

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



**TOPIC:**

**COURSE ON TOURISM PRODUCT: "SIVAR FRUITS"**

**PRESENTED BY:**

**Br. DAVID ALEXANDER BAUTISTA QUINTANILLA (BQ17006)**

**Br. IBELICE MAGALY DURÁN AGUIRRE (DA17022)**

**IN ORDER TO OBTAIN THE DEGREE OF:**

**BACHELOR IN MODERN LANGUAGES ENGLISH AND FRENCH AND BACHELOR OF ARTS  
IN ENGLISH WITH A MAJOR IN LANGUAGE TEACHING**

**REPORTE FINAL DEL CURSO DE ESPECIALIZACION EN  
PRODUCTO TURISTICO "SIVAR FRUITS"**

**PROFESSOR'S NAME:**

**MAESTRA GLORIA CAROLINA ORTEGA**

**GENERAL COORDINATOR OF THE GRADUATION PROCESS**

**MAESTRO MIGUEL ÁNGEL CARRANZA CAMPOS.**

**CIUDAD UNIVERSITARIA, DR. FABIO CASTILLO FIGUEROA, SAN SALVADOR CENTRO,  
EL SALVADOR, CENTROAMÉRICA, FEBRERO DEL 2025**

**AUTHORITIES OF THE UNIVERSITY OF EL SALVADOR**

**RECTOR**

MAESTRO. JUAN ROSA QUINTANILLA

**ACADEMIC VICE-RECTOR**

DOCTORA. EVELYN BEATRIZ FARFAN MATA

**ADMINISTRATIVE VICE-RECTOR**

MAESTRO. ROGER ARMANDO ARIAS ALVARADO

**GENERAL SECRETARY**

LICENCIADO. PEDRO ROSALÍO ESCOBAR CASTANEDA

**AUTHORITIES OF THE SCHOOL OF ARTS AND SCIENCES**

**DEAN**

MAESTRO. JULIO CESAR GRANDE RIVERA

**VICE DEAN**

MAESTRA. MARIA BLAS CRUZ JURADO

**SECRETARY OF SCHOOL OF HUMANITIES**

MAESTRA. NATIVIDAD TESHÉ PADILLA

**AUTHORITY OF THE DEPARTMENT OF FOREIGN LANGUAGES**

**HEAD OF THE FOREIGN LANGUAGE DEPARTMENT**

MAESTRO. JOSE ISRAEL OLIVA

**GENERAL COORDINATOR OF THE GRADUATION PROCESS**

LICENCIADO. MIGUEL ANGEL CARRANZA CAMPOS

**SPECIALIZATION PROFESSOR**

LICENCIADA. GLORIA CAROLINA ORTEGA

## INDEX

Abstract.....	3
Introduction .....	4
CHAPTER I: TOURIST SERVICE PROFILE .....	5
1.1 Objectives.....	6
1.1.3 Justification.....	7
1.2 Description of product.....	8
1.2.1 Name of the product .....	8
1.2.2 Location.....	8
1.2.3 Product service.....	9
1.3.4 Sivar Fruits' tours.....	10
1.3.5 Service Attributes:.....	11
1.4 Typology .....	12
1.4.1 Gastronomic tourism .....	12
1.4.2 Cultural tourism: .....	13
1.4.3 Business tourism .....	14
1.5 Product expansion.....	14
1.5.1 Visiting consumers .....	14
1.5.2 Visit suppliers .....	14
1.5.3 Attending events.....	15
1.5.4 Getting sponsorships.....	15
1.5.5 Corporate events and meetings .....	16
1.5.6 Promotion of health and well-being.....	16
1.5.7 Local gastronomic experience .....	16
1.6 Application of strategy for human development and sustainability .....	17
1.6.1 Environmental Awareness.....	17
1.6.2 Local Boosting .....	17

1.6.3 Community Support: “Fruta Solidaria: Feeding Program for Homeless People” .....	18
CHAPTER II: THEORETICAL FRAMEWORK.....	19
2.1.1. Origins of Tourism .....	20
2.1.2 Tourism in the 20th and 21st Centuries .....	21
2.1.3 Tourism and the COVID-19 .....	21
2.2. History of tourism in El Salvador .....	23
2.2.1. Origins of tourism in El Salvador .....	23
2.2.2. How has tourism developed in El Salvador?.....	23
2.2.3. COVID-19 situation in El Salvador.....	24
.....	25
2.2.4. Tourism at the present time .....	25
2.3. Natural resources of the destination area .....	27
2.3.1. Location on the tourist map of El Salvador .....	28
2.4. Cultural identity.....	29
2.4.1 Legends of Ilopango Lake .....	29
2.4.2 Festivities and Gastronomy .....	30
2.4.3 The syncretism.....	31
2.5. Strategic plan: Quality control and customer satisfaction .....	32
2.5.1 Quality Control .....	32
2.5.2 Costumer treatment.....	33
2.5.3 Strategic Plan map: .....	34
CHAPTER III: .....	36
ENTREPRENEUR RESPONSIBILITY.....	36
3.1. Profile of the entrepreneur .....	37
3.1.1. Definition of entrepreneur .....	37
3.1.2 Types of Entrepreneurs .....	37
3.1.2.1 Innovation-Driven Entrepreneur.....	37
3.1.2.2 Improvement-Focused Entrepreneur .....	37
3.1.2.3 Social Entrepreneur.....	38

3.1.3 Entrepreneurial Ecosystem .....	38
3.1.3.1 Key Laws in El Salvador Supporting Entrepreneurship:.....	39
3.1.3.2 International Agreements Supporting Entrepreneurship: .....	40
3.1.3.3 Entrepreneurial Support Programs: .....	40
3.1.3.4 Challenges in the Entrepreneurial Ecosystem: .....	41
3.1.4 Competences and Characteristics of the Entrepreneur .....	42
3.1.5 Barriers When Undertaking .....	42
3.1.6 Success Factors.....	42
3.2 Responsibility .....	42
3.2.1.1 Responsibility to Customers .....	43
3.2.1.2 Responsibility to Employees.....	43
3.2.1.3 Responsibility to Society.....	43
3.2.1.4 Responsibility to the Environment .....	43
3.2.1.5 Responsibility to Yourself .....	43
3.2.2 Corporate Social Responsibility (CSR) .....	44
3.2.2.1 Boosting Economic Growth .....	44
3.2.2.2 Promote Local Culture.....	44
3.2.2.3 Raising Awareness of the Significance of the Environment .....	44
3.2.2.4 Volunteering .....	44
3.2.2.5 Donations .....	45
3.3 Niche Market .....	45
3.3.1 Definition .....	45
3.3.2 Characteristics of a niche market .....	45
3.3.3 Type of market niches .....	46
3.3.3.1 Age group.....	46
3.3.3.2 Groups with special conditions .....	47
3.3.3.3 Group by gender .....	49
3.3.3.4 Group by occupation .....	50
3.3.3.5 Group by ideology and values .....	51

3.3.4 Application to our project .....	53
3.4 General information of the entrepreneurship.....	55
3.4.1 Logo .....	55
3.4.2 Slogan .....	56
3.4.3 Mission and vision .....	57
3.4.3.1 Mission.....	57
3.4.3.2 Vision .....	57
3.4.4 Values .....	58
CHAPTER IV:.....	59
BIBLIOGRAPHY.....	59
4.1 Resources .....	60
4.1.3 Images .....	64
4.1.4 Annexes .....	68

## **Abstract**

In a context where sustainability and health are growing priorities, ecological and reusable cups containing seasonal fruits emerge as an innovative solution. These containers, designed to minimize environmental impact, promote responsible consumption by reducing the use of disposable plastics. By incorporating fresh and seasonal fruits, healthy eating habits are encouraged, offering a nutritious and attractive snack that satisfies both the palate and dietary needs. This approach not only contributes to individual health, but also supports local producers and reduces the carbon footprint associated with food transportation. In summary, organic glasses with seasonal fruits represent an ideal option for those looking for a conscious and sustainable diet. In addition, customer service and quality are fundamental pillars in building solid relationships between companies and their consumers. Effective customer service not only responds to inquiries and resolves problems, but also anticipates needs and offers personalized service, generating satisfaction and loyalty. On the other hand, the quality of products or services is crucial to maintaining customer trust. The perception of quality directly influences the customer experience and, therefore, the brand's reputation. Companies that combine exceptional customer service with high quality standards tend to stand out in the market, as they create a positive cycle where customer satisfaction drives repeat purchases and positive word of mouth. In a competitive environment, investing in customer service staff training and continuous quality improvement translates into sustainable advantages, increasing customer retention and promoting long-term growth. In short, a strategy that integrates customer service and quality is essential for business success.

**Keywords:** *health, sustainability, loyalty, customer service, quality, business, satisfaction.*

## **Introduction**

Tourism has long been a powerful force in shaping cultures, economies, and societies around the world. As one of the most dynamic industries, it reflects the evolution of human curiosity, exploration, and the desire to experience the unfamiliar. The history of tourism reveals a journey that spans centuries, evolving from the Grand Tours of the elite in the 18th century to the democratized travel experiences available today. This historical context provides a vital backdrop for understanding the unique trajectory of tourism in specific regions, such as El Salvador.

El Salvador, a country rich in history, culture, and natural beauty, has witnessed a unique development in its tourism sector. From its colonial past to its more recent efforts to establish a vibrant tourism industry, the nation's journey is intertwined with its cultural and natural heritage. The legends of Ilopango Lake, for instance, are not merely tales of the past but are emblematic of the deep connection between the land and its people. Furthermore, the syncretism evident in Salvadoran culture; where indigenous beliefs blend seamlessly with colonial influences creates a unique cultural landscape that is both fascinating and inviting for tourists. This blending of traditions offers visitors a deeply immersive experience, where the past and present coexist in harmony.

To develop our product "Sivar fruits", it is necessary to create a pattern of quality control, which will serve as a guide to expand our product and direct it to the area we want, also, it is necessary to know about our origins, especially to that place where we will start our venture. It is necessary to know what our public likes and analyze this information for the formation and distribution of our fruit in peculiar ways to attract the attention of the sector.

# **CHAPTER I: TOURIST SERVICE PROFILE**

## **1.1 Objectives**

### **1.1.1 General objective:**

- To promote an environmentally friendly product by providing healthy snacks options to tourist and locals, fostering our brand to different consumer sectors and different markets in the country.

### **1.1.2 Specific objectives:**

- To help the environment through our reusable cups.
- To provide fresh and seasonal fruits as a healthy snack option
- To boost the local distributors that supply our inventory, mutually benefiting us.

### **1.1.3 Justification**

Ilopango Lake is one of the places everybody must visit, Lake Ilopango is a lake of volcanic origin in El Salvador. It has a surface area of 72 km<sup>2</sup> and a depth of 230 m. It is located between the departments of San Salvador, Cuscatlán and La Paz. It is the largest natural lake in El Salvador. Its waters, with abundant fishing like mojarras, guapotes and juilines, the lake is perfect for diving or motor boats, or just to enjoy the climate and view.

The lake already has a variety of businesses, but none like Sivar Fruits, this is where the idea of giving the public something different was born, where they can taste different seasonal fruits with the unique touch that Sivar Fruits offers. Of course, this product will work hand in hand with environmental sustainability, since our product will be served in reusable cups which in turn aims to give the customer something unique from El Salvador.

This work is based on motivating people to visit Ilopango Lake of course in which it is taken into account that it is a beautiful place in this country and also to get to know Sivar Fruits. Through this document, we intend to introduce a different perspective about this product.

**1.2 Description of product**

**1.2.1 Name of the product**

The name of our product is call *Sivar Fruits*, the name was given because our main coverage area would be in San Salvador and as Salvadorans, we all know the capital is well known as “Sivar” and then we have “Fruits” that is a direct translation from English language of what our product is about. Our name aims to call the attention of local and foreign tourists who want to taste the best fresh fruits.

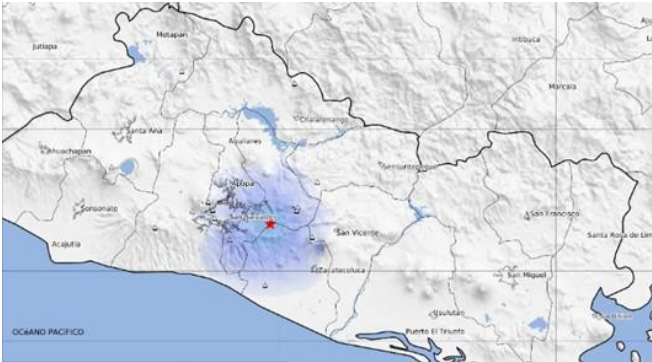
**1.2.2 Location**

Our main headquarter will be located in Turicentro Apulo, Villa Vela, Ilopango Lake, Between Departments San Salvador, Cuscatlán, and La Paz.

It is located at an altitude of 440 meters above sea level, 16 km from the city of San Salvador, between the departments of San Salvador, Cuscatlán and La Paz. Where we are going to offer our services and tourists can reach us anytime besides our truck tours that are going to take different tourist areas.



Illustration 1: Mapas de Wikipedia, image recovered from: [https://es.wikipedia.org/wiki/Lago\\_de\\_Ilopango](https://es.wikipedia.org/wiki/Lago_de_Ilopango)



### 1.2.3 Product service

The perfect combination of fresh fruits, in small pieces and combined with your favorite sauces will be offered by Sivar Fruits to both Salvadorans and foreigners. You can also choose your favorite glass to collect and take with you a piece of El Salvador.

Our service is going to be based on a fun theme for everyone, since our product is offered to all age groups, they can have fun choosing the final presentation of their fruits since our menu is flexible with steps and they are free to choose any combination.

#### Option 1: Make it crazy!

3 Fruits to choose	2 sauce to choose	Add your topping
Mango	Chamoy	Chili Powder (Tajin)
Watermelon	Tamarind sweet taste	Chopped Nachos
Pineapple	Tamarind Sour taste	Alguashte
Cucumber	Spicy tamarind	Lemon
Apple (Green and red)	Traditional tomato sauce	Corn Spicy kernels
Guava	Bold sauce	
Jocotes	Chili Sauce	

#### Option 2: Go with fancy?

3 Fruits to choose	1 complement	Add your topping
Grapes	Honey	Granola

<b>Strawberries</b>	Whipped cream	Crispy rice
<b>Apple</b>	condensed milk	peanut
<b>Kiwi</b>	powder sugar	Cherry

<b>Peach</b>	Yogurt	Chocolate Chips
<b>Pear</b>		

**Choose your favorite Glass:**



Illustration 3: Collectible glasses, own source.

#### 1.3.4 Sivar Fruits' tours

If you are not able to visit in our main headquarter, here you have our truck tours where you can enjoy of Sivar Fruits:

<b>Monday: 12:00pm to 7:00 pm</b>	<b>Ruta de las flores.</b>
<b>Tuesday: 12:00pm to 7:00 pm</b>	Suchitlan Lake, Suchitoto.
<b>Wednesday: 12:00pm to 7:00 pm</b>	The Devil Door, Panchimalco.
<b>Thursday: 12:00pm to 7:00 pm</b>	The Boquerón Park, San Salvador.

<b>Friday: 12:00pm to 8:00 pm</b>	Historic Center, Liberty Plaza
<b>Saturday: 12:00pm to 9:00 pm</b>	The Tunco Beach, Tamanique, La Libertad.
<b>Sunday: 12:00pm to 8:00 pm</b>	Apulo, Ilopango Lake, San Salvador, La Paz, Cuscatlán.

### 1.3.5 Service Attributes:

As entrepreneurs of Sivar Fruits our main goal is to be innovators, leaders and creative in the concepts of snacks (Fruits), positioning our product in the big market with the best combinations, in that way being recognized for our professionalism and high quality.

We want to contribute to the development of the tourism industry in different areas where a large number of people concentrate, taking into account our main objectives of giving our customers the best experience that suits their exotic tastes. With our different locations we pretend to extend as many people as possible, where we offer flexible locations where people can reach us to taste the best fruits ever. Our locations are reflected in our schedule bar, in case we change any of our schedules or locations we would be posting it on our social networks Instagram and Facebook. Our customers should receive: Respect, Sanitizer products, cleanliness, kindness, good prices, responsibility, respect for the environment, promotions, etc.



Illustration 4:  
<https://www.ubereats.com/store/crazy-fruits-slaughter-In/Ci7O7oaEQaePeLaoVi24TA>

## 1.4 Typology

### 1.4.1 Gastronomic tourism

The United Nations World Travel Organization (UNWTO) defines gastronomy tourism as a “type of tourism activity which is characterized by the visitor’s experience linked with food and related products and activities while traveling.” Gastronomic tourism can include venues like wine tours, distillery tours, culinary tours, and farm tours. These types of tours are growing rapidly around the world. According to a study published in 2013, nearly “39 million United States leisure travelers choose a destination based on the availability of culinary activities”. Those who don’t choose the destination based on culinary activities will seek specific culinary activities after the destination is decided upon. Gastronomic tourism is perfectly suited to meet the needs of age and culturally diverse individuals. Food is uniquely suited to promoting individual cultures and bringing people from diverse backgrounds together. (EKA,2021)

Food has always been a crucial aspect for the human species. The way we obtain food from nature determines how we are, how we live and how we relate. Of course, eating has always been a necessary condition for staying alive. However, the act of eating has its share of enjoyment. The world of preparing and the art of eating well has been developing a cultural view towards food and gastronomy specific to each place.

In the case of Sivar Fruits we offer everyone the enjoyment of a healthy, delicious and affordable snack. We want to leave a unique mark on each and every one of our consumers. Sivar Fruits has the power to bring people together, evoke cherished memories, and inspire creativity in all people.



Illustration 5: Eat right.org> Academic of nutrition and dietetics.  
vhttps://www.eatright.org/food/food-groups/fruits

### 1.4.2 Cultural tourism:

To start, the cultural tourist involves all the activities that a tourist does to witness, study and learn all the characteristics that a new country offers.

The Glasses in which our product will be served have the intention to bring memories of our childhood with brands that only Salvadorian people could relate to but the foreign tourists don't know about this and we think that with our product they could learn about these brands and the story that is behind. This is a way of cultural tourism because this benefits not only for the tourist to know more about our country but also contributes to the ecological tourism because remember that our Glasses are also reusable and eco-friendly and all of these attributes are part of the cultural tourism.

To conclude, Sivar fruits want to give the locals and also the tourists a good experience when they buy our product and we think that through cultural tourism they would learn so many things about our country.



Illustration 6: Turismo cultural: Que es, tipos y ejemplos. (2023)  
<https://www.esic.edu/rethink/marketing-y-comunicacion/turismo-cultural-que-es-tipos-ejemplos-c>

### **1.4.3 Business tourism**

When we talk about companies and businesses and their relationship with gastronomic tourism, many opportunities for growth are involved in society in the national market. Either because our business has expanded and our objectives aim to extend to another country or because our product can imminently break into companies, becoming involved as a healthy and low-cost catering alternative at events, being ambassadors of a brand or national sponsor.

## **1.5 Product expansion**

The idea of gradually expanding is a mission of our product, it is subject to its projection and development, the demand and success that we wish to acquire with our clients and quality compliance. To achieve this objective, we have a plan that constitutes important stages to establish:

### **1.5.1 Visiting consumers**

Customers have essential value for every business or company. That is why we must establish contact with them in person to obtain opinions to improve the product and guide our business to a specific audience in a different geographic area.

When corporate trips are made, it is with the intention of serving clients, we will know them better, we will empathize with them and we will generate trust, which translates into benefits for the Sivar Fruits brand.

### **1.5.2 Visit suppliers**

As necessary as customers, suppliers are a fundamental piece in companies. Direct contact with them helps establish better alliances and achieve price adjustments that allow a good cost in the production line.

### 1.5.3 Attending events

Being present at events related to the market in which our business is developed helps to attract new clients and establish business relationships that will benefit us to expand and, therefore, grow as a company. These events can be public to begin with, promotions and advertising on social networks will help us gain ratings for the brand.



Illustration 7: Editorial Guatemala  
<https://es.dreamstime.com/imagen-de-archivo-editorial-vendedor-de-la-fruta-en-el-guatape-colombia-image46260604>

### 1.5.4 Getting sponsorships

Irruption in sponsorships is a result of getting involved in public events and promoting the brand, for this we must follow the aforementioned stages, meeting the objectives in an estimated time in an organic way. Once we can break into the largest companies, we will carry out a series of activities according to our planning.

### 1.5.5 Corporate events and meetings

Sivar fruits can be a healthy and delicious option for events, conferences and business meetings. Fresh fruits with toppings can be an interesting and different appetizer alternative.

### 1.5.6 Promotion of health and well-being

In the context of business tourism, where people tend to have busy schedules and eat out frequently (commonly junk food), our product can offer a healthy and convenient option for the consumer's budget.

### 1.5.7 Local gastronomic experience

Since we use local fruits and regional sauces, we will take the opportunity to offer business tourists an authentic gastronomic experience from our country El Salvador. In this way they will keep in their minds a good experience and if we have the sponsorship of a brand that contributes to our inventory or in some way, the tourist, local person or consumer in general will have an impression of that sponsor, making known the alliance of that brand with our product.



Illustration 8:  
<https://www.midlothiancenter.com/what-kind-of-food-should-you-have-at-your-corporate-meeting-space-a-closer-look/>

## 1.6 Application of strategy for human development and sustainability

### 1.6.1 Environmental Awareness

One of the things that makes our product different from others are the glasses in which we will serve the fruit because they are reusable and environmentally friendly and this contributes to reducing environmental pollution. On the contrary if we use disposable material to serve the fruit because of the culture of many people they would throw away the trash everywhere and that would give us an environmental pollution problem and that's what we want to eliminate.



Illustration 9:  
<https://www.alamy.com/smiling-man-hold-bag-with-plastic-bottles-for-utilization-happy-guy-recycle-plastic-care-about-planet-and-environment-safety-vector-illustration-image548114541.html>



Illustration 10:  
[https://www.freepik.es/fotos-premium/cesto-basura-llevo-parque\\_4151176.htm](https://www.freepik.es/fotos-premium/cesto-basura-llevo-parque_4151176.htm)

### 1.6.2 Local Boosting

As part of our commitment with the society and the objectives for an economic development of the same, we implemented the system of impulse or local promotion which consists of prioritizing the supply of our brand in an organically local way, this means that all fruit will be bought to that seller or local distributor of our neighborhood. These consumptions are massive since we will buy in the role of wholesalers and we will use "their products (fruits) to create ours (Sivar Fruits). All this forms a chain of support in the economic sector and a win-win situation for all parties. In

addition, we hope to promote those sellers in our social networks as an extra, so that their sales can be boosted and their business can reach more people.



Illustration 11:  
<https://dinero.com.sv/es/economia/item/1424-fmi-y-bcr-confirman-que-el-salvador-ha-crecido-un-9-en-el-2021.html>



Illustration 12:  
<https://diarioelsalvador.com/fusades-estima-que-la-economia-salvador-ena-crecera-en-2-2/17663/>

### 1.6.3 Community Support: “Fruta Solidaria: Feeding Program for Homeless People”

With this program we want to help the community by giving food to people on the streets. This would be possible in Seasons of highest incomes like Christmas time in which people are most in need and we will try to carry hope and happiness by giving them a helping hand. As part of our goal to eradicate hunger with what is in our hands, we have the responsibility to give to the community a little of what we have, being our values God, Family and Love.



Illustration 13:  
[https://www.volunteerforever.com/article\\_post/cheap-ways-to-visit-south-korea/](https://www.volunteerforever.com/article_post/cheap-ways-to-visit-south-korea/)



Illustration 14:  
<https://www.facebook.com/pi/Canasta-basica-a-domicilio-SV-100068660867825/>

## **CHAPTER II: THEORETICAL FRAMEWORK**

## 2.1. History of tourism

When we talk about tourism in our daily lives, we cannot refer to traveling the world, exploring our home country or consuming diverse gastronomies, but the truth is that these definitions are only the tip of the iceberg of world tourism. Tourism is an activity that has existed since ancient times, but its evolution into the industry we know today is relatively recent. The history of tourism can be divided into several stages, each marked by changes in society, the economy, and infrastructure (Gyr, 2010).

### 2.1.1. Origins of Tourism

The concept of traveling for pleasure or exploration has roots in ancient civilizations. In ancient Egypt and Greece, people traveled to participate in religious festivals, sporting events such as the Olympic Games, or to make pilgrimages to shrines. Ancient Rome pioneered the development of tourism infrastructure, building roads and inns that facilitated travel throughout the Roman Empire.



Illustration 15: <https://traveling-cook.com/history-travel/history-of-tourism-in-middle-ages-medieval-travel/>

However, it was not until the 19th century that tourism began to resemble what we know today. During the Industrial Revolution, economic growth allowed more people, especially from the middle class, to have the leisure time and resources to travel. The development of railways and later steamships made travel more accessible and safer. During this period, the first travel agencies, such as Thomas Cook, were founded to organize excursions and travel packages (Towner, 1996).

In medieval Europe, pilgrimage routes such as the Camino de Santiago in Spain became popular among the faithful, laying the groundwork for structured travel. These journeys were often arduous, taking weeks or even months, but they contributed to the establishment of a network of

hostels, guide services, and other amenities that supported the travelers along the way. The concept of a “Grand Tour” also emerged during the Renaissance, where young European aristocrats traveled across the continent to broaden their cultural horizons, often visiting France, Italy, and Greece (Towner, 1996).

### **2.1.2 Tourism in the 20th and 21st Centuries**

The 20th century saw the popularization of automobiles and airplanes, significantly expanding access to international tourism. After World War II, there was a boom in tourism, driven by economic growth, political stability in many regions of the world, and improvements in transportation and accommodation infrastructure. The development of jet planes in the 1950s enabled mass travel to distant destinations in much less time, marking the beginning of the era of mass tourism (Gyr, 2010).

Tourism diversified into various forms, including sun and beach tourism, cultural tourism, adventure tourism, and ecotourism, each catering to different traveler preferences (Towner, 1996). Tourism also became an economic pillar for many nations, particularly in the Caribbean, Southeast Asia, and parts of Europe, where tourism revenues represent a significant portion of GDP.



Illustration 16: <https://inews.co.uk/inews-lifestyle/travel/interrailing-taught-thrive-survive-europe-1786790>

### **2.1.3 Tourism and the COVID-19**

In recent decades, tourism has faced challenges such as globalization, climate change, and, more recently, the COVID-19 pandemic, which temporarily altered global travel dynamics. However, these challenges have also driven innovation in the sector, promoting the development of sustainable practices and technologies that enhance the traveler’s experience.

The COVID-19 pandemic had an unprecedented impact on global tourism, bringing international travel to a near standstill in 2020. Borders were closed, flights were grounded, and hotels, restaurants, and tourist attractions were shuttered, leading to massive economic losses in the industry. The United Nations



Illustration 17: <https://www.adb.org/news/features/reviving-economy-resuming-travel-tourism-covid-19-era>

World Tourism Organization (UNWTO) reported that international tourist arrivals dropped by 74% in 2020 compared to the previous year, a decline that set back global tourism by 30 years (UNWTO, 2021). Despite these challenges, the pandemic also accelerated trends such as digitalization in the travel industry and the growing demand for sustainable and localized tourism experiences. Many destinations began to prioritize safety, health protocols, and the preservation of natural environments, reshaping the future of tourism in a post-pandemic world.

## 2.2. History of tourism in El Salvador

### 2.2.1. Origins of tourism in El Salvador

The origins of tourism in El Salvador date back to the early 20th century, when the country's natural beauty and cultural heritage began to attract attention beyond its borders. Initially, tourism was limited to a small number of affluent visitors, mainly from neighboring Central American countries, who were drawn to El Salvador's picturesque landscapes, including its volcanoes, lakes, and beaches. Early infrastructure, such as the railway system built in the late 19th and early 20th centuries, played a crucial role in connecting tourists to key destinations like Santa Ana and San Salvador. These railways facilitated access to natural attractions, laying the groundwork for the development of the tourism industry.

The formalization of tourism began with the establishment of the Instituto Salvadoreño de Turismo (ISTU) in 1955. The ISTU was created to manage and promote tourism throughout the country, overseeing national parks, historical sites, and cultural events. The government's recognition of tourism as a vital economic sector was pivotal in preserving and promoting sites of historical significance, such as Joya de Cerén, a UNESCO World Heritage Site that provides a



Illustration 18: <https://elsalvador.travel/destination/suchitoto/en/>

glimpse into the life of a pre-Columbian farming community. The promotion of these sites aimed to attract a broader international audience, highlighting the cultural richness and archaeological significance of El Salvador (ISTU, 2010).

### 2.2.2. How has tourism developed in El Salvador?

The evolution of tourism in El Salvador faced significant setbacks during the civil war from 1980 to 1992. The conflict severely disrupted the tourism industry, as violence and instability made the country a no-go zone for international tourists. The war not only deterred visitors but also led

to the deterioration of infrastructure and services essential for tourism, such as hotels, roads, and communication networks. The tourism sector was virtually paralyzed during these years, with minimal foreign investment and a sharp decline in visitor numbers (Cardona, 2005)

1After the signing of the peace accords in 1992, El Salvador entered a period of reconstruction and revitalization, with tourism being identified as a key sector for economic recovery. The government, along with international organizations, invested in rebuilding infrastructure and promoting the country as a safe and attractive destination. The development of tourism routes, such as the Ruta de Las Flores and Ruta de Paz, played a crucial role in showcasing the country's cultural and natural heritage. These routes offered tourists a chance to explore colonial towns, coffee plantations, and indigenous communities, thereby diversifying the tourism experience. By the early 2000s, El Salvador had begun to reestablish itself on the



Illustration 19: [https://historica.fandom.com/wiki/Salvadoran\\_Civil\\_War](https://historica.fandom.com/wiki/Salvadoran_Civil_War)

international tourism map, particularly as a destination for eco-tourism and adventure travel, capitalizing on its unique landscapes and outdoor activities, such as hiking, surfing, and birdwatching (Cardona, 2005).

**2.2.3. COVID-19 situation in El Salvador**

The COVID-19 pandemic posed unprecedented challenges to El Salvador's tourism industry, much like it did worldwide. As the pandemic spread, the Salvadoran government

---

1 The FMLN formed on 10 October 1980 to unite the revolutionary forces in El Salvador, taking part in large offensives in 1981 and 1989.

implemented strict public health measures, including the closure of borders, suspension of flights, and lockdowns, which had a devastating effect on the tourism sector. The sudden halt in international travel led to a 70% drop in tourist arrivals in 2020, with significant economic repercussions. Many small and medium-sized enterprises (SMEs) that relied heavily on tourism, such as hotels, restaurants, and tour operators, were forced to close or operate at reduced capacity, resulting in widespread job losses and financial instability (MINTUR, 2021).

In response to the crisis, the Ministry of Tourism launched initiatives aimed at mitigating the impact on the sector. These included campaigns to promote domestic tourism, encouraging Salvadorans to explore their own country while adhering to health protocols. The government also introduced financial support measures for struggling businesses and accelerated the implementation of safety certifications to reassure both local and international tourists. Although the pandemic temporarily halted growth, it also spurred innovation within the industry, with businesses adapting to new trends, such as digitalization and the demand for more personalized and sustainable travel experiences (MINTUR, 2021).



Illustration 20: <https://tuncolife.com/traveling-to-el-salvador->

**2.2.4. Tourism at the present time**

In the modern era, El Salvador's tourism industry has undergone significant transformation, characterized by a strategic focus on sustainability, innovation, and diversification. The government has prioritized the development of tourism infrastructure, such as the expansion of the El Salvador International Airport, to better accommodate the growing number of international visitors. Marketing campaigns have been launched to rebrand the country as a dynamic and safe destination, with an



Illustration 21: <https://www.felizviaje.com.gt/event-details/sunset-park-y-los-chorros-2023-10-15->

emphasis on its rich cultural heritage, vibrant urban centers, and stunning natural landscapes. The "Surf City" project, an ambitious initiative to develop the coastal areas into world-class surfing destinations, has been central to these efforts. This project has not only attracted international surf

competitions but also stimulated local economies by creating jobs and encouraging investment in hospitality and related sectors (Mendoza, 2023).

Moreover, the rise of digital platforms has enabled local entrepreneurs to offer unique and authentic experiences that cater to the growing demand for responsible and immersive travel. Community-based tourism initiatives, which involve local communities in tourism activities and decision-making processes, have gained popularity. These initiatives aim to provide tourists with a deeper understanding of Salvadoran culture and traditions while ensuring that the economic benefits of tourism are more equitably distributed. Additionally, there has been a concerted effort to integrate sustainability into tourism development, with an increasing focus on preserving natural environments and reducing the environmental footprint of tourism activities. As El Salvador continues to evolve as a tourism destination, these modern strategies are expected to play a key role in its long-term success and resilience (Mendoza, 2023).

### 2.3. Natural resources of the destination area

A volcanic caldera close to San Salvador, Lake Ilopango is one of the largest lakes in the country. Warm water invites people to discover underwater features like volcanic rock formations and caves, while small, rocky islands play host to birds and marine life searching for a quiet spot under the sun. (VIATOR, INC 2024)



Illustration 22: <https://elsalvador.travel/destination/apulo/en/>

Lake Ilopango is not only a good tourist destination but also a very important natural resource for El Salvador; its water provides daily life activities for the local people, for irrigation, fishing activities, etc. Lake Ilopango is a natural resource that offers many attractions such as:

- **Scenic beauty:** The Lake has an impressive beauty, extensive vegetation, rolling hills, and incredible landscapes.
- **Water sports:** Tourists can enjoy activities such as swimming, boating, jet skiing, kayak, and fishing.
- **Fishing:** The Lake is home to a great biodiversity of fishes, where tourists can enjoy in family a good fishing day.
- **Boat or Jet Ski tours:** The calm waters of the lake allow tourists to enjoy the beauty around the lake.

- **Volcanic Island:** One of the main attractions of the lake is the volcanic island called Isla de Los Pajaros; it is a small-protected island and serves as a sanctuary for several species of birds.
- **Hiking and Exploration:** The surrounding area of the lake is perfect for exploration lovers; many hikes lead to viewpoints where you can appreciate the natural beauty of the lake.
- **Camping:** the tourists can enjoy of the nature at night in many safe areas of the lake.



Illustration 23: <https://www.lagoaventurasv.com/>

### 2.3.1. Location on the tourist map of El Salvador

Ilopango is located between the departments of **San Salvador**, **Cuscatlán**, and **La Paz**.

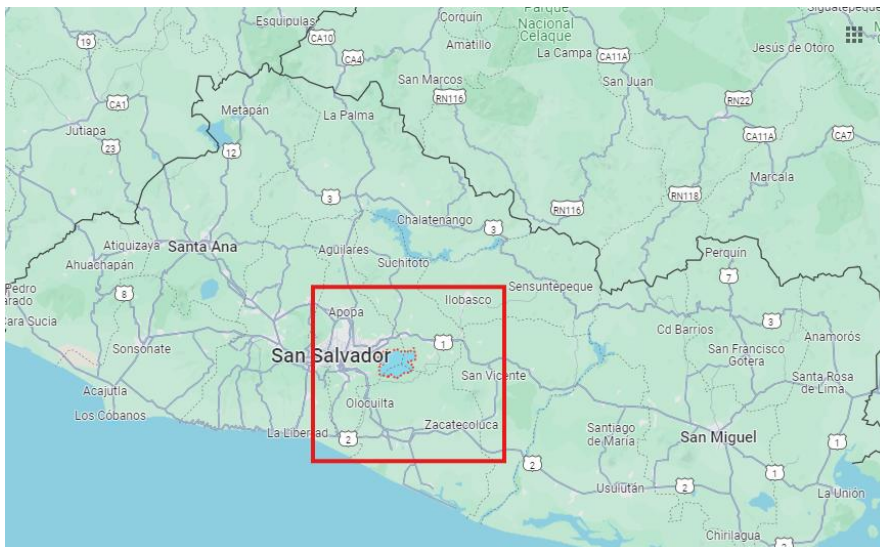


Illustration 24: [https://www.google.com/maps/place/Lago+de+Ilopango/@13.6779939,-](https://www.google.com/maps/place/Lago+de+Ilopango/@13.6779939,-89.114555,11.5z/data=!4m6!3m5!1s0x8f63491a75db34d3:0xf0d1635ce59b3248!8m2!3d13.6691843!4d-89.0466016!16zL20vMGd4MG1s?entry=ttu)

[89.114555,11.5z/data=!4m6!3m5!1s0x8f63491a75db34d3:0xf0d1635ce59b3248!8m2!3d13.6691843!4d-89.0466016!16zL20vMGd4MG1s?entry=ttu](https://www.google.com/maps/place/Lago+de+Ilopango/@13.6779939,-89.114555,11.5z/data=!4m6!3m5!1s0x8f63491a75db34d3:0xf0d1635ce59b3248!8m2!3d13.6691843!4d-89.0466016!16zL20vMGd4MG1s?entry=ttu).

## 2.4. Cultural identity

### 2.4.1 Legends of Ilopango Lake

In the district of Ilopango, where the lake is located, which is the destination area where our product will be distributed, there are many urban legends, one of them is the Legend of Xochiquetzal which tells that every year, at the time in which the cornfields or corn plants were already ready to season, the sacrifice of four young women chosen from among the noble families of the country was made to the goddess, they were adorned with festive attire, crowned with flowers and led in a parade. rich places on the shore of the sacred waters where the sacrifice was made.



Illustration 25: Xochiquetzal, la leyenda que toma forma de escultura - La Prensa Gráfica (laprensagrafica.com)

The town of Xilopango, famous for its temple, was close to the lake of the same name, whose etymology alludes to the ears of young corn (xilot, grain of young corn). It was dedicated to the goddess Xochiquetzali to whom the young victims were offered, as if precipitating them into the abyss from the top of the rock.

At the moment of making such an inhuman sacrifice, the priests addressed each of the four virgins: to dispel the horror of death from their imagination, they made them a smiling picture of the delights that they were going to enjoy in the society of the gods; and they recommended that they not forget the land from which they had come, begging the divinity to which they were sent, that it be propitious for the next harvests (Archila, 2022).

## 2.4.2 Festivities and Gastronomy

In relation to the patron saint festivities in Ilopango, they are celebrated from November 1st to the 15th in honor of San Cristóbal "the Saint of travelers." The patron saint is also known as the bearer of Christ. During the celebration, different cultural, sports and religious activities are carried out. The festivities are divided between popular activities that are celebrated by the municipality, the first week of the month of November and then purely religious activities that consist of a novena to the patron saint San Cristóbal and culminate on November 16 with the patron saint mass, in Ilopango. They celebrate other festivals, in Chango the patron saint is San José, in Joya Grande it is the Sacred Heart.



Illustration 26: Manzanas con Caramelo - Recetas Salvadoreñas (recetassalvadorenas.com)

Since, as we mentioned before, Ilopango is a district of San Salvador, during its patron saint festivals the same gastronomy is maintained, which consists of the typical sweets: Cocadas, dulce de leche, tartaritas, atado sweets, panela sweets, among others.

Churros españoles and French fries are also part of the typical dishes that can be found in San Salvador during the holidays, which also include fried yucas, popcorn, caramelized apples, etc. (Laguán, 2024).

### 2.4.3 The syncretism

Syncretism is the fusion or combination of different beliefs or cultural traditions. It occurs when elements from different societies integrate to form a new system of beliefs or practices.

Halloween a holiday observed on October 31 and noted for its pagan and religious roots and secular traditions. In much of Europe and most of North America, observance of Halloween is largely nonreligious, celebrated with parties, spooky costumes, jack-o'-lanterns, pumpkin carvings, and the giving of candy. But the holiday also marks the beginning of Allhallowtide, a three-day Christian triduum dedicated to remembering the dead that begins with Halloween (October 31) and is followed by All Saints' Day (November 1) and All Souls' Day (November 2). Had its origins in the festival of Samhain among the Celts of ancient Britain and Ireland, During the Samhain festival the souls of those who had died were believed to return to visit their homes, and those who had died during the year were believed to



Illustration 27: Halloween: What is it and why do we follow these traditions? (newsnationnow.com)

journey to the otherworld. People set bonfires on hilltops for relighting their hearth fires for the winter and to frighten away evil spirits, and they sometimes wore masks and other disguises to avoid being recognized by the ghosts thought to be present. (matthias, 2024).

In El Salvador there is a Festivity that is resembled to this Halloween celebration and it's called "Festival de la Calabiuza" It is a Salvadoran tradition that is celebrated every November 1 in the municipality of Tonacatepeque, San Salvador. It is the prelude to All Souls' Day. Young people, from the



Illustration 28: IMG\_1228 | Participantes del Festival de la Calabiuza. | Flickr

neighborhoods into which the town is divided, dress up as some characters from Salvadoran mythology such as El Cipitio, La Sigüanaba or The Headless Priest.

The festival is the prelude to the Day of the Departed Saints and is made up of groups of local people who pull loud carts and travel through the main streets of the town center of the municipality under the gaze of local and foreign tourists who listen to the screams of those in costume, "We are angels and from heaven we come asking for squash for the entire journey." (Barrera, 2023).

## **2.5. Strategic plan: Quality control and customer satisfaction**

### **2.5.1 Quality Control**

Our headquarter will include a wide parking lot for people who decide to visit us in their own transport and it include private security, which means that people should not be worried about their personal stuff. Inside of Ilopango Lake, our customers can find near restaurants to take lunch after o before to take our delicious snack in Sivar Fruits. Our place is completely clean all the time due that are people in charge of cleaning and the surroundings.

Since costumer enter to the main street, some big signals will be placed in strategic spots to guide correctly our customers to visit our wonderful place, at the main entrance of our local a person is going to be there to welcome everyone, it means that they will feel comfortable and with a high attention of quality.

Our main objective is to be innovative, leaders and creative, positioning our product in the large market. Besides, our quality policy is to offer the best service; our concept of quality extends to all aspects of a best service, offering a pleasant experience together with a well-trained staff of dedicated and committed workers, thus achieving customer satisfaction throughout our Sivar fruits service.

To develop our quality policy, we decided to create some quality standards, and we compromise to review them every six months in order to:

- Evaluate the satisfaction of our staff.
- Provide a specialized service.
- Follow closed our cleansing standards.
- Evaluate the quality of our providers.
- Analyze and follow the entire process and evaluate the satisfaction of our customers.

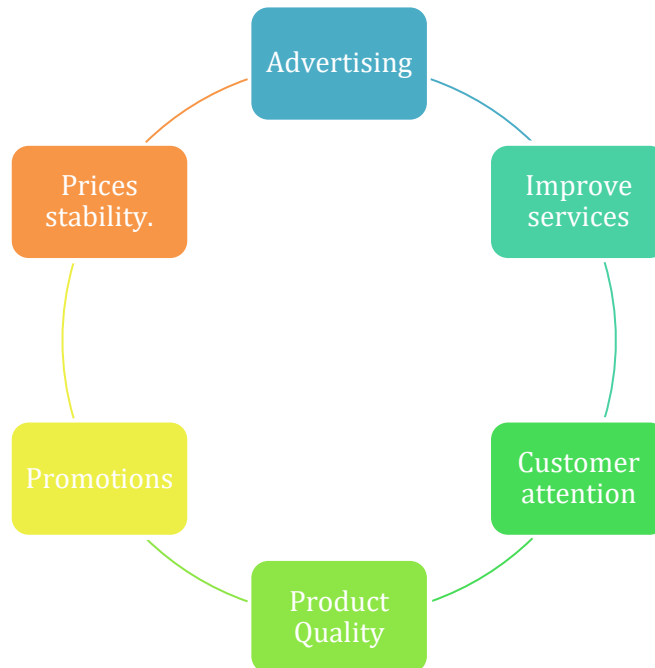
### **2.5.2 Costumer treatment**

As entrepreneurs, we want to demonstrate that all our clients are equally important for us, and through some different activities, we want to show our gratitude to them. For example, through messages of thanks, giving a small welcome gift or some discount to a specific event, some free product in games in our social media in order to show them that our priority is their well-being; having empathy with our customers. We compromise to give our customers a good treat, as we would like to be treat in that way, we may improve our relationship with them and lay the foundation for a long-term bond between us.

In order to keep our customers and make new customers day after day we are planning to keep innovating our techniques that would help us to give of all our clients the best product ever. Besides, evaluate through a survey what is wrong and what is good in our product, so we can get a direct opinion from our customers and be able to improve every day.

### 2.5.3 Strategic Plan map:

Illustration 29: Own source.



**Advertising:** we are going to create a page on Facebook and Instagram to post creative photos of our product to attract users' attention. Moreover, there we are going to keep up our customers with our promotions and tours.

**Improve Services:** Ensure the freshness and good quality of our fruits, excellent training and treatment to our workers, so in that way our staff can provide a quality service, guarantee the authenticity and quality of the ingredients used in our product, and a wide parking at our headquarter.

**Customer attention:** we are compromise to treat our customers in the best way possible with a kind and enthusiastic treatment, so our customers feel welcome and we give this step to create a long-term bond.

**Product Quality:** We will be paying close attention to the selection process of our fruits, taking into account our trusted suppliers will continue to provide us with the best possible product, as well as innovating our menu and our product.

**Promotions:** all promotions will be share through our social media; we are going to post some fun games where people can get a free cup of our Sivar fruits, 2x1 promotions and sometimes our customer can get a 15% of discount in any of our fruit cups.

**Prices Stability:** The prices are going to update, taking into account the general market prices in our country. It means that if everything goes down, our product is going to do the same, with this we intent our clients do not feel like that are paying a price that is not fair.

**2.5.4 Quality frame:**

Action	Person in charge	Improvement
Create fun promotions about fruits and encourage people to participate.	Kenia will create a page on Facebook and Instagram to post creative photos of our product to attract users' attention.	All promotions will be published on our social networks, that way our customers will be aware of promotions such as 2x1, etc.
Ease of communication through WhatsApp groups.	Magaly will create a company profile on WhatsApp, where our points of sale will be placed for people who want to visit us and consume the product.	People who share a photo tasting our product on their WhatsApp profile will receive a 15% discount on their next purchase.
Creating content using TikTok.	Alexander will be in charge of creating content on TikTok to promote our products through interactive videos.	Each of the people who prove that they follow us on TikTok and consume our content will be given a commemorative keychain of our brand plus stickers.

Illustration 30: Own source.

**CHAPTER III:**  
**ENTREPRENEUR RESPONSIBILITY**

## **3.1. Profile of the entrepreneur**

### **3.1.1. Definition of entrepreneur**

An entrepreneur is an individual who creates, organizes, and operates a business, assuming financial risks with the hope of profit (Hisrich & Peters, 2020). Entrepreneurs are key players in economic development as they introduce innovations, create jobs, and contribute to society's overall economic growth.

### **3.1.2 Types of Entrepreneurs**

Entrepreneurs can be categorized based on their goals, strategies, and the type of value they seek to create in the market.

#### **3.1.2.1 Innovation-Driven Entrepreneur**

Innovation-driven entrepreneurs focus on developing new products, services, or processes that solve specific problems in the market. They thrive on creativity and risk-taking, pushing the boundaries of industries through technology or innovative ideas. These entrepreneurs often operate in highly competitive or emerging industries, such as technology or biotechnology (Drucker, 1985).

Example: Elon Musk, with ventures like SpaceX and Tesla, is considered an innovation-driven entrepreneur, transforming the aerospace and automotive industries.

#### **3.1.2.2 Improvement-Focused Entrepreneur**

Improvement-focused entrepreneurs aim to enhance existing products or services rather than inventing something entirely new. Their ventures revolve around optimizing, scaling, or

refining proven business models. This type of entrepreneurship thrives in industries where customer satisfaction and operational efficiency can significantly boost profitability (Schumpeter, 1934).

Example: Howard Schultz, who transformed Starbucks from a single coffee shop into a global brand, improved the coffee drinking experience and made it accessible on a large scale.

### **3.1.2.3 Social Entrepreneur**

Social entrepreneurs focus on solving social or environmental issues while maintaining a sustainable business model. Their ventures aim to create positive social change, and their success is measured by their social impact rather than solely by profit. These entrepreneurs operate across sectors such as education, healthcare, and environmental sustainability (Dees, 1998).

Example: Muhammad Yunus, the founder of Grameen Bank, pioneered the concept of microcredit, providing small loans to help impoverished people become self-sufficient entrepreneurs.

### **3.1.3 Entrepreneurial Ecosystem**

The entrepreneurial ecosystem refers to the various external factors and conditions that influence the success of entrepreneurial ventures. It includes government policies, access to finance, education systems, infrastructure, mentorship networks, and market conditions. Entrepreneurs often rely on a supportive ecosystem to mitigate risks and overcome barriers to growth.

In El Salvador, there are several laws and regulations that aim to foster innovation and support the development of entrepreneurial ventures, particularly in the context of small and medium enterprises (SMEs). These laws focus on reducing bureaucratic obstacles, offering tax incentives, and providing access to finance for new business ventures.

### **3.1.3.1 Key Laws in El Salvador Supporting Entrepreneurship:**

Ley de Fomento a la Innovación y El Emprendimiento (Law on the Promotion of Innovation and Entrepreneurship, 2017): This law was enacted to promote innovation and entrepreneurship by establishing mechanisms for providing financial and technical assistance to entrepreneurs. It encourages collaboration between public and private sectors to stimulate economic development. The law also provides tax incentives and access to financing for innovative projects.

- Article 6 of this law outlines the rights of entrepreneurs, such as access to training, information, and incentives for innovation. Furthermore, Article 10 establishes that the government will foster collaboration between universities, research centers, and private companies to create innovation hubs that support entrepreneurship across sectors (Asamblea Legislativa de El Salvador, 2017).

Ley de Protección y Fomento de la Micro y Pequeña Empresa (MYPES) (Law for the Protection and Promotion of Micro and Small Enterprises, 2014): This law seeks to promote the development of micro and small enterprises (MYPES), which make up the majority of businesses in El Salvador. It provides measures to facilitate access to credit and government contracts, enabling small businesses to thrive.

- Article 7 emphasizes the right of small businesses to access government procurement, and Article 12 mandates that financial institutions offer specialized credit lines for small businesses with low-interest rates (Asamblea Legislativa de El Salvador, 2014).

Ley de Zonas Francas Industriales y de Comercialización (Free Trade Zones Law, 1998): This law provides tax exemptions and other benefits to businesses that operate in free trade zones and export-oriented industrial areas. Entrepreneurs in sectors such as manufacturing and technology can take advantage of these zones to minimize operating costs while gaining access to international markets.

According to Article 8, businesses established in these zones benefit from tax exemptions on imports of raw materials, equipment, and machinery, which supports cost-effective production (Asamblea Legislativa de El Salvador, 1998).

Ley de Servicios Internacionales (Law of International Services, 2007): This law aims to attract foreign investment by creating favorable conditions for international service companies operating in El Salvador. It benefits entrepreneurs involved in services such as call centers, software development, and logistics.

- Article 4 highlights the exemption from income tax for companies in these sectors for the first 10 years of operation, incentivizing entrepreneurs to establish businesses that export services (Asamblea Legislativa de El Salvador, 2007).

#### 3.1.3.2 International Agreements Supporting Entrepreneurship:

In addition to national laws, El Salvador is part of various international agreements and organizations that support entrepreneurship. For example:

CAFTA-DR (Central America-Dominican Republic Free Trade Agreement): This agreement promotes trade and investment between the United States, El Salvador, and other Central American countries. Entrepreneurs benefit from reduced trade barriers, tariffs, and easier access to the U.S. market, which is a significant advantage for export-driven businesses.

World Trade Organization (WTO): El Salvador's participation in the WTO provides access to global markets and promotes fair trade practices, helping entrepreneurs to engage in international commerce and attract foreign investments.

#### **3.1.3.3 Entrepreneurial Support Programs:**

Several programs and institutions in El Salvador play a critical role in supporting entrepreneurs:

CONAMYPE (Comisión Nacional de la Micro y Pequeña Empresa): CONAMYPE offers training, technical assistance, and financial support to micro and small enterprises. It also promotes formalization and capacity-building for entrepreneurs to scale their businesses and enter new markets.

Bandesal (Banco de Desarrollo de El Salvador): This development bank provides credit lines, loans, and investment funds to startups and small businesses. Bandesal also runs entrepreneurship competitions and innovation incubators to help entrepreneurs gain access to financing and expert mentorship.

The Ley Orgánica del Banco de Desarrollo de El Salvador (Bandesal Law) reinforces the bank's role in offering low-interest loans to entrepreneurs and reducing financial barriers for SMEs, especially in sectors such as technology, tourism, and agriculture (Asamblea Legislativa de El Salvador, 1997).

#### **3.1.3.4 Challenges in the Entrepreneurial Ecosystem:**

Despite the supportive legal framework, entrepreneurs in El Salvador face several challenges, including bureaucratic inefficiencies and access to capital. While laws such as the Ley de Fomento a la Innovación y el Emprendimiento provide important incentives, the implementation of these policies can be slow, and entrepreneurs often struggle to navigate regulatory requirements.

Furthermore, access to finance remains a significant barrier for many entrepreneurs, particularly those in underserved communities. While Bandesal offers important financial support, many small businesses still rely on informal lending networks due to the stringent requirements for formal loans.

### **3.1.4 Competences and Characteristics of the Entrepreneur**

Successful entrepreneurs possess key competencies such as leadership, decision-making, resilience, creativity, and adaptability (Bird, 1995). They can identify market opportunities, manage risks, and navigate challenges in a dynamic business environment. Strong communication skills and the ability to build networks are also essential.

### **3.1.5 Barriers When Undertaking**

Entrepreneurs often face barriers when starting a business, such as limited access to finance, regulatory challenges, and market saturation (OECD, 2020). In developing economies, these obstacles may also include socio-cultural factors such as lack of support from family or community, fear of failure, and inadequate business education.

### **3.1.6 Success Factors**

Factors contributing to entrepreneurial success include access to finance, a supportive entrepreneurial ecosystem, effective use of technology, and strong business planning. Networking, mentorship, and market knowledge also play crucial roles in enhancing the chances of entrepreneurial success (Hisrich & Peters, 2020).

## **3.2 Responsibility**

### **3.2.1 Entrepreneurship Responsibility**

Entrepreneurs are responsible for the impact of their actions on various stakeholders, including customers, employees, society, the environment, and themselves.

### **3.2.1.1 Responsibility to Customers**

Entrepreneurs must provide products or services that meet customers' needs and ensure their satisfaction. Maintaining trust and quality in business operations is essential for long-term customer loyalty (Kotler & Keller, 2016).

### **3.2.1.2 Responsibility to Employees**

Entrepreneurs are responsible for creating safe and fair working environments for their employees, offering competitive wages, professional development opportunities, and ensuring well-being at the workplace (Baumol, 1993).

### **3.2.1.3 Responsibility to Society**

Entrepreneurs should contribute positively to society by engaging in community development initiatives and addressing social issues. Their ventures should benefit not only the business but also the communities they serve (Freeman, 1984).

### **3.2.1.4 Responsibility to the Environment**

Environmental responsibility involves adopting sustainable business practices to minimize harm to the environment. Entrepreneurs should implement strategies that reduce waste, conserve energy, and promote eco-friendly solutions (Porter & Kramer, 2011).

### **3.2.1.5 Responsibility to Yourself**

Entrepreneurs must also take responsibility for their personal well-being, balancing work-life commitments, managing stress, and maintaining their physical and mental health to ensure sustained business success.

### **3.2.2 Corporate Social Responsibility (CSR)**

Corporate Social Responsibility (CSR) refers to the ethical responsibilities of businesses to contribute to the well-being of society. Entrepreneurs can engage in CSR through various activities that positively impact economic, environmental, and social aspects.

#### **3.2.2.1 Boosting Economic Growth**

Entrepreneurs play a crucial role in stimulating local economies by creating jobs, attracting investment, and fostering innovation (Carroll, 1991). In emerging economies, entrepreneurship is a powerful driver of economic growth and development.

#### **3.2.2.2 Promote Local Culture**

Entrepreneurs can help preserve and promote local culture by supporting indigenous practices, products, and traditions. This fosters a sense of pride and identity within communities (Hall, 2013).

#### **3.2.2.3 Raising Awareness of the Significance of the Environment**

Entrepreneurs can raise awareness of environmental issues by incorporating sustainable practices into their businesses. They can also educate their customers and employees about the importance of environmental protection (Elkington, 1997).

#### **3.2.2.4 Volunteering**

Entrepreneurs can foster a culture of volunteerism by encouraging employees to participate in community service or environmental conservation efforts. Volunteering helps build community ties and enhances the company's social impact (Grant, 2012).

### 3.2.2.5 Donations

Philanthropy is another way entrepreneurs engage in CSR, by making financial contributions or donations to charities, non-profits, or social causes that align with their values (Carroll, 1991). This helps address various social issues, from education to healthcare and poverty alleviation.

## 3.3 Niche Market

### 3.3.1 Definition

A niche market is a very specific part of a group of consumers. It is made up of a small number of people or companies that share similar characteristics and needs. They represent a great market opportunity by having such defined qualities, it is a little or not at all served part of a large group of consumers, a hidden opportunity within a broad and competitive branch of business. Likewise, market niches are characterized by having growth potential, since, although initially they are small and do not usually interest large competitors, as they become larger, they become more attractive.

Illustration 31: <https://www.mujeresdeempresa.com/los-nichos-de-mercado-la-importancia-de-segmentar/>



### 3.3.2 Characteristics of a niche market

- "Consumers who belong to a niche are more likely to purchase and are willing to pay what is necessary to satisfy their need. They are understanding of how difficult it can be to satisfy what they need and appreciate finding a brand or company that helps them.
- The number of companies or businesses that can satisfy a market niche is not high, so there is not a high level of competition. In some cases, there are unique companies that serve you, without having a single competitor.

- They tend to settle for exclusive or premium-priced products, due to their low demand and customers commit to the brand that provides them with what they need.
- Although a market niche is made up of a small number of consumers, these may be enough to provide profitability.
- Products offer very specific features. Customer problems or requests are quite common among them and they can respond to their needs with the same solution.
- Marketing campaigns focused on market niches usually have more responses and better segmentation."

### **3.3.3 Type of market niches**

#### **3.3.3.1 Age group**

Each age group has its own needs and purchasing behaviors. Companies that understand these differences can adapt their products and marketing strategies to better serve each segment, allowing them to be more effective in their approach and ultimately increasing their success in the marketplace.

##### **1. Infants (0-2 years)**

- Products: Clothing, toys, care products (diapers, creams).
- Features: Parents are the buyers; They look for quality and safety. Personalization and eco-friendly products are growing trends.

##### **2. Children (3-12 years)**

- Products: Educational toys, fun clothing, school supplies.
- Features: Various interests depending on the stage (construction games, technology). Parents value education and safety. Brands that encourage creativity are well received.

##### **3. Teenagers (13-19 years old)**

- Products: Fashion, technology (smartphones, accessories), beauty products.
- Features: Influenced by trends and social networks. They look for authenticity and brands that reflect their identity. Personalization and social responsibility are important.

#### **4. Young Adults (20-35 years old)**

- Products: Fashion clothing, technology, travel, experiences.
- Characteristics: This group prioritizes experiences over possessions. They are more likely to spend on technology, fitness and travel. Sustainability and well-being are key trends.

#### **5. Average Adults (36-55 years)**

- Products: Financial products, home improvements, health and well-being.
- Characteristics: They seek quality and long-term value. They are responsible for raising children and value work-life balance. Health and financial planning are priorities.

#### **6. Older Adults (55+ years)**

- Products: Health and well-being, travel, easy-to-use technology.
- Characteristics: They care about health, mobility and safety. They look for products that improve their quality of life. Technology that makes it easier to connect with family members is increasingly popular.

#### **3.3.3.2 Groups with special conditions**

This market niche represents a significant opportunity for companies seeking to be inclusive and serve the needs of everyone. Marketing strategies should focus on empathy, accessibility and adaptation, highlighting how products and services can improve the quality of life of these people. By addressing this niche, companies can not only generate revenue but also contribute positively to society.

##### **1. Physical Disability**

- Products: Wheelchairs, prostheses, assistance devices (walkers, elevators).
- Services: Home adaptations, accessible transportation, rehabilitation.

- Features: Accessibility is essential; Consumers are looking for solutions that allow them greater independence and comfort in their daily lives.

## **2. Sensory Disability**

- Visual Disability:

- Products: Braille books, screen reading software, assistive devices such as electronic magnifying glasses.

- Hearing Disability:

- Products: Hearing aids, sound amplification devices, visual alert systems.

- Features: Solutions that improve communication and social interaction are valued.

Inclusion and adaptive technology are growing trends.

## **3. Developmental Disorders**

- Products: Adapted educational toys, educational applications, sensory material.

- Services: Occupational, educational and language therapies.

- Features: Parents look for products that encourage development and inclusion.

Personalization and game-based therapy are highly valued.

## **4. Psychological Disorders**

- Products: Mental wellness apps, self-help books, relaxation products (such as aromatherapy diffusers).

- Services: Psychological therapy, coaching, support groups.

- Features: Mental health awareness is on the rise. Consumers are looking for resources to help them manage stress and anxiety.

## **5. Chronic Diseases**

- Products: Medical equipment (glucose monitors, nebulizers), special foods (gluten-free, low sugar).

- Services: Nutritional counseling, disease management programs.
- Features: The need for control and adaptation in daily life is key. Consumers value accessibility to information and products that facilitate their well-being.

### **3.3.3.3 Group by gender**

The gender niche market offers significant opportunities for brands seeking to connect more effectively with different groups. Understanding the preferences, needs and values of each segment allows companies to develop more specific and effective products and marketing campaigns. The key is authenticity and creating a message that resonates with each group, showing understanding and respect for their unique experiences.

#### **1. Women**

- Products:
  - Fashion and Beauty: Clothing, makeup, skin and hair care products.
  - Health and Wellbeing: Supplements, personal hygiene products, sports clothing.
  - Technology: Gadgets that prioritize functionality and attractive design.

#### **2. Men**

- Products:
  - Fashion and Accessories: Clothing, footwear, watches and personal care items.
  - Technology: Gadgets, electronic devices, tools.
  - Health and Fitness: Supplements, exercise equipment, shaving products.

#### **3. Non-Binary Gender and LGBTQ+\***

- Products:
  - Inclusive Fashion: Clothing and accessories that challenge gender norms.

- Cosmetics: Beauty products that are gender neutral.
- Wellness Resources: Mental health services and products that promote acceptance.

#### **3.3.3.4 Group by occupation**

The occupational niche market offers opportunities for companies to develop specific products and services that address the needs and wants of each professional group. With the right approach, brands can create solutions tailored to each occupation, increasing their relevance and connection with consumers. The key is to understand the unique characteristics and challenges of each profession to deliver real value and build lasting relationships.

##### **1. Health Professionals**

- Products: Medical equipment, office supplies, health technology (such as patient monitoring applications).
- \*Services\*: Continuous training, conferences, office management software.
- \*Features\*: They look for products that improve efficiency, patient care and precision in their work.

##### **2. Educators**

- Products: Teaching materials, books, technological tools (tablets, educational applications).
- Services: Professional training, online resources, teacher development programs.
- Characteristics: They value educational innovation and resources that facilitate learning and teaching.

##### **3. Technology and IT**

- \*Products\*: Technological devices (laptops, smartphones), specialized software, productivity tools.
- Services: Update courses, cybersecurity services, technical support.
- Characteristics: They look for solutions that optimize their work and are at the forefront of technology.

#### **4. Commerce and Sales**

- Products: Sales management tools, CRM software, presentation equipment.
- Services: Sales training, business coaching, networking.
- Features: They focus on products that improve their sales skills and help them achieve their goals.

#### **5. Creatives (Designers, Artists, Writers)**

- Products: Art supplies, design software, writing tools.
- Services: Training courses, exhibition platforms, printing services.
- Features: They look for products that stimulate their creativity and allow them to express themselves effectively.

#### **3.3.3.5 Group by ideology and values**

The niche market based on ideologies and values represents a unique opportunity for brands to connect with consumers who prioritize the meaning behind their purchases. By understanding the beliefs and principles of these groups, companies can adapt their marketing and products to deeply resonate with their values, generating loyalty and emotional connection. Authenticity and alignment with consumer values are key to success in this niche.

## **1. Sustainability and Environment**

- Products: Eco-friendly items (reusable bottles, biodegradable cleaning products), clothing made from recycled materials.
- Features: Consumers value sustainability and look for brands that minimize their environmental impact. They prefer ethical and transparent products in their production.

## **2. Health and Wellbeing**

- Products: Organic foods, natural supplements, mental well-being products (meditation apps, aromatherapy).
- Features: This group prioritizes a healthy lifestyle and looks for products that promote physical and mental well-being. They value transparency in ingredients and production.

## **3. Human Rights and Diversity**

- Products: Clothing and accessories that promote equality, products from companies that support social causes.
- Characteristics: They look for brands that align with their values of inclusion and diversity. They value representation and social responsibility in marketing campaigns.

## **4. Ethical Consumption**

- Products: Fair trade products, goods from local companies or that promote the well-being of their employees.
- Features: Consumers want to ensure that their purchases support ethical and fair business practices. They prefer brands that are committed to social causes.

## **5. Minimalism**

- Products: Multifunctional items, quality clothing instead of quantity, products that promote a simpler lifestyle.

- Characteristics: They seek to reduce consumption and opt for quality instead of quantity. They value simplicity and functionality in products

### 3.3.4 Application to our project

Based on the information recapitulated about market niches, our business which we call “Sivar Fruits” fits perfectly into the group due to ideologies and values since consumers look for products from businesses or companies committed to their values, in our case they are environmental. Since the containers in which the fruit will be served are environmentally friendly reusable glasses, as a business we want to raise awareness among people so that they see the damage that garbage causes to the environment and this is why we decided to be eco-friendly and offer a collectible product which people can enjoy.



Illustration 32: <https://environmentblog.net/eco-friendly-products/>

Another market niche in which we can adapt our product is Geographic segmentation since in Ilopango Lake, which is the place where our main headquarters is established, no establishment offers fruit in the innovative way in which we do it and thus, we provide to consumers new gastronomic experiences in this tourist destination area also this market niche is characterized by

a deep connection with local culture and sustainability, offering a product that not only meets personal needs, but also supports the community. Geographic segmentation allows the offer to be adapted to the particularities and preferences of each region, maximizing the relevance and impact of the product.



Illustration 33: [https://historica.fandom.com/wiki/Salvadoran\\_Civil\\_War](https://historica.fandom.com/wiki/Salvadoran_Civil_War)

The third market niche based on behavioral segmentation since this defines what people look for and consume, we know that fruit is something that most people consume in our country and even more so when we are walking in a tourist place, we always look for some snack that sustains us while mealtime arrives and our product meets all expectations, we have a healthy snack that can

satisfy consumers while they enjoy their trip and also we take in count some aspects which are essential for our product for example:

- A) Segmentation by use:** Identify consumers who use the snack as a healthy snack option, as a source of energy during the day or as a complement to their meals.
- B) Purchase frequency:** Divide consumers into groups based on how regularly they purchase healthy snacks. They can be occasional, regular or loyal consumers.
- C) Attitudes and perceptions:** Analyze how consumers perceive the benefits of healthy fruit snacks, such as their nutritional value, convenience and taste.
- D) Lifestyle:** Consider the lifestyle of consumers, such as those following specific diets (vegan, gluten-free) or looking for convenient on-the-go options.
- E) Motivations:** Identify what drives consumers to choose healthy snacks, such as the desire to improve health, lose weight or have a more balanced diet.

### 3.4 General information of the entrepreneurship

#### 3.4.1 Logo

The design of the Sivar Fruits logo is closely tied to the essence of our business: fruits. Fruits are not only the primary ingredients in the products we offer but also represent freshness, vitality, and the vibrant culture of our region. We wanted our logo to visually reflect this connection to nature and the importance of high-quality, natural ingredients.



SIVAR FRUITS

Illustration 34: Creation of our team

In addition to the fruit elements, the logo incorporates the name "Sivar," which is a local nickname for San Salvador, linking our brand identity to our national roots. The combination of the fruit imagery with the project's name serves to create an immediate association with the flavors, freshness, and authenticity that we aim to deliver in every product. The colors and shapes in the logo were carefully chosen to evoke the rich diversity of fruits we offer, symbolizing the variety and customization that are key aspects of our brand.

The goal behind the logo design is to create a visual identity that is not only recognizable but also communicates the values of Sivar Fruits: freshness, quality, and a celebration of local culture. Through our logo, we aim to build a strong connection with our customers, making the experience of enjoying our fruit-based products memorable and unique.

By incorporating both the raw materials (fruits) and the regional reference (Sivar), our logo becomes a symbol of who we are: a local business that offers authentic and delicious fruit experiences, reflecting the best of our country's produce.

### 3.4.2 Slogan

The slogan for Sivar Fruits draws on a universal concept: the diversity of preferences that exists among individuals. The phrase "Para gustos, los colores" highlights the idea that just as people have different tastes, they also have unique preferences when it comes to flavors and experiences. At Sivar Fruits, we embrace this idea by offering a variety of fruits and flavor combinations, allowing each customer to find something that suits their own tastes.

Illustration 35: Creation of our team



SIVAR FRUITS  
PARA GUSTOS, LAS FRUTAS...

In the context of our business, this slogan is more than just a phrase—it's a reflection of our mission to provide a broad spectrum of fruit-based options. Whether customers prefer sweet, sour, or a balance of both, we ensure that the variety of fruits and toppings we offer caters to everyone. Just as colors come in infinite shades, fruits come in endless flavors and textures, and our goal is to make sure that each individual can create a personalized experience with every cup of fruit.

By using this phrase as the foundation of our slogan, we emphasize the flexibility and customization that are core to Sivar Fruits. Each customer can select from a diverse range of fruits and toppings to create a unique product that matches their specific preferences, making every visit a different and enjoyable experience.

The slogan also aligns with the vibrant and colorful image we project, from our logo to the variety of fruits we present in every serving. Just as El Salvador is known for its diversity in culture, landscapes, and flavors, our brand reflects this richness through the variety we offer to our customers.

### **3.4.3 Mission and vision**

#### **3.4.3.1 Mission**

To Provide an innovative and high-quality gastronomic product that meets the expectations of our customers, offering different flavors and a variety of combinations through the freshness of our fruits and regional sauces, thus creating new experiences that satisfy their palates.

#### **3.4.3.2 Vision**

To strategically position our brand so that it is easily recognized and preferred by both new and existing customers, expanding our presence in the market. At the same time, we aim to generate sustainable growth opportunities, promoting social responsibility at every stage of our business.

### 3.4.4 Values

At Sivar Fruits, we have defined our values based on what represents us as a business and as part of our community. Through the acronym F.R.U.T.A., each letter reflects a key principle that guides our daily decisions and actions. These values not only define us internally but also serve as the commitment we make to our customers, suppliers, and collaborators.

#### F.R.U.T.A.

**F - Fortitude:** We remain resilient in the face of challenges, always striving to exceed expectations with determination and effort.

**R - Responsibility:** We act with ethics and commitment, both socially and environmentally, in every aspect of our business.

**U - Unity:** We foster a collaborative and family-like work environment, both within our team and with our customers and suppliers.

**T - Transparency:** We operate with honesty, communicating all our actions and decisions clearly and openly.

**A - Authenticity:** We celebrate our local identity, offering unique products that represent our culture and traditions.

**CHAPTER IV:**  
**BIBLIOGRAPHY**

## 4.1 Resources

### 4.1.2 References

Asamblea Legislativa de El Salvador. (1997). Ley Orgánica del Banco de Desarrollo de El Salvador. Diario Oficial No. 103, Tomo 335.

Asamblea Legislativa de El Salvador. (1998). Ley de Zonas Francas Industriales y de Comercialización. Diario Oficial No. 61, Tomo 339.

Asamblea Legislativa de El Salvador. (2007). Ley de Servicios Internacionales. Diario Oficial No. 53, Tomo 374.

Asamblea Legislativa de El Salvador. (2014). Ley de Protección y Fomento de la Micro y Pequeña Empresa (MYPES). Diario Oficial No. 238, Tomo 405.

Asamblea Legislativa de El Salvador. (2017). Ley de Fomento a la Innovación y el Emprendimiento. Diario Oficial No. 119, Tomo 416.

Archila, (2022). Xochiquetzal, la leyenda que toma forma de escultura - La Prensa Gráfica.

Barrera, (2023) Tonacatepeque celebra la mitología salvadoreña - El Faro.

Baumol, W. J. (1993). Entrepreneurship, Management, and the Structure of Payoffs. MIT Press.

Bird, B. (1995). Towards a theory of entrepreneurial competency. *Entrepreneurship Theory and Practice*, 20(4), 77-91.

Cardona, R. (2005). The Revitalization of Tourism in El Salvador: Post-Conflict Challenges and Opportunities. *Journal of Latin American Tourism Studies*, 12(3), 45-67.

Carroll, A. B. (1991). The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders. *Business Horizons*, 34(4), 39-48.

Dees, J. G. (1998). *The Meaning of Social Entrepreneurship*. Stanford University: Center for Social Innovation.

Drucker, P. (1985). *Innovation and Entrepreneurship*. Harper & Row.

Elkington, J. (1997). *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*. Capstone.

Freeman, R. E. (1984). *Strategic Management: A Stakeholder Approach*. Pitman.

Gyr, U. (2010). *The History of Tourism: Structures on the Path to Modernity*. European History Online. From <http://ieg-ego.eu/en/threads/europe-on-the-road/the-history-of-tourism>.

Grant, A. M. (2012). Giving time, time after time: Work design and sustained employee participation in corporate volunteering. *Academy of Management Review*, 37(4), 589-615.

Hall, C. M. (2013). *Tourism and Cultural Heritage in Regional Development*. Routledge.

Hisrich, R. D., & Peters, M. P. (2020). *Entrepreneurship*. McGraw-Hill.

Instituto Salvadoreño de Turismo (ISTU). (2010). *Historia del Turismo en El Salvador*. San Salvador: ISTU Publications.

Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed.)*. Pearson.

Laguán, (2024) Estas son las delicias que puedes degustar en las fiestas de San Salvador – Diario El Salvador.

Matthias, (2024) Halloween | Definition, Origin, History, & Facts | Britannica.

Mendoza, J. (2023). Surf City: El Salvador's Bold Move to Boost Tourism. *Central América Tourism Review*, 8(1), 29-34.

MINTUR. (2021). *Impacto del COVID-19 en el Turismo de El Salvador*. Ministerio de Turismo de El Salvador. From <https://www.mintur.gob.sv/impacto-covid-19-turismo>  
NATURAL (VIATOR, INC 2024) San Salvador Attractions.

OECD (2020). *OECD SME and Entrepreneurship Outlook 2020*. OECD Publishing.

Porter, M. E., & Kramer, M. R. (2011). Creating Shared Value. *Harvard Business Review*, 89(1/2), 62-77.

Schumpeter, J. A. (1934). *The Theory of Economic Development*. Harvard University Press.

Towner, J. (1996). *An Historical Geography of Recreation and Tourism in the Western World, 1540-1940*. New York: Wiley.

UNWTO. (2021). *International Tourism and COVID-19*. United Nations World Tourism Organization. From <https://www.unwto.org/international-tourism-and-covid-19>

Yunus, M. (2007). *Creating a World Without Poverty: Social Business and the Future of Capitalism*. PublicAffairs.

### 4.1.3 Images

Illustration 1:

Mapas de Wikipedia, image recovered from:

[https://es.wikipedia.org/wiki/Lago\\_de\\_Ilopango](https://es.wikipedia.org/wiki/Lago_de_Ilopango)

Illustration 2:

Mapa de intensidad instrumental tras la ocurrencia de sismo mag. 2.6, en lago de Ilopango.

[2022-02-01, 13:00:55].

Illustration4:

<https://www.ubereats.com/store/crazy-fruits-slaughter-ln/Ci7O7oaEQaePeLaoVi24TA>

Illustration 5:

Eat right.org <https://www.eatright.org/food/food-groups/fruits>

Illustration 6:

Turismo cultural: Qué es, tipos y ejemplos. (2023) <https://www.esic.edu/rethink/marketing-y-comunicacion/turismo-cultural-que-es-tipos-ejemplos-c>

Illustration 7:

Editorial Guatemalteca

<https://es.dreamstime.com/imagen-de-archivo-editorial-vendedor-de-la-fruta-en-el-guatape-c-olombia-image46260604>

Illustration 8:

<https://www.midlothiancenter.com/what-kind-of-food-should-you-have-at-your-corporate-meeting-space-a-closer-look/>

Illustration 9:

<https://www.alamy.com/smiling-man-hold-bag-with-plastic-bottles-for-utilization-happy-guy-recycle-plastic-care-about-planet-and-environment-safety-vector-illustration-image548114541.html>

Illustration 10:

[https://www.freepik.es/fotos-premium/cesto-basura-lleno-parque\\_4151176.htm](https://www.freepik.es/fotos-premium/cesto-basura-lleno-parque_4151176.htm)

Illustration 11:

<https://dinero.com.sv/es/economia/item/1424-fmi-y-bcr-confirman-que-el-salvador-ha-crecido-un-9-en-el-2021.html>

Illustration 12:

<https://diarioelsalvador.com/fusades-estima-que-la-economia-salvadorena-crecera-en-2-2/17683/>

Illustration 13:

[https://www.volunteerforever.com/article\\_post/cheap-ways-to-visit-south-korea/](https://www.volunteerforever.com/article_post/cheap-ways-to-visit-south-korea/)

Illustration 14:

<https://www.facebook.com/p/Canasta-basica-a-domicilio-SV-100068660867825/>

Illustration 15:

<https://traveling-cook.com/history-travel/history-of-tourism-in-middle-ages-medieval-travel/>

Illustration 16:

<https://inews.co.uk/inews-lifestyle/travel/interrailing-taught-thrive-survive-europe-1786790>

Illustration 17:

<https://www.adb.org/news/features/reviving-economy-resuming-travel-tourism-covid-19-era>

Illustration 18:

<https://elsalvador.travel/destination/suchitoto/en/>

Illustration 19:

[https://historica.fandom.com/wiki/Salvadoran\\_Civil\\_War](https://historica.fandom.com/wiki/Salvadoran_Civil_War)

Illustration 20:

<https://tuncolife.com/traveling-to-el-salvador-covid-2021/>

Illustration 21:

<https://www.felizviaje.com.gt/event-details/sunset-park-y-los-chorros-2023-10-15-04-30>

Illustration 22:

<https://elsalvador.travel/destination/apulo/en/>

Illustration 23:

<https://www.lagoaventurasv.com/>

Illustration 24:

<https://www.google.com/maps/place/Lago+de+Ilopango/@13.6779939,-89.114555,11.5z/data=!4m6!3m5!1s0x8f63491a75db34d3:0xf0d1635ce59b3248!8m2!3d13.6691843!4d-89.0466016!16zL20vMGd4MG1s?entry=ttu>.

Illustration 25:

Xochiquetzal, la leyenda que toma forma de escultura - La Prensa Gráfica (laprensagrafica.com)

Illustration 26:

Manzanas con Caramelo - Recetas Salvadoreñas (recetassalvadorenas.com)

Illustration 27:

Halloween: What is it and why do we follow these traditions? (newsnationnow.com)

Illustration 28:

IMG\_1228 | Participantes del Festival de la Calabiuza. | Flickr

Illustration 31:

<https://www.mujeresdeempresa.com/los-nichos-de-mercado-la-importancia-de-segmentar/>

Illustration 32:

<https://environmentblog.net/eco-friendly-products/>

Illustration 33:

[https://historica.fandom.com/wiki/Salvadoran\\_Civil\\_War](https://historica.fandom.com/wiki/Salvadoran_Civil_War)

#### 4.1.4 Annexes

##### Annex 1. First Option of menu – Make it crazy!

3 Fruits to choose	2 sauce to choose	Add your topping
Mango	Chamoy	Chili Powder (Tajin)
Watermelon	Tamarind sweet taste	Chopped Nachos
Pineapple	Tamarind Sour taste	Alguashte
Cucumber	Spicy tamarind	Lemon
Apple (Green and red)	Traditional tomato sauce	Corn Spicy kernels
Guava	Bold sauce	
Jocotes	Chili Sauce	

##### Annex 2. Second Option of menu – Go with fancy?

3 Fruits to choose	1 complement	Add your topping
Grapes	Honey	Granola
Strawberries	Whipped cream	Crispy rice
Apple	condensed milk	peanut
Kiwi	powder sugar	Cherry

##### Annex 3. Design of reusable cups – Sivar Fruits



**Annex 4. Official Logo with slogan – Sivar Fruits**



**SIVAR FRUITS**

PARA GUSTOS, LAS FRUTAS...