

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



TOPIC:

TOURIST PRODUCT RUM AND HORCHATA

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FINAL REPORT OF SPECIALIZATION COURSE ON TOURISM

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CHAPTER I:

**“TOURISM PRODUCT
PROFILE”**

ABSTRACT

The fusion of traditional Salvadoran horchata and locally produced rum offers a compelling opportunity to attract tourists and celebrate cultural heritage through the "rum and horchata as a Tourist Product." Our innovative tourism product combines two icons of Salvadoran gastronomy: the traditional horchata de morro and authentic Salvadoran rum. This initiative aims to enhance El Salvador's tourism sector by creating immersive experiences that highlight the unique flavors and cultural significance of both beverages. This delicious and refreshing drink has gained great popularity at the beach of Puerto de La Libertad, becoming a must-try experience for both local and international tourists. Additionally, this product is offered in an artisan and premium version, featuring high-quality ingredients. Collaborating with local farmers, artisans, and distilleries to source high-quality ingredients and traditional preparation tools. These partnerships will ensure authenticity and sustainability while supporting the local economy. The project will develop a strong brand identity, targeting both domestic and international audiences through various marketing channels. The project will incorporate environmentally friendly practices and foster a deeper connection between tourists and the local community, ultimately contributing to sustainable tourism development and enhancing El Salvador's reputation as a vibrant and diverse destination.

Keywords: Tourist product, horchata de morro, Salvadoran rum, horchata, beach Puerto de La Libertad, artisan and premium

INTRODUCTION

Tourism is a social phenomenon that consists of the voluntary and temporary displacement of individuals or groups of people who, fundamentally for reasons of recreation, rest, culture or health, move from their usual place of residence to another, where they do not work, no lucrative or remunerated activity, generating multiple interrelationships of social, economic and cultural importance (Oscar de la Torre Padilla. Del libro “El turismo Fenómeno Social” (1980).

In a world where innovation and tradition converge, an exciting project arises that seeks to delight the most demanding palates: the creation of a unique drink, fusing the rich tradition of horchata de morro with the vibrant flavor of guazapa rum.

As many of us know gastronomy is one of the most popular tourist attractions to do tourism in a country, both local and foreign people travel and the first thing they want to try on their tourist visit is the local gastronomy, it is important to know that gastronomy is what most distinguished one country from another and that it makes it unique since in gastronomy there are 100% local ingredients and unique flavors that characterize it as a local cultural attraction in each country.

It is also known that the beaches in El Salvador are one of the most visited tourist attractions year after year and that its warm climate makes both local and foreign tourists love to spend a pleasant day on the Salvadoran beaches. Being also that nothing more perfect than enjoying typical drinks of our country to make known ingredients 100% Salvadorans transformed into a very delicious and traditional drink that shares the Salvadoran gastronomy and culture.

Horchata de morro, an ancient drink rooted in Latin American culture, is known for its creaminess and delicate nutty flavor. On the other hand, guazapa rum provides an intensity and complexity that elevates any sensory experience. The combination of these two elements promises an unparalleled flavor experience, a symphony of tradition and modernity in every sip.

In this project, we will immerse ourselves in a journey of discovery, from the fields where morro is grown to the distilleries where guazapa rum is made. We will explore innovative production techniques that allow us to capture the essence of these ingredients and create a drink that will surprise and delight all those who try it. Join us on this exciting journey as we merge the best of tradition with the boldness of innovation. Get ready to delight your senses with our Morro Horchata with Guazapa Rum!

1.1 OBJECTIVES

General objective

- To offer foreign and local tourists a drink prepared with 100% Salvadoran ingredients where they can enjoy and at the same time refresh themselves with a very traditional and delicious drink.

Specific objectives

- Establish alliances with local Rum and Horchata producers to guarantee high quality ingredients and support the community.
- Develop a unique and delicious RONCHATA recipe that highlights the authentic flavors of El Salvador.
- Create a marketing strategy to promote RONCHATA at cultural events and local festivals.
- Design attractive and eye-catching packaging that reflects the Salvadoran identity and captures the attention of consumers.
- Expand RONCHATA distribution nationwide and even explore export opportunities.

1.2 JUSTIFICATION

The gastronomy of El Salvador is strongly marked by the customs and traditions of its ancestors. This makes the cuisine of the smallest country in Central America have its own and authentic seal (Turismo culinario, Gastronomía Salvadoreña blog. February 20, 2020) In El Salvador, many places have come up with gastronomic proposals in order to receive both national and foreign tourists, that is, Salvadoran gastronomy has positioned itself strongly within tourism, which allows the design of deeper experiences that leave an indelible mark in the diners.

Gastronomy embodies the very essence of each country, as well as each of its regions, where the quality, creativity and authenticity of food are the fundamental factors of satisfaction for travelers. Tour operators and guides suggest trying and experiencing flavors, tasting emblematic ingredients with nutritional values and cultural meanings, even magical ones, with differentiating attributes of the destinations. The proposal does not imply going back to the past, it is a search for the gastronomic vocation inspired by the history of its towns.

El Salvador is well known for its very popular and preferred cuisine among foreign and local tourists, which is why with our product a very important point is to highlight and celebrate the authentic flavors of El Salvador. By using national ingredients such as Guazapa Rum and Horchata de Morro, thus promoting Salvadoran culture and traditions through a unique and delicious drink. The combination of Gazapa Rum, a bold and spirited liquor with Horchata de Morro, a refreshing drink, creates a unique flavor that is sure to captivate the taste of many consumers. In addition, by using Gazapa Rum and Horchata de Morro locally, we are supporting local producers and contributing to the economic development of our country. This initiative not only promotes culinary diversity but also positions the product for commercial success in an increasingly discerning market.

1.3 PRODUCT DESCRIPTION

RONCHATA, feel the experience with a refreshing and uplifting drink! Its name comes from the idea of combining two 100% Salvadoran ingredients in order to taste what a drink based on Rum (in Spanish Ron) Guazapa and Horchata de Morro is, largely due to its unique and pleasant flavor.

It combines the sweetness and creaminess of horchata with the distinctive touch of rum, making it an attractive option for those looking for something different



*Design of our logo
created by ourselves
on Canva*

but delicious. In addition, its versatility allows it to be enjoyed alone, in cocktails or as part of culinary recipes, making it a highly appreciated option by a wide variety of people.

Morro Horchata has several health benefits. Morro seeds are rich in fiber, which helps improve digestion and promote feelings of satiety. They also contain antioxidants that can help combat oxidative stress in the body. In addition, Morro Horchata is a good source of calcium and iron, important nutrients for bone health and red blood cell production.

Guazapa Rum from El Salvador, like other types of rum, is consumed in moderation and may have some health benefits, according to the magazine "Rum Journal" mentions that some of the benefits commonly associated with moderate consumption of Rum include relaxation, the enjoyment of unique flavors and aromas, and the possibility of creating moments of celebration and camaraderie. Always remember to consume alcohol responsibly and in moderation. Rum has been



*Image taken from:
<https://www.noticiaslagaceta.com/complejo-turistico-del-puerto-de-la-libertad-cerrado-por-mantenimiento/>*

associated with antioxidant and anti-inflammatory properties thanks to the compounds present in sugarcane. However, it is important to remember that excessive alcohol consumption can have negative effects on your health.

In addition to its delicious flavor, RONCHATA is a versatile drink that can be enjoyed in various ways. From drinking it alone, with ice or in creative cocktails, to using it as an ingredient in desserts and culinary recipes to add a touch of sweetness and complexity. This versatility makes it popular for a wide range of events and occasions, from casual parties to more elegant gatherings. Besides, its relative ease of preparation at home also contributes to its appeal to lovers of cocktails and homemade drinks.

This emblematic Salvadoran drink will be found in one of the most attractive places in our country for its warmth, "Puerto de la Libertad", from Tuesday to Sunday.

1.4 TYPE OF TOURISM

GASTRONOMIC TOURISM

Gastronomic Tourism is a wonderful way to explore the world through food. It consists



Image taken from: <https://elrincondelkathy.com/>

of traveling to different places to enjoy local cuisine and immerse yourself in the culinary culture of that region. It is a delicious experience that combines the passion for food with the desire to discover new flavors and traditions.

When you participate in Gastronomic Tourism, you have the opportunity to try authentic and unique dishes that reflect the cultural identity of each place. You can delight in local flavors, learn about traditional ingredients used in cooking, and learn about culinary stories and techniques passed down from generation to generation.

Gastronomic Tourism is not only about eating, but also about understanding the cultural and social importance of food in each destination. Through food, you can learn about the history, traditions, values and way of life of a community. It is an enriching experience that allows you to connect with people and immerse yourself in their lifestyle.

Therefore, RONCHATA as a delicious drink promotes Gastronomic Tourism in one of the most popular beaches in our country, which is Puerto de la Libertad, which offers a warm climate where you can enjoy a refreshing and traditional drink, based on 100% national

ingredients such as Horchata de Morro and Guazapa Rum. Thus showing a little of the culture and history of our country in each sip that both tourists and locals can taste in a moderate way.

1.5 SUSTAINABLE TOURISM STRATEGIES IN OUR PROJECT “RONCHATA”

“Law on the Environment (Decree No. 233) of El Salvador. The present Law aims at developing the provisions of the Constitution of the Republic that refer to the protection, preservation and recovery of the environment; the use of natural resources to improve the quality of life of the present and future generations; as well as regulating public and private environment management and environmental protection as a basic obligation of the State, municipalities and inhabitants in general; and ensure the application of the international treaties and agreements El Salvador has entered into in this matter.”

We as RONCHATA committed to the conservation of nature and life; lovers of a pollution-free environment, places that can fill our lives with joy, peace and tranquility. RONCHATA will create a product for which, with the objective of conserving Biological Diversity, it will use local raw materials with farmers who practice sustainable agriculture and respect Biological Diversity in their cultivation Processes. All this with the purpose of being able to financially help producers in our country who are in favor of biological diversity and in turn support the national economy.



HYPERLINK

"<https://www.gob.mx/agricultura/articulos/acciones-para-una-agricultura-sostenible-331694?idiom=es>"Image



Image taken from:

<https://www.institucionaldominicana.com/envases-biodegradables-una-tendencia-amigable-planeta/>

“Plastic pollution is one of the biggest environmental challenges of our time and tourism has an important role to play in contributing to the solution” (Noronha, director of the Economics Division of the UN Environment Program) This is why we as RONCHATA promote the use of biodegradable plastics in our product, this being a support for the environment by reducing pollution. The Global Tourism and Plastics Initiative is ambitious in its objectives. It aspires to reduce plastic pollution caused by the tourism sector, therefore it is necessary to contribute to this initiative by including environmentally friendly plastic in our product.



Image taken from:

<https://es.linkedin.com/pulse/diversidad-e-inclusi%C3%B3n-en-el-clima-laboral-su-y-meroussis->

Apart from that, RONCHATA Drink will also be contributing to the creation of new jobs for the Salvadoran population and to promote an inclusive and equitable social integration in order to create an adequate work environment for each person and consequently have a better functioning of our company. In addition, we are committed to implement our culture in our product with the purpose that many can taste the exquisite flavors that our country offers as well as in the workplace. Finally, this will help to work together with future companies and entrepreneurs and make fusion of our product for mutual benefit and thus be able to provide each diner with a product of the highest quality.

CHAPTER II

**“ELEMENTS FOR THE
DESIGN OF THE
TOURISM PRODUCT”**

2.1 TOURISM HISTORY AROUND THE WORLD

Tourism is a group of journeys whose main object is trade, pleasure and profession (Schwink 1929; Bormann 1930). The history of tourism dates back to ancient times, when travel was done for commercial, religious or exploration reasons. In the topic on ecotourism we can talk about several types of ecosystems as Zamorano cites them: "Among the types of ecosystems that are seas, estuaries, rivers, streams, lakes and lagoons, deserts, tundras, grasslands and forests". (2008, p. 35). So, we will explain how tourism has developed since its inception¹.

Antiquity: The Greeks and Romans travelled mainly for commercial reasons, to attend sporting or religious events. The Romans built an extensive network of roads to facilitate these journeys.



Source: web destinations.com magazine 2020

Medieval: During the middle Ages, tourism was focused on religious pilgrimages to sacred places such as Santiago de Compostela in Spain or Jerusalem. The journeys were long and difficult, and the routes were marked by monasteries that offered accommodation to pilgrims.

Renaissance and Modern Era: With the Renaissance and the expansion of trade in the 15th and 16th centuries, travel began to include a cultural component. European aristocrats began the "Grand Tour", a journey through Europe to complete their education, with an emphasis on culture, art and history.

¹ Inception implies the start of a specific thing like a campaign or a company. Subsequent events take place after the inception. At the moment of conception, most women are at the inception of motherhood.

Renaissance and Modern Era: With the Renaissance and the expansion of trade in the 15th and 16th centuries, travel began to include a cultural component. European aristocrats began the "Grand Tour", a journey through Europe to complete their education, with an emphasis on culture, art and history.

19th Century: The Industrial Revolution brought advances in transportation, such as the railroad and the steamboat, which made travel more accessible. Tourism became popular among the middle class, and the first travel agencies appeared.



Source: *web*
travelingaroundtheword.org

20th and 21st Century: The development of aircraft and globalization drove mass tourism. Paid vacation became an integral part of working life in many countries, and tourism diversified into eco-tourism, adventure tourism, and cultural tourism.

Today, tourism is a global industry covering a wide range of activities and destinations, and continues to evolve with new technologies and changing traveler preferences

2.2 HISTORY OF TOURISM IN EL SALVADOR

The history of tourism in El Salvador reflects the country's socio-economic ² and cultural development, as well as the challenges and opportunities it has faced over the years. Here is a summary of their evolution:

Beginnings of Tourism in El Salvador

² Socio-economic refers to the interaction between social and economic habits of a group of people, such as the dating habits of millionaires! The socio- prefix refers to the "study of people's behaviors", including the ways in which they interact with each other or their family structures.

Tourism in El Salvador has its roots in the early 20th century, when the Salvadoran upper class and some foreigners began to travel to rural and mountainous areas of the country to rest and enjoy nature. During this period, tourism was limited and mainly accessible to people with greater economic resources.

The 1950s and 1970s: Tourism Boom

In the 1950s and 1960s, El Salvador experienced significant economic growth, which enabled a greater number of people to participate in tourism activities. Resorts and beaches developed on the Pacific coast, and government became interested in promoting tourism as a source of income for the country. Places like La Libertad and El Puerto de La Libertad began attracting both local and international visitors.



Source: web Comercioynegocios.org

Impact of the armed conflict (1980-1992)

Tourism in El Salvador was severely affected during the civil war between 1980 and 1992. The armed conflict, which caused the loss of thousands of lives and the destruction of infrastructure, discouraged international tourists and significantly reduced domestic tourism. During this period, tourism was virtually paralyzed.

Recovery and Growth in the Post-war Period (1992-2000)

After the signing of the Peace Accords in 1992, El Salvador began a process of reconstruction and stabilization. Government and private sector started investing in tourism promotion, rebuilding and improving tourist infrastructure and developing new attractions. The Ministry of Tourism was established to coordinate efforts in this sector.

Development of ecotourism and cultural tourism (2000 onwards)

In the 2000s, El Salvador began to diversify its tourist offer, highlighting its natural and cultural riches. Ecotourism was promoted in areas such as the El Imposible National Park and the Izalco volcano, as well as cultural tourism in colonial cities like Suchitoto. In addition, the country began to gain popularity among international surfers, thanks to its world-renowned waves on beaches such as El Tunco and Las Flores.

Recent challenges and opportunities

In the last decade, El Salvador has faced challenges in terms of security perception, which has affected tourism. However, significant efforts have been made to improve the country's image and attract more visitors. Tourism remains a growing sector, with a focus on sustainable development and the integration of local communities into the tourism value chain.



Source: web mitur.org

Tourism in El Salvador is becoming one of the country's main economic engines. In recent years, the country has experienced a significant growth in the arrival of international tourists, thanks to the diversity of natural and cultural attractions it offers, as well as the tourism promotion strategies implemented by the government. (MITUR magazine April 2024 P.45)

El Salvador, with its combination of history, culture, nature and hospitality, continues to position itself as an attractive tourist destination in Central America, despite the challenges it has faced throughout its history.

taste our product and refresh yourself in a peaceful place, with sea breezes and dreamy landscapes.

Its climate is generally hot due to the proximity of the coast and low valleys, but you could also experience temperate and even cold weather in some regions. Some must-see archaeological parks in La Libertad are San Andres and Joya de Ceren, the latter declared a World Heritage Site by UNESCO³.



<https://diaadianews.com>

Part of its natural beauty can be seen in its imposing San Salvador volcano, visited by many for its cool climate, breathtaking views, restaurants and cafes. For its coasts, archaeological parks and natural attractions, La Libertad is an ideal department for tourism, where visitors can choose from a wide range of hotels, from the most demanding to the simplest, but with good service. And what to say about the gastronomy, you will find from traditional dishes to the most sophisticated, because it is home to many of the best shopping centers and lively areas, such as Paseo El Carmen in Santa Tecla.



<https://elsalvador.travel/destination/la-libertad/>

Each of the things mentioned above show us that the department of La Libertad is one of the best places in which we can taste Ronchata⁴ either with cinnamon or with a sweet bundle.

³ United Nations Educational, Scientific, and Cultural Organization

⁴ Ronchata Combines the sweetness and creaminess of horchata de morro with the distinctive touch of rum

2.4 CULTURAL IDENTITY

Culture is the shared characteristics of a group of people, which encompasses, place of birth, religion, language, cuisine, social behaviors, art, literature, and music. Some cultures are widespread, and have a large number of people who associate themselves with those particular values, beliefs, and origins. Others are relatively small, with only a small number of people who associate themselves with that culture. However, the value of culture cannot be defined by its size. No matter if a culture is widespread or kept within a small region, is young or old, or has changed over time or stayed the same, every culture can teach us about ourselves, others, and the global community.

-Declared in a “critical situation” by UNESCO, the Nahuat language.

It is important to say that in El Salvador the native language is Nahuat, without L at the end. It should be noted that Nahuatl is a native language of the current Mexican territory and is a language that is still spoken by thousands of people of indigenous origin, and has different dialects.

Nahuat, a native Salvadoran language, and Nahuatl, a native Mexican language, are languages that may have a similar name, but their entire composition is different, their grammar, syntax, and only a couple of roots that can be understood and that are similar.

Salvadoran festivities and celebrations

The Intangible Cultural Heritage (ICH) of El Salvador is reflected in cultural and religious traditions. Safeguarding them allows each element of them to stay alive for generations.

- Float parade is one of the main attractions of the Migueleño festival.

In 1939 the Municipal Council decided to move the celebration to November 21 in honor



<https://www.elsalvador.com/entretenimiento/espectaculos/hoy-es-el-carnaval-san-miguel/1106363/2023/>

of the Virgin of Peace, patron saint of the town.

During that time, local festivals were held in the city's neighborhoods. As the years went by, dance festivals were held in the local casinos to which a small group of people had admission.

In 1959 the celebrations took a different turn. That year, Miguel Félix Charlaix was appointed Departmental Governor, who, upon noticing the isolation of the majority during the celebrations, decided that the orchestras would have their performances in the streets of the city. Two years after its beginning, the carnival had an international character with the visit of the Guatemalan president Miguel Ydígoras Fuentes and the five beauty queens of Central America. Over the years, the popularity of the carnival spread to all of El Salvador and neighboring countries, to the point of proclaiming itself, recently, as the most important festival in Central America⁵.

-Holy Week Santa Ana, Sonsonate. Rituals have cultural relevance and religiosity.



<https://diarioelsalvador.com/sonsonate-se-prepara-para-las-procesiones-de-semana-santa/343438/>

In El Salvador, the solemnity and fervor of Holy Week are best represented in the City of Sonsonate, thanks to the fervor of its people and the passion of its most zealous custodians, the members of the different brotherhoods.

⁵ The San Miguel Carnival, in El Salvador, is one of the events with the most color, joy and fun in the Central American region.

Due to its cultural importance, in 2013 the Legislative Assembly of the Republic of El Salvador declared Holy Week in Sonsonateca as part of the religious cultural heritage.

-Every September 7, Ahuachapán commemorates the birth of the Virgin Mary.

Lantern Day is a traditional Catholic holiday held every September 7. It has more than 150 years of existence and is originally from "Ahuachapán" and declared Intangible Cultural Heritage by the legislative assembly of El



<https://www.laprensagrafica.com/cultura/Ahuachapan-se-alista-para-su-tradicional-fiesta-de-los-Farolitos-20230902-0016.html>

Salvador. Its origin is disputed since said festival is celebrated in the Town of Ahuachapán on the same date, although the celebration was declares Intangible Cultural Heritage for the city of Ahuachapán, after being studied and complying with the necessary indicators for the declaration.

-Every August 5, the Catholic community gathers in front of the Metropolitan Cathedral for the “Bajada”.

The descent of the Divine Savior of the World is the most important moment of the patron saint festivities of San Salvador, also known as Augustinian festivities.



https://diarioelsalvador.com/fotos-salvadorenos-avivaron-su-fe-con-las-celebraciones-al-divino-salvador-del-mundo/391706/#google_vignette

This event celebrated every August 5 is a commemoration of the transfiguration of Jesus where it refers to a chapter of the Gospel of Saint Matthew in which the transfiguration of the resurrected Christ is recounted in which he is transfigured, shining and is seen speaking with old prophets already disappeared.

The pre-colombine gastronomy of El Salvador

To refer to the culinary roots of El Salvador, it is necessary to go back to the beginnings of the pre-Hispanic Mesoamerican civilizations and the development in their history, since they contain the roots of what is now eaten and in this way we can get to know the vast wealth of ingredients, methods and preparations that we have inherited.

Pre-Hispanic gastronomy in El Salvador brings together a set of ingredients and processes that enrich their diet, the most important and significant ones will be presented below:

-Corn: The Maíz ⁶culture is part of the culinary roots of El Salvador, because it is one of the most consumed and produced ingredients, the meaning of the word corn is, “what sustains life.” The origin of the corn plant dates back about 10,000 years, with Mesoamerican origins.



<https://dfinnova.com/2022/04/12/el-maiz-el-cereal-mas-producido-del-mundo/>

Corn was a fundamental part of the nutritional chain of the pre-Hispanic indigenous peoples, so much so that they were the ones who mastered preparation techniques for their foods such as nixtamalization.

With nixtamalized foods such as:

Tortilla: (from the Nahuatl tlaxkalli), palmate dough cooked on a flat surface such as ceramic or clay

⁶ Corn is native to the American continent. It was cultivated for the first time by the native peoples of the Mexican Neovolcanic Axis (Tehuacán) approximately 10,000 years ago.



<https://www.kiwilimon.com/receta/guarniciones/pupusas-salvadorenas>

Pupusas: (derived from the conjugation of the Nahuatl words *popotl*, which means bulging, stuffed or swollen, and from the word *tlaxkalli*, which means tortilla), stuffed tortilla made by hand and cooked in clay, it is one of the most emblematic dishes of El Salvador of pre-Hispanic origin.

Tamales: (from the Nahuatl *tamali* which means wrapped dough), filled dough wrapped in corn or banana leaves and steamed.



<https://guanacos.com/los-tamales/>

-Corn-based drinks. The preparation of corn-based drinks has been part of an ancestral ritual and art, which in turn created customs around them and many of these transcended to the present day.



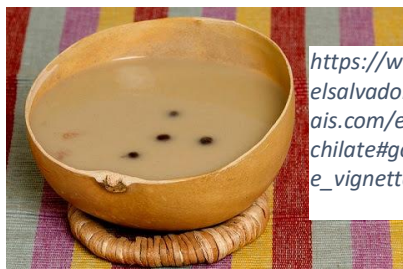
<https://beberbien.com/los-secretos-de-la-chicha-bebida-creada-a-escupitajos/>

Chicha: (conjugation of the Mayan word, *chibocde chac* which means to chew, *Chicháa* to fill with water and *Zicha* to fill with fresh water), a corn drink fermented in 12 vessels that is buried for a certain time to achieve the desired degree of alcohol.

Atole Shuco: made mainly from dark corn, fermented and served in a *morro huacal* (large bowl). Currently, *alhuashte* (pepitoria seed powder from squash), bean grains and spices to taste are added to the *shuco atole*, accompanied with French bread.



<https://elsalvadoresbello.com/atol-shuco-salvadoreno/>



https://www.elsalvadmipais.com/el-chilate#google_vignette

Chilate: simple atole (tasteless). Currently it is the accompanying drink for typical snacks that contain sugar or atado honey, an example of this could be nuégados (cassava dough balls, dipped in atado honey).

Legends, stories or tales of El Salvador

THE CIPITIO: According to ancient beliefs, Cipitio was the son of Zigueguet, the queen of the moon, who, betraying her husband with only a morning star, received a terrible curse from the God of Gods, Teolt. The curse fell on his son, who would be the result of treacherous loves.

Who would never grow up and would not be a man. He will symbolize the God of illicit romances and would remain until the end of the centuries as a cipote, that is, always a child, always Cipit. Of so many Stories and Anecdotes, here we will narrate two:

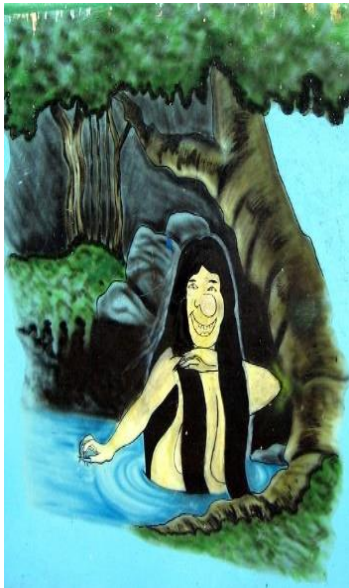
They say that a few years ago, when our grandparents were young, it was more common to find a child's footprints in the ashes of the oven wood. Anyone might think it was a prank, but... maybe it isn't, the cipitio He loves to roll around in the ash, and

get very fed up with it. He is characterized by a small, paunchy being with a huge hat on his head, his feet are upside down, and that is, his toes are backwards, that's why when people tried to chase him he kept going their traces on the contrary. It was common to find its footprints around sugar mills and mills, or in the ashes of old earthen ovens. This little mocking spirit hid in the bushes on the banks of rivers and ravines to spy on the girls who came to wash or bathe semi naked...



<https://mitosyleyendas.info.sv/la-historia-del-cipitio-una-figura-mitica-en-la-cultura-salvadorena/>

THE SIGUAN: It once happened to a man who had agreed with his girlfriend to escape at night. Said and done around 11:30 p.m. The young man was with his horse waiting for his beloved, suddenly he saw the figure of a woman approaching him, out of happiness he didn't even notice, he only helped her to ride with him, they took the road, but no one noticed all of this. He had crossed a single word.



<https://www.flickr.com/photos/walkyman/2436979729>

What began to worry the young man the most was that he had not brought his clothes with him, after a long time she began to caress his chest, the poor man could not find what to do when he felt her large breasts on his back, finally the young man decided and He began to caress his entire body, although he could not see his face, but he felt happy. As he entered the thick forest, large nails emerged from those soft hands that dug into the young man's skin, and he scratched the horse, which He prevented him from stopping, when he tried to see his face he saw a disheveled and skullless woman who was laughing out loud.

He didn't remember anything else about his grandfather's advice and he bit the horse's reins to gain courage and said: -How sexy you are María, give me a kiss María, give me your whole body, here is your chicken leg María, so that He said this and that woman jumped off the horse and ran scared into the bushes, from which the young man was saved, since they say that Siguanaba is bothered by being called María 3 times.

The Siguanaba is a legend that almost all Salvadorans know and know some anecdotes, so when going out at night and alone, worse if there are ravines, rivers or streams, be careful not to be seduced by this being.

What made his hair curl the most was when the chickens started with their characteristic screeching of fear, the dogs came out scared, that instilled more fear, he knew that the cart was not good, so he crossed himself and half jumped over a fence and he took refuge behind some pine trees when he felt that the cart was almost in front of him, he said prayers.

At that moment a lump was appearing, and upon closer inspection he could see the figure of a broken cart that was advancing slowly. Furthermore, it had no oxen, and on the tip of its ratchets it had skulls, inside it they were already making bodies of people, whom she did not recognize, and behind her were beings with grass heads advancing, she passed in front of him and walked away, Majin does not remember how she got home, only that she spent 3 days with a fever, from that day on she no longer knows. It lets you grab more of the night and worse if it's Friday

-The Rock of Comasagua

In the past, the rock was known by sailors as El Faro, since from the high seas it served as a sign that the port of La Libertad was nearby.

For some, the origin of the Salvadoran kepis of our national coat of arms is found here, on this rock that seems to be that peculiar hat on the top of the hill. The path ends in some steps carved into the rock, 70 to be

exact, built in the last century and which make the path to the top of the rock friendlier.

Nature decided that it should be located in a sparsely inhabited valley, reserving a privileged place to enchant those who dared to find it. They say that on a clear day the beaches of



<https://travelisimo.com/es/el-salvador/actividades/tours-y-experiencias/comasagua/caminata-penon-comasagua?adult=4¤cy=USD&country=SV&>

La Libertad are visible, from the port to Conchalío and a little further. From up here legends emerge; they say that until a few years ago mass was celebrated and a cross was even raised at the top. However, the cross disappeared and religious ceremonies were no longer held in the area and since then they say that in some early mornings the crowing of a rooster can be heard coming from the top.

Legends that accompany places that are different, enveloping them with a mystical aura that continues to make more and more people take the path to the rock.

-The Puerto de la Libertad has its Minuta Festival

The mayor's office of Puerto de La Libertad, the house of culture and the Salvadoran Tourism Corporation (Corsatur) held, yesterday, the Third Minuta Festival, which took place on the boardwalk.

During the event, a contest was held to determine who prepared the best minutes, there were artistic presentations and sales of crafts made with shells.



<https://culturasv.wordpress.com/tag/la-libertad/>

How horchata of morro could influence in our cultural identity

Horchata of Morro is a traditional drink in El Salvador, made from the seeds of the morro fruit, along with water, sugar, and sometimes spices like cinnamon. Its influence on Salvadoran cultural identity can be seen in several ways:

-Culinary Heritage: Horchata de Morro is a staple in Salvadoran cuisine. It represents the indigenous roots of the country and the fusion of Spanish influences, highlighting the diverse culinary traditions that shape Salvadoran identity.

-Symbol of Community: This beverage is often enjoyed during family gatherings, parties, and other celebrations. Its presence at these events fosters a sense of community, belonging, and shared cultural values among Salvadorans.

-Tradition and Ritual: preparation and consumption of horchata de Morro can be seen as a ritual that connects generations. Families may have their own recipes and methods passed down, reinforcing familial bonds and cultural continuity.

-Promotion of Local Ingredients: The use of local ingredients in horchata de Morro supports agricultural practices and the economy, promoting a sense of pride in local produce and traditional farming practices.

2.5 STRATEGIC PLAN: QUALITY CONTROL, CUSTOMER SATISFACTION

Figure 2.1



Figure 2.1 quality control, customer satisfaction

-Strategic alliances: Collaborate with other businesses or brands that have similar values or a complementary target audience to expand your reach and attract new, loyal customers.

-Excellent appearance: Attractive packaging: the design of our glass presentation with our distinctive, attractive and functional logo that will reflect the quality and value of our product.

A design with a clean and modern appearance and the most important thing is that our glasses are 100% friendly to the environment because they are biodegradable and quality.

Clear and professional labeling: each glass of Ronchata will have a clear, informative and aesthetically pleasing label, which will contain important information such as the name of our product, ingredients, nutritional information and expiration date.

Transparency of the liquid: since our product is a traditional drink, the objective will be for it to look clear without visible particles, ensuring that the ingredients in our drink are of quality.

Quality control: this part includes the methods and procedures that we implement to guarantee that each glass of Ronchata meets the established standards. Such as laboratory tests, flavor, aroma and texture controls to guarantee that the ingredients are for human consumption.

Brand history and reputation: Ronchata intends to have a history of quality and consistency over time, as this will support the trust of our consumers and strengthen the reputation of our product in the market, thus helping us improve the economy. of our business.

-Presence on social networks: Share relevant content and keep customers updated about our product.

-Events and tastings: Organize tasting events at points of sale or in strategic places where your target audience frequents. This allows customers to try your product and remember it positively.

-Create a memorable experience: From purchase to after-sales service, make sure each interaction is memorable and positive for the customer.

-Exceptional customer service: Good customer service can make all the difference; Responding quickly to your customers' queries and problems.

-Continuous feedback and improvement: Give customers the opportunity to know their opinions about our product and take the information to constantly improve the product.

-Consistent quality:

Quality control: this part includes the methods and procedures that we implement to guarantee that each glass of Ronchata meets the established standards. Such as laboratory tests, flavor, aroma and texture controls to guarantee that the ingredients are for human consumption.

Brand history and reputation: Ronchata intends to have a history of quality and consistency over time, as this will support the trust of our consumers and strengthen the reputation of our product in the market, thus helping us improve the economy of our business.

2.6 PROMOTIONAL SERVICE

Figure 2:2

*Figure 2.2
promotional
service*

ACTION	PERSON IN CHARGE	IMPROVEMENT
<p>Hold an opening event where we will be giving free tastings to people who follow us on Instagram and if they upload us to their stories they will have a \$25% discount coupon.</p>	<p>María Olimpia Reyes Cea. She will have control of Instagram to check that each customer meets the requirements to earn the 25% discount, verifying that they upload the story and mention us correctly.</p>	<p>Offer a card to customers with which every time they visit us they show the card and thus confirm that they are frequent customers and are offered a 20% discount.</p>
<p>Make collaborations with other brands or products where our drink is made more known on social networks and include promotions so that people can learn more about our product.</p>	<p>Katherine Noemy Alas Erazo. She will make contracts with the brands that will collaborate with Ronchata in this activity, such as the terms and conditions, and the profits that each of the brands involved will have.</p>	<p>For the purchase of 3 glasses of Ronchata at home, shipping is completely free.</p>
<p>Use of billboards in the busiest areas of our country with our motto and our respective logo to publicize our product.</p>	<p>Marlen Marisol Santos Angel. Responsible for designing the billboards and searching for the busiest areas of our country and also requesting municipal permits for their advertising.</p>	<p>Birthday people of the month will be given a 50% discount on the purchase of a glass of Ronchata.</p>

CHAPTER III

ENTREPRENEURIAL

RESPONSIBILITY

3.1 PROFILE OF THE ENTREPRENEUR

For a better understanding, we will refer to the concept of the entrepreneur ⁷as defined by different authors. With respect to the origin of the word “entrepreneur” we find three versions.

The first one corresponds to Pontius (2010):

... The term entrepreneur comes from the Latin words in, en, and *préndere*, meaning “to undertake or carry out”. By extension and probably under the influence of French and Italian, languages in which the entrepreneur is said *entrepreneur* and *imprenditore* respectively, the term is also used to indicate who starts a business. Consequently, it can be said that an entrepreneur is someone who undertakes the adventure of a business, organizes it, seeks capital to finance it and assumes all or most of the risk (p. 21).

The second version dates back to the 16th century, when “anyone who, like Christopher Columbus, embarked on the adventure of traveling to the new world, without any certainty of what their journey would bring, and even without knowing if they would make it back, began to be called an entrepreneur” (Giurfa, 2012, p. 7).

The third of these versions indicates that its origin dates back to the 18th century, when Cantillon used the French word *entrepreneur* (English translation: pioneer) in 1755 in the text “*Essai Sur la Nature du Commerce en Général*”, to refer to those “...who were capable of assuming the risk and responsibility of starting up and bringing a project to completion” (Toledo Nickels, 2001, p. 213). Cantillon defined such a “pioneer” as “an economic agent who buys means of production at a certain price, in order to combine them and create a new product” (Giurfa, 2012, pp. 7-8).

⁷ The entrepreneurial process is made up of several activities that They range from detecting business opportunities to creating real organizations. Andy Freire, *Passion for entrepreneurship*, Bogotá, Norma, 2007, p. 3

Later, other economists such as Say (1852), Knight (1921), Baumol (1968), Braudel (1985), Casson (1985⁸) continued to shape the concept of the entrepreneur, distinguishing him from the investor, since the expectations regarding the actions of each differ. The investor seeks to make a return on his capital. The entrepreneur, on the other hand, seeks to remove the costs generated by the use of the investor's capital from the profits generated by his entrepreneurship. This discrepancy was emphasized by Schumpeter (1961) who identified the entrepreneur as the “creative destroyer” who breaks market cycles.

From the various definitions of “entrepreneur”, we can extract some common characteristics that are distinguished from the rest by their great power of conceptual precision. Among these strong features that define the meaning of “entrepreneur”, we highlight the following: innovative, creative people, who see opportunities where others only perceive routine, excessive risk and even failure, and who can take their entrepreneurial activities almost like a game of chance, where the one who bets the most, even knowing that he/she could lose everything, is the one who wins the most.

We can currently find numerous examples of entrepreneurs who have achieved not only momentary economic success, but also those whose work has transcended from mere short-range novelty to innovation that lasts over time, due to their ability to renew their technological and social economic context. In this opportunity we will remember, only by way of outstanding cases, the creators of operating software, Internet browsing programs and social networks that have revolutionized the computer field in the last two decades.

⁸ In 1985, Peter Drucker, the late management expert, defined entrepreneurship as “the act that endows resources with a new capacity to create wealth,”

3.1.1 ENTREPRENEURSHIP

Entrepreneurship is the action or effect of undertaking, which refers to carrying out a work or business. Entrepreneurship is usually a project that is developed with effort and facing various difficulties, with the determination to reach a certain point.

The word entrepreneurship comes from the French entrepreneur (pioneer), and refers to the ability of a person to make an extra effort to achieve a goal or objective, being also used to refer to the person who starts a new company or project, a term that was later applied to entrepreneurs who were innovative or added value to an existing product, service or process.

Being a pioneer implies being the first, according to the following statement: “The pioneers of a company are the businesses that offer unprecedented value” (Stalk, et al., 1999).

Entrepreneurship requires a willingness to take risks related to time, money and hard work.

Entrepreneurship ⁹is a phenomenon that occurs both in times of prosperity and in times of crisis. In the former, they take advantage of the availability of resources and the market's consumption capacity; on the other hand, in times of crisis, entrepreneurship usually represents a way out (or, at least, a possibility of growth) for people who are unemployed.

In principle, anyone can be an entrepreneur; however, not every entrepreneurship can be successful. It is argued that entrepreneurs must have certain skills and competencies in order to succeed and achieve the desired goal: flexibility, dynamism, creativity, drive, etc. These qualities are necessary, since entrepreneurship faces all kinds of difficulties and the entrepreneur must be able to adapt to a changing reality.

⁹ Discovering an opportunity means that the entrepreneur has the sufficient capacity to make a series of connections that are not obvious to everyone. Pedro Nueno, *Entrepreneurship. The art of creating companies and their artists*, Bilbao, Deusto, 1994, pp. 47-48.

3.1.2 CYCLE OF ENTREPRENEURSHIP

The entrepreneurship cycle is composed of a set of sequential stages that ultimately lead to a business idea becoming a real enterprise. Most organizations dedicated to the promotion of entrepreneurship address the first three stages: motivation, creativity¹⁰ and business idea planning.

This leaves aside the other two stages: financing and start-up, which, being little attended to, tend to generate frustration in entrepreneurs who are in the process of formation, since, at the end of the day, they would be left with the illusion of entrepreneurship under their arm, which is expressed, in most cases, in a business plan that, in general, they are able to elaborate.

Hence, to undertake without action means to remain only at the moment of idea generation or at most in the planning of the business idea, thus producing an unfinished cycle of entrepreneurship.

The entrepreneurship cycle and the entrepreneur's profile

- **Motivation for entrepreneurship**

The first step that has a direct impact on the emergence of a new company is the degree of motivation that the entrepreneur has reached, the moment of making the decision to start his business venture. Without this motivating fuel, it is difficult for a business project to be born and develop.

The points of origin of the entrepreneur's motivation are related to the area of positive self-esteem, the development of his or her capacity to take risks and confidence in his or her abilities to carry out a business project. Hence, the educational sector and the family environment

¹⁰ When we talk about attitude we refer to factors such as: sacrifice, industriousness, austerity, honesty, truthfulness, good sense (P. Nuño, 1994:46).

play a key role in the development of these attitudinal characteristics, which are inherent to human beings, but which must be sown and cultivated on a permanent basis.

- **Creativity for entrepreneurship**

Creativity is directly related to the generation, by the entrepreneur, of ideas aimed at satisfying a need that is not yet being partially or totally satisfied in the market.

In order for ideas to emerge, it is important for the entrepreneur to look for “stimulators for the generation of ideas”; as examples of idea ¹¹stimulators we could have the following: visit to a shopping mall, surfing the Internet, vacations inside and outside the country, attending a seminar, interviews with business experts, reading books and magazines, watching movies and/or news programs with an economic orientation, etc. Brainstorming exercises can also be carried out, in groups or individually, based on the application of any of the stimulators listed above.

As we can see, at this stage of the entrepreneurial cycle, the central factor to achieve an effective stimulus to creativity is that the entrepreneur seeks some way to awaken his creativity, since ideas, by themselves, will never reach the mind of those who want to create their own company.

- **Identification of business opportunities for entrepreneurship**

Very close to the stimulation of the entrepreneur's creativity is the identification of business opportunities that arise as a result of the link established between the idea that appears in the entrepreneur's mind and some need present in the consumer market of a society.

It should be clear, within this linkage process, that at the moment of identifying a business opportunity, the entrepreneur must be able to select those needs that are present in the immediate social environment in which he/she lives and that have not yet been partially or totally satisfied.

¹¹ If there is no unsatisfied demand, the entrepreneur must change business idea.

For example, needs can be found in the individual experience as a consumer, in the daily coexistence with family and friends, in the university, in the neighborhood, in the places of entertainment he visits, in the social gatherings he attends, in the shopping places where he tends to go permanently, etc..

Other alternative sources, according to the Center for Entrepreneurship Development of the Colombian Institute of Higher Studies of Incolda -ICESI-, to identify unmet needs that can then become business ¹²ideas to be studied in greater depth, may be the following: analyzing businesses of someone who has been successful, combining two or more ideas into a new form, solving problems for people, identifying weaknesses of the competition, developing a hobby, taking advantage of a personal skill, reusing waste materials, bringing back ideas from vacations, exchanging ideas with others, looking for new ways of doing things, reading the newspaper, listening to people's complaints or laments, thinking of new ways of doing that which is considered traditional.

- **Entrepreneurship planning**

There is an increasing tendency for dependent employees to think about starting their own business. There are several factors that influence this decision, among the most important of which are: need for independence, desire to improve financially, sense of belonging, experience in the business and family encouragement.

As we can see, the factors that act as motivators of entrepreneurship are related to a greater degree to the attitudinal level of people than to the aptitudinal level, which leads us to conclude

¹² In the business environment, the English expression venture capital tends to be used.

that what is needed to start one's own business is, first of all, a desire to improve oneself rather than a wealth of scientific knowledge.

It is recommended to combine the desire to create something of your own with a significant amount of research on the business idea you want to make a reality. Don't forget: the worst mistake a person who wants to create his own company ¹³can make is to enter a business blindly.

For this reason it is important that the entrepreneur, before making the financial investment required by the new business, take into account the following recommendations, so that the process of creating the company is planned and not improvised:

- If you are currently working as a dependent employee and do not want to risk everything, you can start your own company and continue working until your business is consolidated and you are able to pay yourself a salary equal to or higher than what you were earning in your old job; many successful entrepreneurs started their business ventures in this way.
- Once you have decided to start your business venture not as an employee but as an employer, you must take into account that the key asset of your company is the human resources you hire, even if they do not appear on your balance sheets.
- Never marry yourself to a single business idea; when you are in the selection process become a true sniffer of business opportunities (they are everywhere).
- Once you have chosen a business idea, begin to study it; to do so, first and foremost, research the market in which you plan to operate. The questions to be answered are: is there an unsatisfied demand for the product I plan to offer, what are the particular

¹³ The entrepreneur must consider, when choosing his partners, that a family member or friend can be your best companion in social and/or family activities, but, perhaps, they are not your best company to start a business adventure.

characteristics of the customer who will buy the product, with whom am I going to compete?

- Within the company's own planning process, the key question that should yield positive¹⁴ answers when deciding whether or not to set up the business you have in mind is: is there unsatisfied demand or not? Unsatisfied demand occurs in the following cases: when the quantity demanded is greater than the quantity offered, when customers are not satisfied with the characteristics of the products they currently buy, when there is no competition.

Finally, within the entrepreneurship planning process, we must highlight that one of the most effective tools that the entrepreneur can use when systematizing his business idea is the so-called “business plan”, which we can define as a document in which, after the respective research, information related to the resource needs and the strategic approach to be adopted in the commercial, financial, operational and human talent areas of the new company is presented in an interrelated manner.

- **Entrepreneurship financing**

The lack of specifically targeted financing for entrepreneurial projects leads to an increased level of frustration for those who have invested a great deal of effort in developing the plan for their business idea.

Speaking of the need for the existence of specific financial products to finance entrepreneurial projects means that the short and/or long-term credit offered by financial sector entities is not the best alternative for starting a new business, since there is a basic financial

¹⁴ “Success is not what you have, but who you are.”- Bo Bennet

premise that states: “as far as possible” it is recommended to start a business without debt, thus avoiding the presence and requirement of a fixed expenditure composed of interest payments and the repayment of the capital received as a loan.

The alternatives to ordinary credit offered by banks and other entities of the financial system are as follows:

1. Entrepreneurship capital is related to the contribution of capital that an investor ¹⁵makes, without charging interest, for the purpose of facilitating the birth and take-off of a company.

It is expected that, with the passage of time, this capital will be extraordinarily revalued (P. Nueno, 1994: 108). When this financing alternative is chosen for the entrepreneurship, the investor is then obliged to sell the shares corresponding to the business project he/she has supported. In most cases, the entrepreneur who started the company when it was a simple idea has the preference to buy these shares.

2. Angel investors are a financing modality very similar to that of entrepreneurship capitalists. In both cases they pursue the same objectives and use similar techniques. Perhaps the difference is that entrepreneurship capitalists act on behalf of other investors such as pension funds, institutional and corporate investors, while angel investors act directly. Hence, the latter play a very active role in selecting and monitoring their investments.

They even tend to actively participate in the operation of the company in which they have invested. These two forms of financing considered as specific for financing

¹⁵ “To win without risk is to triumph without glory.”- Corneille

entrepreneurship, in several countries have become one of the key factors that have had a direct impact on the emergence of new companies, whose main characteristic has been the low rate of entrepreneurial mortality at an early age. Another alternative for financing a entrepreneurship is the entrepreneur's personal search for partners. These may be family members or close friends¹⁶. When choosing this option, it is very important to analyze in detail the employment history of the future partners in order to avoid later problems (W. Mariño, 2005: 32).

- **Start-up of the entrepreneurship**

The last stage of the entrepreneurial cycle is the start-up of the business that has been created and financed. At this point the entrepreneur not only needs to have knowledge of how to prepare a business plan, but now the knowledge must be extended to answer at least the following questions:

- How to manage the people working in the company?
- How to manage the company's financial resources?
- How to implement the company's marketing strategy?
- How to manage the internal processes related to the production of the good or service, the general administration of the company and the commercialization?
- How to maintain good relations with my suppliers, customers, competitors and society in general?

As we can see in the process of an entrepreneur's aptitude training, after learning how to prepare a business plan, it is essential that, in order to guarantee the medium and long term

¹⁶ "Don't try to do everything by yourself, but try to connect with people and resources. Having that discipline and perseverance is really important." -*Chieu Cao, Co-founder of Perkbox*

sustainability of his company, he should be trained and/or advised in the knowledge of principles and tools related to business administration, mainly related to the good management of the functional areas of a business: human talent, finances, marketing and operations.

The entrepreneur, at this stage of the new company's operation, tends to consider himself as an all-knowledgeable person or, simply, to underestimate the knowledge learned by others. This is one of the main mistakes that has led many entrepreneurs to take longer to create the company than to close it.

3.1.3 IMPORTANCE OF ENTREPRENEURSHIP

Nowadays, entrepreneurship has gained a preponderant role in the economy and therefore in society, promoted by two fundamental aspects such as:

- The need to achieve independence and economic stability.
- High levels of unemployment, and
- The low quality of existing jobs.

These factors have created in people the need to generate their own resources, to start their own businesses, and to go from being employees to being employers; although this is only possible if one has an entrepreneurial spirit, since it requires great determination to give up the economic “stability” offered by a job and venture ¹⁷as an entrepreneur, even more so if one takes into account that the entrepreneur does not always earn as the salaried employee does, who has a minimum monthly income that allows him to survive.

- **Steps to follow to become an entrepreneur**

¹⁷ "If you're starting something on your own, you better have a passion for it, because this is hard work." -Sallie Krawcheck, Co-founder of Ellevest

FORBES magazine (2014) published the eight steps to entrepreneurship from scratch, proposed by Mastercard.

1. Determine what your passion ¹⁸or best skill is. Detect and correctly choose your best skill and focus on it; seek to specialize and train constantly.
2. Make a business plan. Design your plan as quickly as possible, as it will be your letter of introduction and your compass, and it will also be helpful when looking for investors.
3. Don't be afraid to make mistakes. Most businesses have made mistakes, so don't be afraid to fail, as these experiences will provide you with the learning you need to become a successful entrepreneur and let you know that you are on the right track. If you make a mistake, start over.
4. Focus. Nobody knows everything all the time. Therefore, it is essential to focus on your greatest ability and not to be unnecessarily distracted, as this way you will avoid wasting time, money and quality.
5. Persist. With perseverance you will reap rewards.
6. Control your finances. The financial future of your company depends on how well you manage your finances. It may seem obvious, but it is important to know the income and expenses of your business.
7. Get trained. If you are not familiar with the business world, it is essential.
8. Trust. Entrepreneurs are constantly making decisions and taking risks, so it is essential to trust.

¹⁸ "Passion, creativity, and resilience are the most crucial skills in business. If you've got those, you're ready to embark on the journey." -*Jo Malone, Founder of Jo Malone*

3.1.4 THE PROFILE OF AN ENTREPRENEUR

In theory, anyone could undertake a project; however, success requires certain personal and professional characteristics. Being an entrepreneur means being motivated and having the resources to do so.

For Rafael Alcaraz Rodríguez (2011, p. 5), the entrepreneur ¹⁹possesses characteristics that make it easier not only to undertake, but also to do so successfully. Among them, some of the most mentioned are: Creativity and innovation; Confidence in himself and his abilities; Perseverance; Ability to handle problems; Acceptance of risk.

Other authors add other qualities to those proposed by Alcaraz; in general terms, an entrepreneur should have the following qualities:

- Creativity and innovation
- Clarity of ideas
- Ability to face and assume risks
- Knowing how to prioritize
- Ability to communicate and socialize
- Tenacity and persistence
- Flexibility and ability to adapt to circumstances
- Optimism and self-confidence.

¹⁹ “Entrepreneurship is living a few years of your life like most people won't so you can spend the rest of your life like most people cant.”- Warren G. Tracy's student

Starting a project requires a great sacrifice for the person who decides to lead an idea or a project. Cultivate emotional intelligence and know what it is to be an entrepreneur and what it consists of.

- **Basic characteristics of successful entrepreneurs**

Each author, from his or her point of view, points out what should be the attributes that entrepreneurs should possess; however, most of them agree on the following:

1. **Passion:** Entrepreneurs devote themselves to their activity with body and soul to achieve their goals and objectives. Passion is an essential component that guides other behaviors, and makes them survive the sacrifice required by the company.
2. **Vision:** The work begins by defining the strategic steps that will lead to achieving the results. From the establishment of goals, you gain a clearer perspective of what are the immediate priorities and needs in the present. To achieve success every entrepreneur needs a plan and a visualization of the ultimate goals. However, vision without execution means nothing, as Mark Hurd, CEO of Hewlett-Packard, pointed out (Syrett, 2010)
3. **Ability to learn:** Not being willing to listen and learn is to deny yourself many opportunities. A successful entrepreneur recognizes that they are always learning and that they can learn from everyone every day.
4. **Determination and courage:** The entrepreneur must anticipate difficulties, and be able to identify when something is wrong to correct it. Entrepreneurs accept problems, assimilate them and make timely and firm decisions to solve them effectively.
5. **Creativity and innovation:** Creativity is the process through which ideas are generated, developed and transformed into added value. It is not necessary to invent what has already been invented, but it is necessary to identify new possibilities of doing things and

guarantee differentiation. Innovation is not the same as short-term competitiveness (Porter, 2006).

6. Persistence: Every initiative must be persistent. Trying once and giving up is not enough. You have to take one step at a time and seek to perfect it in a creative and organized way if it has not given the expected results the first time. Persistence must go hand in hand with good sense.
7. Sense of opportunity: The entrepreneur identifies needs, problems and trends of the people who live around him and tries to conceive alternatives for satisfaction or solution as the case may be.
8. Teamwork: The entrepreneur's leadership seeks to unify ideas and achieve consensus in the face of the problems that arise, making the human group involved in the venture work in harmony.
9. Self-esteem and confidence: The entrepreneur is optimistic ²⁰and confident. Having confidence in oneself and one's own abilities and capabilities comes the magical power of being positive and attracting success.
10. Assertiveness: Not beating around the bush and going straight to the point to express what you think, feel and want without hurting others is a basic characteristic to be able to achieve the objectives set.
11. Long-term strategic planning: An entrepreneur should not be reactive; You must be proactive not only about changes in the market and the environment, but also anticipate

²⁰ "What is not started will never get finished"- Johann Wolfgang von Goethe

them by making appropriate and timely decisions; Success and survival will largely depend on anticipation and opportunity.

12. Organization: Establish a schedule of activities that is scheduled with the ability to receive permanent adjustments. This programming is short-term and is derived from strategic planning and feedback.

3.1.5 RONCHATA ENTREPRENEURSHIP PROFILE



Ronchata identifies with the following entrepreneurial profile:

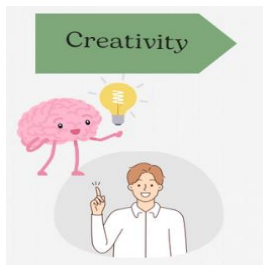


The creation of Ronchata shows the great initiative²¹ on the part of the entrepreneurs to introduce a product that is not only refreshing but also unique. Valuing a traditional Salvadoran drink after identifying a market opportunity, bringing a peculiar product that is delighting for our consumers.



The passion for Salvadoran culture and the drink itself is an essential driver for entrepreneurship. Since as founders we share a love for Horchata de Morro and want to share its flavor with a broader audience, which can translate into a more authentic and attractive product.

²¹ “What is not started will never get finished”- Johann Wolfgang von Goethe



The idea of combining Horchata de morro, which is traditional in El Salvador, with rum is a creative approach that reinvents a classic drink. This fusion will not only provide added value, but will also differentiate it from other beverages on the market, capturing the attention of consumers.



strategies.

The vision of a business is a key to success. Ronchata not only seeks to be a popular drink, but also to become a symbol of Salvadoran culture, representing a legacy or a lifestyle that transcends borders. Having a clear vision will help guide marketing and expansion



Developing and marketing a new product requires the collaboration of various skills. From production to marketing, the entrepreneurship depends on a team that works efficiently and synergistically to bring Ronchata to the market.



Social and business responsibility can be an important aspect of entrepreneurship. This may include sustainable practices in production, supporting the local community or ensuring that the product is safe and of high quality for its consumers.

Ronchata is a presentation of the intersection between tradition and innovation, and its entrepreneurial characteristics reflect the passion and commitment of its founders to share their cultural heritage while creating an attractive product in the global market.

3.2 MARKET NICHE.

A market niche is a specific segment within a broader market, made up of a group of consumers with particular characteristics, needs, or interests that are not fully satisfied by the general offer of products or services. Companies that focus on a market niche usually tailor their products, services, or marketing strategies to meet the specific demands of that group.²²

Some examples of market niches include:

- People interested in eco-friendly and sustainable products.
- Consumers looking for gluten-free foods.
- Tech enthusiasts or those seeking specialized gadgets.

In summary, a market niche allows a company to focus on a smaller and more specific group of customers, which can lead to greater loyalty and differentiation compared to competitors targeting a broader audience.

A market niche is a specific and well-defined segment within a broader market, made up of a group of consumers with particular characteristics, needs, or preferences that are not fully met by the general products or services available. Unlike mass markets, which aim to attract a wide audience, market niches focus on satisfying more specialized demands.

Key characteristics of a market niche:

- **Specificity:** Niches are smaller groups of people who share common characteristics, such as interests, buying habits, demographics, or specific needs. These characteristics make their preferences clearer and more specific than those of a general audience.

²² Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

- **Unmet demand:** Often, consumers in a niche feel that the products or services in the broader market do not fully meet their expectations, creating an opportunity for businesses to customize their offerings.
- **Less competition:** Compared to mass markets, niches usually have fewer competitors due to the specialization of their products or services. This allows companies to position themselves as leaders in that segment if they manage to capture and satisfy the needs of the group.
- **Customer loyalty:** By targeting a specific group with products or services tailored to them, companies can build greater brand loyalty, as consumers feel the offerings are personalized and designed to meet their particular needs.
- **Premium pricing:** Since products or services in niches are often more customized or specialized, it is often possible to charge higher prices. This is due to the perceived added value by consumers, who are willing to pay more for something that better meets their needs.
- Examples of market niches:
 - **Organic or eco-friendly products:** Consumers concerned about the environment or their health, seeking products free of chemicals or artificial processes.
 - **Allergen-free foods:** People with specific dietary restrictions, such as those with celiac disease, seeking gluten-free products.

Advanced technology for specific professionals: Tools or devices designed for professional sectors such as engineers, designers, or doctors, requiring advanced technical specifications.²³

Sustainable fashion: Consumers interested in clothing produced ethically and with sustainable materials. Importance of market niches: Focusing on a niche allows businesses to differentiate themselves in a highly competitive market. Although the target audience may be smaller, by offering a product or service that meets a specific need, a company can create a stronger connection with its customers, often resulting in a competitive advantage and higher profit margins. Free Press. Additionally, market niches are

²³ Porter, M. E. (1998). *Competitive strategy: Techniques for analyzing industries and competitors*.

a great opportunity for small businesses or entrepreneurs, as they allow them to compete with larger players without needing massive resources. By focusing on a smaller group of customers and customizing their offerings, they can stand out and gain market share within their specific niche.

Why are very important the market niches?

Market niches are important because they allow businesses to focus on a specific segment of consumers who share particular characteristics, needs, or interests. Targeting a niche market can be more profitable than addressing a general market, as businesses can specialize and tailor their offerings to better meet the needs of this group. Customers within a niche tend to be more loyal because they find products or services that are more personalized and relevant to them²⁴.



Image taken from :
<https://www.fabrizioscoglio.com/nicho-de-mercado/>

Main benefits of market niches:

- **ROI (Return on Investment) optimization:** By focusing on a specific market segment, promotional campaigns can be more targeted and, therefore, more effective, maximizing the return on investment.²⁵
- **Product customization:** Companies can adapt their products to better meet the needs of their target audience, making them more attractive and differentiated in the market
- **More effective marketing:** By addressing a more specific audience, businesses can use language and marketing strategies that are closer and more relevant to their customers, increasing the effectiveness of the message.²⁶

²⁴ Fill, C. (2013). *Marketing communications: Contexts, strategies and applications* (5th ed.). P Pearson

²⁵ Dahl, S. (2018). *Social media marketing: Theories and applications* (2nd ed.). SAGE Publications.

²⁶ Ries, A., & Trout, J. (2001). *Positioning: The battle for your mind* (20th anniversary ed.). McGraw-Hill.

- **Maximization of sales:** Reaching the right people within the niche allows for the maximization of both current and potential sales, making better use of the target market.
- **Resource optimization:** Focusing on a niche allows businesses to save time and money, optimizing resources by not trying to cover an entire general market.
- **Positioning as an expert:** By specializing in a niche, the business establishes itself as an authority in that field, increasing the perception of expertise and allowing for higher pricing.
- **Trust and loyalty generation:** Customers in a niche receive products or services that are closer to their needs, which increases their satisfaction and loyalty to the brand.
- **Competitive differentiation:** In a crowded market, targeting a niche allows businesses to differentiate themselves from competitors, creating a competitive advantage in an environment where many companies offer similar products.

In summary, focusing on a niche market allows businesses to maximize their efforts, optimize resources, and build a stronger relationship with their customers, which can lead to increased profitability and a stronger market position.²⁷

Our market niche with Ronchata.

- **Artisanal and local products market:** More and more people are looking to support local and artisanal products, which could align perfectly with the concept of a unique Salvadoran rum and horchata drink as a result .Ronchata²⁸.
- **Premium cocktail enthusiasts:** Those interested in handcrafted cocktails and exotic drinks could be a great niche. You can position your drink as a key ingredient for sophisticated cocktails.

²⁷ Anderson, C. (2006). *The long tail: Why the future of business is selling less of more*. Hyperion.

²⁸ Ronchata: Salvadoran drink made with horchata de morro and Guazpa Ron.

- **Traditional and cultural drinks market:** Horchata has strong cultural roots in many Latin American countries. You could attract people interested in drinks that reflect traditions and culture.
- **Tourists:** Tourists, especially those looking for authentic experiences, might be interested in trying local drinks with a twist, like the fusion of horchata and rum.
- **Natural or additive-free products market:** If your drink contains natural ingredients or has a health-focused approach, you could attract consumers looking for preservative-free or naturally made products.
- **Premium gifts and experiences:** Your product could be marketed as a gourmet or premium gift option for special occasions, appealing to people seeking unique and exclusive presents.

3.3 CORPORATE STRATEGY AS RONCHATA

The **logo** and tagline are two of the most visible and representative elements of a company, and play a crucial role in how the brand is perceived in the marketplace and in the minds of consumers. Although each has a distinct function, both work together to create a **strong** identity and facilitate differentiation in a competitive business environment.

3.3.1. LOGO:

The logo²⁹ is the graphic or visual representation that uniquely identifies the company. Its importance lies in:

²⁹ Costa (2006), "a **logotype** is the first of the visual signs of identity. It is the particular form taken by a written word with which a commercial brand, group or institution is designated and at the same time characterized".

- a. **Identification and Visual Recognition:** A logo is the face of the company. It is the first thing consumers see and remember when they think of the brand.
- b. **The logo must be unique, memorable and easily recognizable,** which facilitates differentiation in a saturated market. A well-designed logo creates immediate associations with the company's quality, trust and values. For example, the Nike logo with its famous “swoosh” conveys dynamism, speed and success.
- c. **Coherence and Professionalism:** The logo is a visual symbol of the company, so it must convey coherence with the brand's mission, vision and values. A professional design also conveys the idea that the company is reliable, solid and committed to quality. A careless or low quality logo could give a bad impression of the brand.
- d. **Brand Strategy:** The logo must be versatile and adaptable to different formats and platforms, from business cards to digital advertising and social networks. Through the logo, the company can build a brand identity that extends to its products, services, packaging, website and more. This reinforces recognition at all points of contact with consumers.
- e. **Emotionality and Connection:** The logo has emotional power, as it generates psychological associations. For example, logo colors can evoke specific emotions. Red is often associated with energy and passion, while blue conveys confidence and professionalism. A successful logo creates an emotional connection with the consumer, which can generate long-term loyalty.

3.3.2 SLOGAN:

The slogan³⁰ is a short, memorable phrase that summarizes the company's value proposition, its mission or the benefit it offers to consumers.

It is the “verbal message” that accompanies the logo and helps to strengthen the brand identity. Its importance lies in:

- a. Clarification of the Value Proposition: The slogan helps consumers to quickly understand what the company does and what differentiates it from the competition. If the logo is the visual representation, the slogan is the verbal promise. A good slogan conveys in a few words what the company stands for or how it can benefit the consumer.
- b. Memorability and Engagement: An effective slogan should be short, catchy and easy to remember. Consumers who remember the slogan are more likely to associate it with the brand, which facilitates long-term loyalty and recognition. A good slogan has the power to stick in the consumer's mind, creating a verbal identity that complements the logo and other brand elements.
- c. Brand Positioning: The slogan plays a key role in positioning the company, as it defines how the brand wants to be perceived in the marketplace. Is it a luxury brand, affordable, innovative, and traditional? The tagline helps communicate this clearly.

³⁰ Gabay defines the *slogan* as the strap or strap line of the advertising message (Gabay 2003: 100).

- d. **Facilitates Differentiation:** A good slogan highlights what makes the company or product unique. In markets with many similar options, a well-designed slogan can be the deciding factor that inclines consumers to choose one brand over another.

It helps reinforce the identity that the logo has already established visually, creating a consistent experience for the consumer.

- **Joint importance of the logo and the slogan:**

Although the logo and the tagline have distinct roles, together they play a crucial function in building brand identity. Here I explain how they complement each other:

- a. **Cohesion and Consistency:** Both elements must be aligned with the brand's values and personality. If the logo is dynamic, the tagline should have a tone that also reflects that energy. If the logo is more sober, the slogan should be equally serious and formal.
- b. **Mutual Reinforcement:** The logo and the tagline reinforce each other's message. The logo visualizes what the brand stands for, while the tagline verbalizes the value proposition. Together they generate a stronger impact on consumers' memory.
- c. **Create a Complete Experience:** An engaging logo and compelling tagline can create a complete brand experience that resonates on both an emotional and rational level, making the consumer feel connected and motivated to choose the company.

The logo and slogan are essential to build a strong and coherent brand and for our company we have decided the following:

Logo

Our logo incorporates both ingredients, symbolizing the union of two local cultures and traditions. The rum, with its strong and authentic character, represents the history and heritage of El Salvador, while the horchata adds a touch of sweetness and softness, evoking the warmth of the traditional and familiar.



The blue color represents one of the colors of our national flag as well as freshness, tranquility, confidence and harmony, inviting our consumers to relax and enjoy the experience.

A sun on each side represents the summer and the beach since we will be promoting our product in one of the most visited beaches in our country, El Puerto de la Libertad.

Slogan

The reason for our slogan: “**Feel the experience**”.

- **Sensory experience:** The combination of Salvadoran rum with the softness and sweetness of horchata creates a perfect balance that delights the palate and awakens the senses. It is not just a drink, it is an experience to be enjoyed slowly.
- **Culture and tradition:** By fusing two iconic ingredients, such as rum, known for its history in the region, and horchata, a traditional and comforting beverage, we invite our consumers to live an authentic cultural experience that connects the modern with the traditional.
- **Special moment:** “Feel the experience” invites people to create a memorable moment. By tasting the beverage, they can be transported to a place of relaxation, celebration or even share it with friends, creating memories around its taste.

- **More than a drink:** Our product offers more than just the act of drinking; it is an invitation to live a complete experience, one that is enjoyed with all the senses: the aroma, the taste and the atmosphere surrounding the moment of enjoyment.

The mission, vision and values are the fundamental pillars that guide a company towards success, as they provide a clear frame of reference for decision making and the management of its operations. Each of these components plays an essential role:

3.3.3. MISSION

A company's mission³¹: defines its main purpose and what it seeks to achieve in the short and medium term. It is a statement that answers the question: Why do we exist as a company? It is important because:

- **Clear focus:** The mission gives direction to day-to-day activities and ensures that all members of the company are working towards a common goal.
- **Differentiation:** Helps highlight what makes the company unique to both customers and employees.
- **Coherence:** Facilitates alignment of decisions, strategies and actions with the fundamental objectives of the organization.

3.3.4. VISION

The vision³², on the other hand, is the image that the company has of itself in the future. It answers the question: “Where do we want to go? Its importance lies in:

³¹ Gary **Armstrong and Philip Kotler** define mission as “*an important element of strategic planning*”.

³² **Kevan Scholes and Gerry Johnson** say that vision “encompasses a desired future and the aspirations of the organization to motivate the company's constituents.”

- Long-term orientation: It provides a long-term goal to work towards, motivating employees and guiding strategic decisions.
- Inspiration and motivation: A clear vision can inspire both employees and customers, creating a sense of purpose and belonging.
- Adaptability and growth: The vision also helps the company to remain flexible and adapt to changes in the business environment, while staying focused on its desired future.

3.3.5 VALUES

Values³³ are the ethical and moral principles that guide behavior and culture within the company. They answer the question: what we believe and how we act. Their relevance is:

- Organizational culture: values define the internal culture, helping to create a healthy, ethical and cooperative work environment.
- Consistent decisions: They provide a frame of reference for making decisions that are consistent with the company's fundamental principles.
- Lasting relationships: They help the company build trusting relationships with its employees, customers, suppliers and other stakeholders.

Why are they important together? Mission, vision and values must be aligned with each other to ensure that the company has a clear sense of purpose, direction and culture. Together, they create a strategic roadmap to:

- Attract and retain talent that identifies with the company's values.
- Build trust and loyalty with customers, who value companies with strong principles.

³³ According to **Tamayo (1996)**, organizational values are defined as principles or beliefs related to desired organizational goals, which guide the life of the company and serve individual, collective or mixed interests.

- Facilitate consistent decision-making, even in times of uncertainty.

In short, having a clear mission, vision and values not only helps the company stay focused, but also promotes a positive organizational culture, increases competitiveness and fosters a closer relationship with customers and employees.

After having thoroughly understood the different concepts, we have decided to establish the following for our company:

Mission

“To offer a 100% Salvadoran product that applies the highest quality control standards in the industry to satisfy with charm and flavor the aspirations of our national and international consumers.”

Vision

To become a reference of the Salvadoran tradition in national and international markets, offering a flavor experience that delights the palates of diverse cultures through a beverage that represents its essence as a symbol of identity and warmth; with ingredients of sustainable origin and supporting local producers”.

Values

- **Culture:** We are inspired by the cultural richness of El Salvador with 100% local ingredients and seek to share it through every sip.
- **Quality:** We use first class rum and ingredients such as Horchata de morro to guarantee a unique and memorable taste experience.
- **Innovation:** We fuse the best of tradition with new trends to offer a drink that surprises and delights our consumers.

- **Passion:** We love what we do and we strive to share that passion in each of our beverages.

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These references encompass the key concepts and strategies related to market niches and their importance in business.

This book discusses how niche markets can collectively surpass traditional mass markets.

This book explores positioning strategies that are particularly effective in niche markets.

This foundational text provides insights into market segmentation and the benefits of niche marketing.

This source highlights the role of social media in targeting and engaging niche audiences.

This text covers marketing strategies tailored for specific niches and the importance of effective communication.

Turismo culinario, Gastronomía Salvadoreña blog. February 20, 2020