus routes and where to take them to get to tourist sites. And as mentioned above, within the application you will

also find accommodation options, activities that can be performed that are close to the main place of interest, among other functions.

Target audience

It was not very difficult to determine our audience; since what is sought in boosting tourism, then our target are tourists: both local and foreign.

Problem

The biggest problem we identified is that not all our country's tourist attractions receive the importance and publicity they deserve. That's why in our app will be given visibility to many more tourist sites than the popularly known. At the same time, we will answer the question that all tourists have come to ask themselves at some point: *and how do I get there?*

We will address this concern by explaining in detail how, and where, to board the transport that would take them to the tourist site in question.

Desired result

We hope, through our application, to revolutionize local tourism and create a new way of exploring. It is hoped that the app will boost tourism further and make tourists feel comfortable and safe by knowing how to get to places of interest.

Logo

A logo serves as the face of a brand, providing a visual cue that fosters recognition and establishes credibility. Smith, J. (2022).

What is the importance of a logo?

While a logo's main function is to help identify, it actually does much more. Let's take a closer look at what a logo can do for your business or personal brand and why it's important.

Make a first impression: As the saying goes—you never get a second chance to make a good first impression, and a logo is the perfect way to make a memorable one that grabs your customers' attention and sparks their interest. Your logo is often the first, and most prominent thing to be noticed by your audience.

Help you stand out in a crowd: In the sea of endless content and advertisements, an unforgettable logo should be different enough to stand out in your consumers' minds. You can achieve this by researching the competitors and their branding in order to differentiate yourself and position your brand strongly.

Shape your brand identity: You want to have a distinct and cohesive look that immediately establishes what your brand stands for, and how it will be perceived. This is known as your brand identity, and refers to the specific visual appearance that your brand will develop. The distinct logo you create can serve as a starting point to build upon, and should be aligned with the overall vision.

Create a strategic branding tool: When it comes to branding, it's important to have a well-defined brand strategy that clearly outlines your values and goals. Think of your logo like a piece of the puzzle, an intrinsic component of this strategy that can communicate your brand message across marketing channels. To give you an idea, your logo can be used on

your website, your social media platforms, business cards, packaging, physical locations and much more.

Promote brand awareness: As your brand grows, your logo grows with it, becoming more familiar to your audience and to the world. For example, think of a time when you saw somebody sipping coffee from a Starbucks cup, you instantly knew where that java came from. Or how some of the best podcast logos are instantly recognizable. This is how a strong logo can help create powerful associations in your customers' minds and foster trust and loyalty for your brand.

Strengthen your message: A logo is an effective way to inform your customers about your company without using any words. In seconds, one simple symbol can show what industry you're in, what type of service you offer, your brand values (many church logos are a great example of this) and express the overall vibe of your business.

What makes a good logo?

A good logo is one that is simple, memorable, versatile, appropriate and distinctive.

Simple: A good logo should be easy to understand and remember, this means avoiding complex designs that can be difficult to reproduce across multiple assets. A logo is used on websites, on physical marketing materials including print ads and signs, as well as across digital resources. It should be easy to format and look good on any asset.

Memorable: A good logo should be unique and stand out from the competition. Always aim for a design that is easy to recognize and remember.

Versatile: A good logo should be able to be used in a variety of mediums and sizes. It should look good in both black and white and color and it should be scalable to any size without losing its impact.

Appropriate: A good logo should be relevant to your brand and target audience. It should reflect your brand values and personality, and it should appeal to your customers not just you and your employees.

Distinctive: A good logo should be unique and stand out from the competition. Avoid generic designs that are similar to other logos.

Relevance: A logo should be relevant to create immediate recognition establishes a strong first and lasting impression of a brand. An example of this would be a pet walking business that features a dog on its logo. Less relevant would be to include an image of an elephant.

Timeless: A logo should be timeless for long term brand recognition. A timeless design remains effective and relevant even if trends change, reducing the need for frequent redesigns. This consistency contributes to brand loyalty and saves business resources by avoiding costly rebranding efforts in the future.

Importance of mission, vision and values

A clear mission, vision, and set of values not only guide a company's strategy but also inspire employees and foster a strong organizational culture. Doe, J. (2023).

Mission, vision and core values statements are foundational elements of every company. Businesses without well-thought-out philosophies or frameworks lack direction, have weak company cultures and poor organization. Management may be unsure of what to prioritize, what kind of workers to hire and where to invest assets and human resources.

Here are some specific advantages of having mission, values and vision statements.

Clear foundational statements can foster a positive work environment opens in new window. They can help attract workers with the same values and interests as the company.

These people are more likely to be passionate about their work and buy into the company's long-term mission.

Well-planned statements can also inform management styles within the organization opens in new window. Professional values and ethical guidelines can guide personnel and disciplinary decisions and help craft workplace policies. Meanwhile, executives can make strategy, budgeting and resource allocation decisions using mission and vision statements as standards by which each is measured.

Mission and vision statements can ensure uniform messaging. Consistency is key to building a strong company image and running effective marketing and PR campaigns.

Investors, stakeholders and other businesses will also look at these foundational statements to assess the company's suitability for investment or partnerships.

Logo of our application VAS-Y and company logo

Figure 19

VAS-Y logo



Figure 20

VAS-Y company logo



Company motto

‘A new way to explore’

We decided this as our motto to capture the essence of El Salvador’s hidden beauty and vibrant culture. Our country is more than just a destination, it’s an adventure waiting to unfold in new and exciting ways. From our stunning volcanic landscapes to pristine beaches and rich cultural heritage, El Salvador offers endless possibilities for discovery. With this motto, we invite the world to see our country with fresh eyes, to uncover its untold stories, and to experience its warmth and natural wonders like never before. It’s not just about exploring a place, it’s about rediscovering the soul of El Salvador in a way that inspires and connects.

Mission

Provide foreign and local tourists with an effective tool to travel to different tourist destinations within El Salvador through the objective help of VAS-Y, which offers transportation suggestions that adapt to the needs of each one.

Vision

To be the app number one in the country for tourism and to become a substantial tool on electronic devices of local and foreign tourists and in this way create a more dynamic, productive and sustainable tourism where everyone involved wins.

Values

Loyalty

Our duty to remain faithful to covering the transportation needs of our users makes us loyal to continue improving day by day and presenting new and improved options for greater benefit and enjoyment of our services.

Responsibility

It is not only about benefiting our users but also about ensuring that the service is of quality and accessible to everyone within the country. The trust placed in us does not disappear from one day to the next, which is why being responsible is a primary duty.

Commitment

The goal is not just to create an application and that's it. It is about working hand in hand with all those involved in Salvadoran tourism. Entrepreneurs, tourist sites and tourists are our main targets to offer a pleasant experience that benefits everyone equally.

Respect

We must all take into account that the heritage of a country must be preserved and cared for. That is why VAS-Y aims to instill and raise awareness among tourists about the duty to care for each place they visit. Behind our arrival there are still people who come to visit, and we must keep our rooms clean for others.

Companionship

We aim not to create competition in the country but rather to be drivers for third parties. Working hand in hand with us should mean help to increase their products or services as well.

Cooperativity

The aim is to support organizations that also ensure the care and development of sustainable tourism in the country. The more support we have or generate, the better and more beneficial it will be to continue increasing tourism in the country.

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