

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



**TOPIC**

**TOURISTIC PRODUCT JANSY BASED ON THE MARKETING OF JAMS**

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## **Abstract**

This project highlights the importance of using local fruits and natural sweeteners to promote sustainable food practices and enhance dietary variety, while also exploring the development of JANSY jams, based on a fruit spread made from Nance and sweetened with stevia, a product 100% elaborated in El Salvador. Nance, a tropical fruit known for its unique flavor and nutritional benefits, is paired with stevia to create a low-calorie, health-conscious alternative in order to prevent future health problems caused by high sugar levels, which are increasingly prevalent in the current population. Furthermore, this combination offers a sustainable and locally sourced solution, reinforcing the environmental benefits of reducing reliance on imported ingredients. In addition, results indicate that the pairing of nance and stevia not only preserves the fruit's natural flavors but also caters to various dietary preferences, thus providing an innovative solution for those seeking healthier sweet food options. This aligns perfectly with the main objective of the project, which is to promote healthier alternatives while supporting local agriculture and sustainable practices.

**Keywords:** tropical fruit, nutritional benefits, health-conscious, natural flavor, innovative, local fruits, sustainable food.

## **Introduction**

The present work shows JANSY Jams as a really good option in today's health-conscious world, consumers are increasingly seeking products that not only satisfy their taste buds but also align with their wellness goals. Introducing project JANSY Jam as an innovative line of fruit jams crafted with the finest natural ingredients, featuring the unique combination of stevia and nance fruit.

Our jams offer a delightful, guilt-free indulgence, providing a rich flavor profile without the added sugars that often accompany traditional spreads. Stevia, a natural sweetener derived from the leaves of the Stevia plant, delivers sweetness without calories, making our jams an ideal choice for those looking to maintain a balanced diet. Meanwhile, nance, a tropical fruit known for its distinct taste and nutritional benefits, adds a unique twist and a burst of flavor to each jar.

With JANSY Jams, we are not just creating a product; we are promoting a healthier lifestyle. Join us in transforming the way we enjoy fruit spreads deliciously, healthily, and sustainably. Discover the perfect blend of taste and wellness with every spoonful of our jams.

In the first stage of chapter I you will find the first introduction to our product where you will know our general and specific objectives followed by a product description where you will learn more about the product and its attributes. At the second stage in chapter II you

will find a sort of history about tourism in general and how it applies to our product, enriching the knowledge about the cultural history of tourism in El Salvador followed by some strategical actions plan applied to our project. At chapter III you will find our profile in the entrepreneur world and the characteristics of our Niche market; how we identified our segment to focus in a specific area of customers. In chapter IV you will be able to see our logo and slogan description, and know what is our vision and mission as entrepreneurs. Finally at chapter V you will find the bibliographical references of all resources used from chapter I to IV.

# CHAPTER I

## Introduction

*“Healthy eating isn’t about counting fat grams, dieting, cleanses and antioxidants; it’s about eating food untouched from the way we find it in nature in a balanced way.”* (Pooja Mottl, author and women's advocate)<sup>1</sup>

In the municipality of Arcatao, Chalatenango, fresh fruit is grown through the efforts of local farmers. As a natural jewel of the land of Arcatao we have the nance, aromatic fruit with a sweet and healthy flavor. We explore a universe of unique flavors in the municipality of Arcatao, where the magic of jams is reinvented with delicious and healthy ingredients: the sweet freshness of stevia and the exotic intensity of nance. That is why it is very interesting to give our palate a taste of this combination between the sweetness of nance and stevia in a jam in a healthier way for our body with something different such as this fruit, the objective of this culinary process is to merge tradition and creativity to offer deliciousness, unique and different flavor.

In this corner of our land, culinary tradition is more than an art, it is a legacy that we wish to be passed down from generation to generation. In the making of our jams, each step is a tribute to the work of the farmers who work so hard to grow this delicious fruit and also to the care for natural products. Another of our main ingredients is stevia, which is known for its sweetness and beneficial properties for health, this becomes the perfect accomplice to sweeten our creations, while nance, an emblematic fruit of the region, provides an exotic touch and an incomparable flavor.

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<sup>1</sup> Adapted from Pooja Mottl, author and women's advocate.

To get into the process of making these jams is to immerse yourself in a ritual where the senses awaken and creativity flourishes. Each fruit selected with care, each cooking controlled with mastery, brings us closer to a final product that goes beyond the gastronomic: it is an expression of identity and local pride for the municipality of Arcatao, each jar of jam carries with it the essence of this land, the passion of the cooks and the commitment to the quality and health of those who have the pleasure of tasting it.

## **1.1 Objectives**

### **1.1.2 General objective:**

Promote a line of healthy and sustainable jam products, using exclusively fresh local fruit, in order to promote healthy eating habits and support the economy of local farmers in the municipality of Arcatao.

### **1.1.3 Specific Objectives:**

Develop a jam recipe based on Stevia and nance, maintaining an optimal balance between sweetness and fruity flavor.

Offer a healthy, low-calorie alternative to traditional jams.

Encourage the consumption of local products in the municipality of Arcatao.

## 1.2 Justification

*“Let your medicine be your food, and food your medicine. But eating when you are sick feeds the illness”* (Hippocrates 1948)<sup>2</sup>

The production of jams based on stevia and nances is an innovative and healthy proposal that combines the best of two worlds: the natural sweetness of stevia and the unique and nutritious flavor of nances. This combination offers a low-calorie alternative with no added sugars, making it ideal for people seeking healthier options without sacrificing taste. Additionally, nances are rich in antioxidants, vitamins, and minerals, adding additional nutritional value to these jams.

The creation of jams based on Stevia and Nance would fulfill several needs:

1. **Health and well-being:** It would provide a healthier option for those looking to reduce their sugar and calorie intake without giving up the pleasure of enjoying a tasty jam.
2. **Diversity of food options:** It would address the demand from consumers seeking natural food alternatives with less processed ingredients.
3. **Palate and gastronomic experiences:** It would provide a unique sensory experience by combining the sweetness of Stevia with the distinctive flavor and nutrients of Nance, thus satisfying the palate of those seeking new and exciting culinary options.
4. **Environmental awareness:** By promoting the use of natural and local ingredients, it would contribute to fostering more sustainable and environmentally friendly dietary practices.

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<sup>2</sup> Adapted from Hipocrates, 1948.

*“Crises help me a lot to realize my reality and allow me to create. The feeling of uncertainty helps me be more creative and adapt to what I encounter. Therefore, consuming local is important, since it not only supports the environment, but the resources that people earn move between them, contributing to the circular economy”* Mentioned by José Sentimental, designer of the Bodega Slasher firm (2021)<sup>3</sup>

Its production can also have a positive impact on the local economy by promoting the cultivation and use of local and sustainable ingredients.

In summary, the production of stevia and nance jams not only provides a delicious and healthy option for consumers but also promotes sustainability and well-being. These jams aim to meet the needs of those seeking healthier, diverse, tasty, and environmentally friendly food options

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<sup>3</sup> Adapted from Jose Sentimental, 2021.

## 1.3 Product description

### 1.3.1 Product Name: Mermeladas Jansy

### 1.3.2 Location: Municipality of Arcatao, Chalatenango.



Figure 1 fotografía festival del Nance, Arcatao (2019)

[https://scontent.fsal5-1.fna.fbcdn.net/v/t1.6435-9/62229138\\_2193158844138161\\_348756597180203008\\_n.jpg?nc\\_cat=104&nc\\_cb=99be929b-232957e6&ccb=1-7&nc\\_sid=5f2048&nc\\_ohc=N7btY9rdfpQQ7kNvgFbtB5B&nc\\_ht=scontent.fsal5-1.fna&oh=00\\_AfBQtfhPsL5hxssE6l78xY2QcKJrTefiy50WswTno497Gg&oe=666201A0](https://scontent.fsal5-1.fna.fbcdn.net/v/t1.6435-9/62229138_2193158844138161_348756597180203008_n.jpg?nc_cat=104&nc_cb=99be929b-232957e6&ccb=1-7&nc_sid=5f2048&nc_ohc=N7btY9rdfpQQ7kNvgFbtB5B&nc_ht=scontent.fsal5-1.fna&oh=00_AfBQtfhPsL5hxssE6l78xY2QcKJrTefiy50WswTno497Gg&oe=666201A0)

The nance, a typical fruit of tropical regions, contributes its characteristic sweet and sour flavor, while stevia, a natural sweetener, provides a smooth and healthy sweetness without adding unnecessary calories.



Figure 2. Nance a fruit de prehispanic El Salvador (Digital imagen) (Pinterest).



**Unique Flavor:** Highlight the distinctive taste of nance, a tropical fruit with a sweet and sour flavor, which provides a unique touch to the jam.

**Versatility:** Showcase different ways to enjoy the jam, whether spread on bread, accompanying cheeses, as a dessert filling, or adaptable to personal preferences.

**Artisanal:** Convey the idea that the jams are made in an artisanal manner, which can increase their perceived value and appeal to consumers who value products made with care and dedication.



Figure 4. Nikkidinki cooking site web (2021)

<https://www.nikkidinkicooking.com/blog/oddler-pb-j-with-quick-frozen-fruit-jam>

**Sustainability:** Ingredients obtained sustainably promote an environmental approach to production for environmentally conscious consumers, while also fostering local economic resilience.



Figure 5. YouTube (Digital imagen)

<https://i.ytimg.com/vi/GdjeiQGzQCU/maxresdefault.jpg>

## 1.4 Types of tourism

The types of tourism that we include through the development of our product via the sale of natural jams are:

1. **Agrotourism:** Activities related to agriculture, such as fruit harvesting for the jams that offer visitors the opportunity to experience rural life and participate in activities related to local agriculture, alongside residents dedicated to fruit harvesting. An excellent way to connect with nature and the local culture regarding cultivation.
2. **Ecotourism:** Focuses on sustainable and environmentally friendly practices during the production of the jams, allowing our consumers to explore and enjoy preserved natural environments and promote environmental conservation of local natural areas. Visitors can participate in activities such as observing the cultivation process on-site while minimizing the impact on the environment.
3. **Experience Tourism:** Offering interactive activities such as cooking workshops or jam-making classes using locally sourced fresh fruit, allowing them to learn about the production process and also participate in local festivals promoting the consumption of fresh fruit, such as the Nance Festival celebrated annually in the municipality of Arcatao.
4. **Health and Wellness Tourism:** Promoting the health benefits of natural jams and offering activities related to taking care of our bodies and the importance of reducing sugar consumption for the benefit of our health.
5. **Cultural Tourism:** Highlighting the history and local culture related to the fruits used in the jams, and offering tours of nearby places of interest.

6. **Educational Tourism:** Organizing school visits or learning programs about the production of natural and sustainable foods.
7. **Shopping Tourism:** Offering the opportunity to purchase jams/fruits directly from local farms along with other local products, an exciting experience for travelers who enjoy exploring different cultures through the purchase and tasting of unique products.

#### 1.4.1 Strategies for sustainable tourism in our tourism product:

Sustainable packaging: Global Initiative on Tourism and Plastics.

“Para mí, lo sostenible tiene más que ver con el ciclo de uso de los productos que con el reciclaje”. Giles Deacon, British flashing designer.<sup>4</sup>

One of the main sources of pollution is plastic, and it is necessary to start considering measures to change the excessive use of plastic. That's why we have decided to use environmentally friendly packaging, such as glass containers. Not only are they the best for preserving food and its natural properties, but our customers can also reuse them at home, giving them a second chance.



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<sup>4</sup> Adapted from Giles Deacon, designer.

Figure 4 (web site)

<https://www.arcoquinas.com/blog/8-ideas-para-reciclar-tus-frascos-de-vidrio/>

Although it is true that plastic is not the only problem that is increasingly deteriorating our ecosystem, avoiding the use of plastic helps save energy since by reusing it we prevent more items from being created and the massive extraction of raw materials and the impact is less.

Glass is 100% recyclable, which means that it can be recycled infinite times without losing quality or purity, unlike plastic that is only used once and ends up in landfills, being one of the main polluters of resources. natural resources mainly water, land and air, putting at risk the survival of the beings that inhabit it. By recycling glass, you reduce the amount of waste in landfills and conserve natural resources, thereby reducing the amount of waste generated.

#### **1.4.2 Tree planting: Climate change.**

«La mayor amenaza para nuestro planeta es pensar que otro lo salvará.» Robert Swan<sup>5</sup>

One of the main objectives is to promote the consumption of locally sourced fruits from local farmers. Through the purchase of these fruits, we aim to promote tree planting in deforested areas. Similarly, we aim to slow down deforestation, which has been occurring over the years. With increased demand for products, there will be a need for planting more trees. This will not only benefit communities but also contribute to environmental conservation, as we join efforts to mitigate effects of climate change on our planet.

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<sup>5</sup> Robert Swan, 1956.

Climate change is a very important problem and one of the most distressing global challenges since it knows no borders and affects all countries in the world regardless of their level of development. It is estimated that this climate change may affect health, preventing food from continuing to be grown and making it increasingly difficult to consume foods of natural origin.



Figure 5. (Facebook)  
<https://www.facebook.com/greenpeaceindia/photos/a.93969747843/10151839870512844/?type=3>

Planting trees greatly helps the ecosystems that make them up and is a vital resource for the survival of all the species that live there. Trees help minimize climate change through the capture of atmospheric carbon dioxide, reducing to a large extent and thus generating large amounts of oxygen to the atmosphere, which is why planting trees is one of the main strategies in caring for the environment.

#### **1.4.3 Organic and local ingredients: Efficient use of natural resources in tourism.**

By using organic and local fruits, we are helping to reduce carbon footprint, as the fruits won't have to travel long distances to their place of preparation.

**Organic fertilizer:** *“Parece haber una profunda costumbre en nuestra cultura de tirar cosas que se pueden reutilizar. La madre naturaleza no tira cosas. Los árboles muertos, pájaros, escarabajos y elefantes son reciclados rápidamente por el sistema”*. William Booth, pastor, founder of the Salvation Army.<sup>6</sup>

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<sup>6</sup> Adapted from William Booth, Salvation Army Founder.

Using fertilizers made from organic waste, such as fruit peels from jelly-making, which when turned into compost provide better substrate for crop plants. Additionally, this will aid in reducing the chemical products used by farmers in their crops, which contaminate water and soil, thereby transforming their products into chemical-free organic produce.

The creation of organic fertilizers from organic materials helps reduce the amount of waste ending up in landfills or rivers, thereby aiding in reducing soil, water, and air pollution. On the other hand, organic waste, instead of becoming yet another pollutant, is turned into fertilizers that will benefit plants and their production, thus improving soil fertility where plants grow and preventing soil erosion caused by the use of heavy and harmful fertilizers.



Figure 6. (Web Site, fertilizer)

<https://www.aaaksc.com/organic-fertilizers-for-vegetables/>

# CHAPTER II

## 2.1 History of tourism

The word tourism comes from French and is taken from the term Grand Tour, the trip that European nobles made to Paris and other cities in Europe in the 17th and 18th centuries. Over time, the word was adapted to English, and transformed into tourism. Its origins can be traced back to Ancient Greece, when thousands of people traveled to attend the Olympics every four years. The origin of tourism as such, was born in the nineteenth century, as a consequence of the Industrial Revolution, with displacements whose main intention is leisure, rest, culture, health, business or family relations (Cambridge University, p.2).<sup>7</sup> Tourism has become one of the main activities of the world economy. And, in addition to representing a very important factor in it, providing work to millions of people directly or indirectly and moving very important economic figures every year, it has crept into most homes as another part of leisure. Something that has always been linked to our history.

In the early 1930s, one of the first theorists of the German School of Tourism Studies, Arthur Bormann, defined tourism as the set of trips made for pleasure or for commercial reasons (Bormann, 1930) and other similar trips, during which the absence of habitual residence is temporary. Trips made to travel to the workplace are not tourism. According to the UNWTO, tourism is a social, cultural and economic phenomenon that involves the movement of people to countries or places outside their usual environment for personal, professional or business reasons (UNWTO, 2008), a visitor (internal, receiving or outbound) is classified as a tourist (or overnight visitor), if their trip includes an overnight stay, or as a day visitor (or hiker) otherwise. In other words, a hiker is a person who visits a destination, but does not spend the night there.

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<sup>7</sup> Adapted from Cambridge University, The origin of tourism.

The theoretical pioneers in Tourism, Walter Hunziker and Kurt Krapf, said in 1942 that "Tourism is the set of relations and phenomena produced by the displacement and permanence of people outside their home, insofar as these displacements and permanence are not motivated by a lucrative activity" (Krapf, 1942)<sup>8</sup>. Both Hunziker and Krapf come from the school of St. Gallen, Switzerland, which proposed the idea of studying tourism as a mechanism focused on the socioeconomic reproduction of a society. Tourism consumption reflects the cultural values of a society.

### **2.1.1 Ancient Rome**

Other historical data that we can find in reference to the beginnings of tourism are during the splendor of ancient Rome. And it is that they continued to enjoy trips for religious and sporting reasons. But also At this time, new communication routes began to open up that patricians and nobles used to go to the beach or visit places throughout the empire. In the Middle Ages, pilgrimages to sacred places began. Jerusalem, Rome or Santiago de Compostela acquired great importance in the medieval era.of other types, such as health tourism in the baths or the holidays enjoyed by the emperors.

The pilgrims hired a guide to take them on the best path, as well as soldiers to protect them during their journey. These are the first records of organized trips in the full sense of the word.

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<sup>8</sup> Adapted from Kurt Krapf, 1942.



Figure 7. Pilgrimages of Ancient Rome

<https://es.catholic.net/op/articulos/1680/cat/92/historia-de-las-peregrinaciones.html#modal>

### 2.1.2 Contemporary Age

In 1841 Thomas Cook organized the first planned voyage in history. Although it was an economic failure, it is considered a resounding success in terms of precedent for the tourist package, as he realized the enormous economic possibilities that this activity could have, thus creating in 1851 the first travel agency in the world, Thomas Cook and Son. The Second World War completely paralyzed tourism in the world and its effects lasted until 1949. Between 1950 and 1973 there began to be talk of the touThis development is a consequence of the new international order, social stability

and the development of the culture of leisure in the Western world. At this time, legislation began to be passed on the sectorial boom. International tourism is growing at a faster rate than it has done in history.



Figure 8. COOK & SON, 1841

<https://www.soloagentes.com/thomas-cook-el-primero-agente-de-viajes/>

The economic recovery, especially in Germany and Japan, was astonishing, raising the income levels of these countries and giving rise to a well-to-do middle class that began to take an interest in travel. The recovery raised the standard of living of the most important sectors of the population in Western countries. The so-called welfare society emerged, in which, once basic needs were met, the development of the level of training and interest in traveling and learning about cultures appeared.

On the other hand, the new labor legislation adopting paid holidays, the English week of 5 working days, the reduction of the working week of 40 hours, the extension of social coverage (retirement, unemployment...), greatly enhance the development of leisure and tourism. In Spain, the evolution of tourism was born late compared to Europe, specifically at the end of the nineteenth century. As in the rest of the continent, the offer was focused on spas and was aimed at a clientele with a high purchasing power made up almost entirely of the aristocracy and the incipient high bourgeoisie that emerged in the cities.

Some of these resorts, such as Panticosa or Mondariz, became a kind of mini-cities with churches, shops, post offices and a residential area for domestic service, which accompanied wealthy families during their stay. However, in the first quarter of the twentieth century, an unusual interest in beaches was born among the population. The benefit of the healthiness of seawater, again a therapeutic origin, turned the beaches into much more economical open-air resorts.



Figure 9. Panticosa, XIX

<https://www.tesorosdelayer.com/esp/subseccizn.php?id=54>

It can be concluded that man is a traveler by nature since he always liked to find new and better places to live, by sea we could point out that as soon as man was able to build his first boats is when his longest traveling adventures begin. Traveling is always on everyone's mind, from fishing, to conquering or colonizing, to other travelers such as the Vikings. Traveling generates adrenaline and leisure from ancient times until now.

## **2.2 History of tourism in El Salvador**

The development of tourism in El Salvador had its beginnings in the nineteenth century, with the construction of railway lines to install the railroad throughout the country, allowing the massive mobilization of the Salvadoran population to different places. The first initiative to promote tourism in El Salvador took place in 1924. under the Government of President Alfonso Quiñónez Molina, with the creation of the Board of Tourism and Agricultural and Industrial Propaganda, which aimed to promote national and foreign tourism.

During the administration of Dr. Alfonso Quiñónez Molina, on June 20 of the same year, the government became aware of the importance of tourism in El Salvador. From 1930, since new communication routes were facilitated, it became necessary to create the National Tourism Board, which was the link between the government and the Departmental Boards of Roads, since access to tourist areas was easy, it was agreed to extend free of charge through the consulates, tourist cards to all those who visited the country for a period of 9 days.

In 1939 it was decided that it was necessary to have the collaboration of all to create an Ornament Board in each of the 14 Departments of the Republic, whose main function was to watch over the tourist areas, access roads and public gardens, which were dependencies of the Ministry of Public Works (public, n.d.). In 1948, the construction of a network of

Turicentros began throughout the country, in order to provide a place of healthy recreation for Salvadoran families.

### **Decade of the 60s**

In 1961, Salvadoran Institute of Tourism (ISTU), The Salvadoran Institute of Tourism (ISTU) was created as the governing government body.



Figure 10. Salvadorian Institute of Tourism, 1961

<https://www.brandsoftheworld.com/logo/corsatur>

In 1967, Law for the Promotion of the Tourism Industry, it was the issuance of the Law for the Promotion of the Tourism Industry. The financial outlook improved with the opening of credit lines to promote tourism investment.

### **2.2.1 Decade of the 70s**

In 1975, El Salvador hosted the Miss Universe pageant, the stage was considered one of the best in history.



Figure 11. Miss Universe, 1975

<https://www.laprensagrafica.com/farandula/Miss-Universo-volvera-al-pais-medio-siglo-despues-20230115-0058.htm>

The contest was held during the government of President Arturo Armando Molina, who attended the final gala. El Salvador became the first country in Central America to host the pageant, and the second in Latin America, after Puerto Rico in 1972. Event that promoted the development of the coastal zone. a time when they built more infrastructures that benefit tourism. Among these is the

In 1979, it was the beginning of the crisis of violence in the country, which a year later led to war with an increase in disappearances and murders. which extinguished the development of tourism a little since the country was declared dangerous for tourists, which is how the influx of travelers was reduced to levels of seven years ago. In 1980, the hotel industry was affected in the first years of the armed conflict (1980-1992). The violence erased El Salvador from the international tourist map until 1996, when new tourism companies emerged,

Comalapa International Airport (skyscraper, 2006).



Figure 12. Comalapa International Airport, 1979

<http://flotilla-aerea.com/2015/02/02/aeropuerto-internacional-35-anos-de-operacion/>

however, an image of the country as a tourist destination had not been achieved.

In 1998, the Salvadoran Tourism Corporation (CORSATUR) was created.



Figure 13. Salvadorian Corporation Of Tourism, 1998

<https://www.brandsoftheworld.com/log>  
[o/corsatur](#)

During this year, 387 thousand visitors and 74.7 million dollars entered The activity injected \$424.7 million into the economy. In addition, the Ministry of Tourism was created to direct the policy for the development of the sector. In 2005, the tourism law was created, which offers tax incentives to new investments in the sector, 2009 beginnings of living villages, Living Villages was born in 2009 as a pilot program, in which about 56 municipalities participated, but due to its success it is already part of the government strategy to promote "sustainable tourism" on an internal scale.

During 2014, this sector generated an average of 48,415 direct jobs, equivalent to 7.2% of total national employment and a hotel occupancy of 61.26% on average in the last four months for the Greater San Salvador area

The Ministry of Tourism (MITUR) through the Salvadoran Tourism Corporation (CORSAATUR) and the Export and Investment Promotion Agency of El Salvador (PROESA), inaugurated this morning the Third Tourism Investment Forum, El Salvador, which aimed to expose the investment opportunities in the tourism sector offered by El Salvador. In 2019, El Salvador received 2.6 million visitors by tourism.

The World Travel & Tourism Council (WTTC),<sup>9</sup> in a collaboration with ForwardKeys, has revealed in its latest report that El Salvador is emerging as the tourism growth leader in Latin America for the first half of 2024. According to WTTC projections, Latin America will experience a 12% increase in international tourist arrivals during the first six months of 2024, compared to the same period in 2019. Within this panorama, El Salvador

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<sup>9</sup> Adapted from The Ministry of Tourism, 2024.

stands out significantly, anticipating a spectacular growth of 157% in the flow of international tourists compared to the figures for 2019. This positive trend not only places El Salvador in a privileged position compared to other Latin American destinations, but also reflects an optimistic outlook for tourism in the region. Nicaragua, with an expected increase of 142%, Guatemala with 52%, Honduras with 49%, Costa Rica with 35%, Mexico with 31% and Colombia with 24%, follow El Salvador in this ranking of tourism growth (society, 2024).

### 2.3 Natural resources

The natural resources of El Salvador in theory are only agricultural, hydrological, and forestry products. First of all, in agriculture, the most commonly cultivated crops are coffee, cotton, corn, beans, rice, and sugar cane. Furthermore, in forestry, we find valuable timber such as black oak, cedar, guaiacum, mahogany, granadillo, and rubber tree, all of which have high commercial value. In addition, in terms of water resources, there is the production of electricity, potable water consumption, communication routes, agriculture, among others. others (Alemán, 2017)<sup>10</sup>.



Figure 14. Natural resource of El Salvador (Digital imagen) (2017) <https://www.elsalvadormipais.com/wp-content/uploads/2017/03/recursos-naturales-de-el-salvador.jpg>

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<sup>10</sup> Adapted from ElSalvadormipais.com recursos naturales de El Salvador

### 2.3.1 Renewable Resources of El Salvador

Among the natural resources of El Salvador, we first find the renewable ones. These are theoretically infinite, as their cycle repeats itself. Despite being inexhaustible, it is still in our hands to take care of them. Some of these resources include water, air, wind, sun, fauna, and flora.

### 2.3.2 Non-Renewable Resources of El Salvador

There are also non-renewable resources, whose use is limited because they do not have the capacity to regenerate. Among them, we can mention: coal, metals, minerals, natural gas, and precious stones.

On the other hand, we also have the Ramsar Sites in El Salvador, which are wetlands of great international importance. These function as habitats for all kinds of species, including waterfowl. Thanks to the protection of these sites, there is international cooperation regarding their conservation and the proper use of their resources.

Ramsar Sites are those wetlands that, under the treaty established at the Ramsar Convention held in 1971 in the city of Ramsar, Iran, have great international importance. Additionally, World Wetlands Day is commemorated every year on February 2 (Herrera, 2023)<sup>11</sup>.



Figure 5. Sunset at Jiquilisco Bay, one of the Ramsar Sites in El Salvador. Photo courtesy of: El Salvador Travel.

<https://guanacos.com/wp-content/uploads/2023/03/GUANACOS-BAHIA-DE-JIQUILI-SCO-3-1024x682.jpg>

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<sup>11</sup> Adapted from Guanacos.com Sitios Ramsar en El Salvador

In El Salvador, The Ramsar Convention entered into force on May 22, 1999, according to the Ramsar website. Currently, the country has a total of 8 sites designated as Ramsar Sites, covering a total of 28,719 hectares.

### 2.3.3 The Ramsar Sites in El Salvador are:

1. Laguna El Jocotal (Designated on January 22, 1999).
2. Bahía de Jiquilisco Complex (Designated on October 31, 2005).
3. Cerrón Grande Reservoir (Designated on November 22, 2005).
4. Laguna de Olomega (Designated on February 2, 2010).

5. Güija Complex (Designated on December 16, 2010).
6. Jaltepeque Complex (Designated on February 2, 2011).
7. Barra de Santiago Complex (Designated on January 16, 2014).
8. Los Cóbanos Complex (Designated on February 2, 2019) (Herrera, 2023)<sup>12</sup>.



Figure 16. El Jocotal Lagoon, one of the Ramsar Sites in El Salvador, considered the world's bird airport. Photograph courtesy.

<https://guanacos.com/wp-content/uploads/2021/08/jocotalaves-1024x568.jpg>

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<sup>12</sup> Adapted from Guanacos.com Sitios Ramsar en El Salvador

## 1. Laguna El Jocotal

This lagoon is located between the municipalities of El Tránsito and Chirilagua, in San Miguel, and Jucuarán, in Usulután. It is also known as the world's bird airport. A large number of migratory birds bathe in its waters, resting in the area during their travel route.

Additionally, El Jocotal Lagoon has received various distinctions for its rich biodiversity: in 1976 as a protected natural area, in 1983 it was declared a 'bird sanctuary,' and finally, in 1999, as El Salvador's first RAMSAR site.

This water reserve is vital not only for the local communities but also for all living beings that inhabit or visit it. For this reason and much more, it is essential to safeguard its unique and natural wealth (Herrera, 2023)<sup>13</sup>.



Figure 17. El Jocotal Lagoon is one of the most important tourist attractions in the eastern part of El Salvador. Photo courtesy of: El Salvador Travel. <https://guanacos.com/wp-content/uploads/2023/03/GUANACOS-LAGUNA-EL-JOCOTAL.jpg>

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<sup>13</sup> Adapted from Guanacos.com Sitios Ramsar en El Salvador

## 2. Bahía de Jiquilisco Complex

Located in Usulután, this wetland was designated as a Ramsar Site due to its uniqueness and fragility, as it is the largest habitat for most marine-coastal birds in all of El Salvador. It has a coastline length of 55 km and is also the largest mangrove area in the country.



Figure 18. Aerial view of Jiquilisco Bay.  
Photo courtesy.  
<https://guanacos.com/wp-content/uploads/2023/03/GUANACOS-BAHIA-DE-JIQUILISCO-1024x576.jpg>

It is the only nesting site for some species, as well as the destination or stopover (for feeding, molting, and resting) for eighty-seven migratory birds of global significance. All of this and more makes this bay a unique area for its biodiversity (Herrera, 2023)<sup>14</sup>.

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<sup>14</sup> Adapted from Guanacos.com Sitios Ramsar en El Salvador

### 3. Cerrón Grande Reservoir

The Cerrón Grande Reservoir, located across several departments in El Salvador, is the largest freshwater body in the country and a Ramsar site. It serves as a refuge and resting area for numerous marine bird species, both resident and migratory, and is home to the largest population of ducks in the country. Additionally, 12 of the 14 native fish species inhabit the reservoir.



Figure 19. Aerial view of the reservoir. Photo courtesy. <https://guanacos.com/wp-content/uploads/2023/06/GUANACOS-SITIOS-RAMSAR-EN-EL-SALVADOR-EMBALSE-CERRON-GRANDE-1024x575.jpg>

### 4. Laguna de Olomega

Olomega Lagoon, located in eastern El Salvador, is part of the Ramsar Sites and is the largest natural freshwater body in the region. It consists of a water mirror, two small islets, mangroves, herbaceous marshes, and remnants of tropical dry forest. The area has recorded 100 species of flora and 127 species of fauna, making it a crucial area for biodiversity in El Salvador (Herrera,



Figure 20. Panoramic view of Olomega Lagoon. Photo courtesy of: El Salvador Travel. <https://guanacos.com/wp-content/uploads/2023/06/GUANACOS-SITIOS-RAMSA-EN-EL-SALVADOR-LAGUNA-DE-OLOMEGA-1024x576.jpg>

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<sup>15</sup> Adapted from Guanacos.com Sitios Ramsar en El Salvador

## 5. Güija Complex

This wetland, located in the northwest of El Salvador in the municipalities of Metapán and San Antonio Pajonal, includes the San Diego-San Felipe Las Barras Protected Natural Area and its nearby floodplains. It is crucial for the protection of around 70 endangered species. Numerous migratory birds rest in its waters, and 12 of the country's 14 native freshwater fish species can be found there. It is also the most important nesting site for the great egret (*Ardea Alba*) in El Salvador.



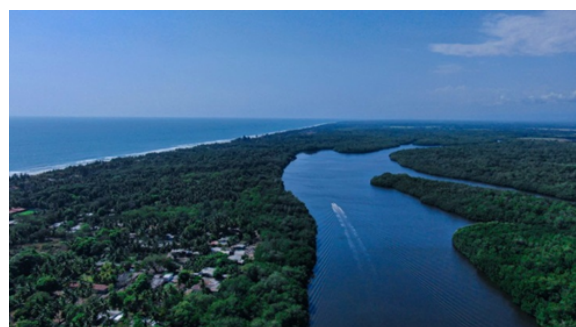
Figure 21. A white heron flying over the waters in the Güija Complex. Photo courtesy.

<https://guanacos.com/wp-content/uploads/2023/06/GUANACOS-SITIOS-RAMSAR-EN-EL-SALVADOR-COMPLEJO-DE-GUIJA.jpg>

## 6. Jaltepeque Complex

The Jaltepeque Complex is the second largest expanse of brackish water and forested intertidal wetlands in El Salvador, with 272 plant species and 284 animal species. In 2021, delegates from FIAES, MARN, and the German Development Cooperation Agency (GIZ) visited this Ramsar Site to economically revitalize the area and implement climate

change adaptation measures for critical Salvadoran ecosystems. (Herrera, 2023)<sup>16</sup>.



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<sup>16</sup> Adapted from Guanacos.com Sitios Ramsar en El Salvador

Figure 22. Aerial view of the Jaltepeque Complex. Photo courtesy of: El Salvador Travel.

[https://guanacos.com/wp-content/uploads/](https://guanacos.com/wp-content/uploads/2023/06/GUANACOS-SITIOS-RAMSAR-EN-EL-SALVADOR-COMPLEJO-DE-JALTEPEQUE-1024x576.jpg)

[2023/06/GUANACOS-SITIOS-RAMSAR-EN-EL-SALVADOR-COMPLEJO-DE-JALTEPEQUE-1024x576.jpg](https://guanacos.com/wp-content/uploads/2023/06/GUANACOS-SITIOS-RAMSAR-EN-EL-SALVADOR-COMPLEJO-DE-JALTEPEQUE-1024x576.jpg)

## 7. Barra de Santiago Complex

Barra de Santiago, part of the Ramsar Sites in El Salvador, is located between the departments of Ahuachapán and Sonsonate, covering several municipalities. This wetland provides essential ecosystem services such as climate regulation, water filtration, soil protection, defense against extreme weather events, and a livelihood for local inhabitants through food, trade, tourism, and natural resources like wood, crops, and fishing (Herrera, 2023)<sup>17</sup>.

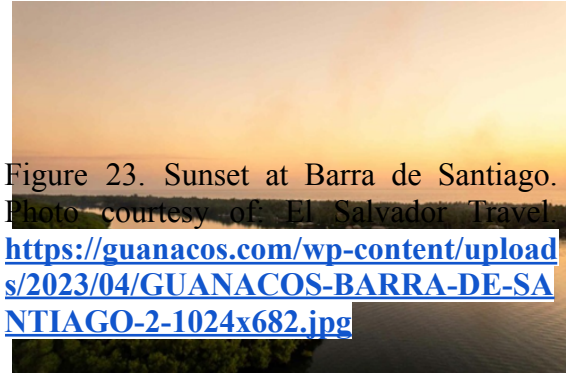


Figure 23. Sunset at Barra de Santiago. Photo courtesy of: El Salvador Travel.

<https://guanacos.com/wp-content/uploads/2023/04/GUANACOS-BARRA-DE-SANTIAGO-2-1024x682.jpg>

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<sup>17</sup> Adapted from Guanacos.com Sitios Ramsar en El Salvador

## 8. Los Cóbano Complex

The Los Cóbano Complex, located in Sonsonate, is part of the Ramsar Sites in El Salvador and is the only coral reef between Mexico and Costa Rica. It is also a protected natural area, serving as a refuge for marine species, and is recognized as a global underwater heritage site with several shipwrecks.



Figure 24. Located in Acajutla, Los Cóbano Beach is internationally recognized. Photo courtesy. <https://guanacos.com/wp-content/uploads/2023/03/GUANACOS-LOS-COBANOS-PLAYA-LOS-COBANOS-1024x683.jpg>

## 2.4 Cultural identity

In an increasingly globalized world, preserving and valuing cultural identity becomes essential to maintaining the diversity and richness of societies. Cultural identity is the set of values, traditions, customs and artistic expressions that characterize a community or human group.

Cultural identity refers to everything that identifies a community or human group and distinguishes them from others. It includes aspects such as language, traditions, music, gastronomy, clothing, religion, among others. Cultural identity is not static, but rather evolves and transforms over time, influenced by various factors.

There are many factors that have influenced the past of a community or country throughout history, with a significant impact on its cultural identity. Historical events,

conquests, migrations and colonization processes have left their mark on the culture and way of life of peoples. (López, 2023).<sup>18</sup>

El Salvador is a country full of history and culture, with traditions and customs rooted in its people since ancient times. Over the years, it has preserved and conserved its roots, thus creating a unique and fascinating identity. From the ancient Mayans to the Spanish colonial influence.

El Salvador, a small country located in Central America, has a rich and fascinating history that dates back to pre-Columbian times. Before the arrival of the Spanish in the 16th century, the region was inhabited by diverse indigenous cultures, such as the Mayans, the Pipils, and the Lencas. These civilizations left behind an impressive cultural and archaeological legacy, with ruins and artifacts that can still be visited throughout the country.

One of the most important archaeological sites in El Salvador is Joya de Cerén, known as the “Pompeii of America.” This site was declared a World Heritage Site by UNESCO in 1993 and offers a unique insight into the daily life of the area’s ancient inhabitants. Joya de Cerén is an exceptional testimony to the agriculture and domestic life of pre-Columbian times. (Traditions., 2023)<sup>19</sup>

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<sup>18</sup> Adapted from Enciclopedia, Importance of Cultural Identity.

<sup>19</sup> Adapted from Learn History, Traditions in El Salvador, 2023.

Figure 25. Structure of the Joya de Cerén Archaeological Site. Photo by Mariordo (Mario Roberto Duran Ortiz). Wikimedia Commons.

<https://elsalvadorviajar.com/wp-content/uploads/2021/12/Estructura-de-Sitio-Arqueologico-Joya-de-Ceren.jpg>



The arrival of the Spanish in the 16th century marked the beginning of a new era in the history of El Salvador. During the colonial era, the country became a Spanish colony and underwent a process of evangelization and cultural assimilation by the conquistadors. This resulted in the blending of indigenous traditions with Spanish culture, creating a unique identity in El Salvador.

Now, based in the town of Arcatao where our product will be born, let us recap a little of the history behind Arcatao as part of our cultural identity too. Arcatao is a unique place in the country, popularly known for its history and its old customs that are still preserved as an ancestral legacy for new generations, thus ensuring their preservation over the years.

Some elements that make up the cultural identity of the town of Arcatao include:

#### **2.4.1 Traditions and religion**

Patron saint festivities in honor of San Bartolomé Apóstol are celebrated between August 22 and 26 in the town of Arcatao. This event has endured over the years and is a festival where both locals and national and international tourists can enjoy the artistic and cultural activities that the community prepares each year for

these dates. Among the activities that take place during this festival are bullfighting, the parade of giants, the fair, and the tasting of local cuisine, among others.

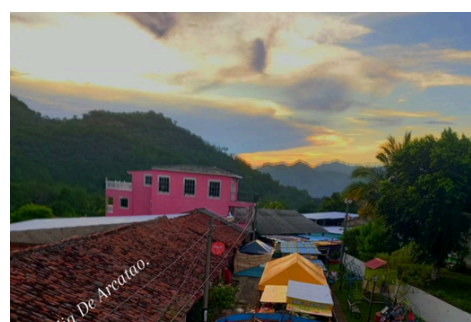


Figure 26. The festivities will take place from August 22 to 26. Photo: courtesy / Municipal Mayor's Office of Arcatao

<https://cdn-pro.elsalvador.com/wp-content/uploads/2023/08/arcatao.jpg>

Independence Day is another tradition celebrated in Arcatao because it is a national holiday. It is also celebrated in the town on September 15, a date marked in history for achieving the country's independence. As in the rest of the country, this celebration is carried out with fervor and pride, featuring many artistic elements such as dances, traditional costumes, national symbols, among others.



Figure 27. Firma independencia El Salvador.

[https://lh3.googleusercontent.com/-fs3FVxwJutA/VC2GJk-nKzI/AAAAAAAAAGcU/588W\\_jDSvpM/s338/firma-independencia-el-salvador.jpg](https://lh3.googleusercontent.com/-fs3FVxwJutA/VC2GJk-nKzI/AAAAAAAAAGcU/588W_jDSvpM/s338/firma-independencia-el-salvador.jpg)

#### 2.4.2 Gastronomy

The Festival del Nance, celebrated in June at the peak of nance fruit production, is an event where local producers and merchants offer a variety of dishes prepared with this fruit to all locals

and tourists who attend the festival. Some of the dishes made with this delicious fruit include pupusas, sweets, jams, wine, among other products.



Figure 28. Festival del Nance (Youtubero)

<https://i.ytimg.com/vi/MUWhbbk0Gjw/maxresdefault.jpg>

## 2.5 Principles for sustainable tourism.

The principles of sustainable tourism are aimed at ensuring that tourism activities generate positive benefits for the environment, economy and culture of destinations. These principles seek to achieve a balance between tourism development and the preservation of natural resources, as well as respect and support for local communities. (Chat GPT, 2024).<sup>20</sup>

The three most important principles applied to the product presented are:

1. **Prioritizing Local Communities:** in sustainable tourism means focusing tourism practices to directly benefit the people who live in the destination. This involves:
  - Local Economic Benefits: Ensuring that a significant portion of the revenue generated by tourism stays in the local community. This can be achieved by hiring local residents, purchasing products and services from local businesses, and supporting local entrepreneurship.
  - Cultural and Social Preservation: Respecting and promoting local traditions and cultural practices. Avoiding over-commercialization or disruption of local culture, and instead encouraging authentic and respectful exchange between tourists and residents.

**2. Protecting Nature:** is a fundamental principle of sustainable tourism that focuses on the conservation and preservation of the natural resources and ecosystems of the tourist destination. This principle has several specific actions, for example:

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<sup>20</sup> Adapted from IA from OpenAI, Personal Communication, 2024.

- **Waste Minimization:** Adopt practices to reduce waste generation, such as reusing and recycling materials, and encouraging the use of products with less packaging.
- **Responsible Tourism:** Educate tourists about the importance of respecting the environment and adopting sustainable practices during their visit, such as following hiking rules and not disturbing wildlife.

**3. Responsible Production and Consumption:** is a key principle of sustainable tourism that seeks to minimize environmental and social impact throughout the entire production and consumption chain. This principle focuses on adopting practices that reduce waste, optimize the use of resources and promote sustainability in all aspects of the business. For example:

- **Material Selection:** Choose materials and products that have a low environmental impact, such as those that are recyclable, biodegradable or from sustainable sources.
- **Purchasing Local Products:** Prioritize purchasing products and services from local suppliers to reduce the impact of transportation and support the regional economy.

### **2.6 Strategic plan: quality control, customer satisfaction.**

Customers are one of the most important factors within a business, that is why as a business it is very important to have constant improvements in order to meet our goals and we will achieve this with our strategic plan that is divided as follows:

- **Commitment to Continuous Improvement:** We want to demonstrate a constant commitment to continuous improvement by implementing effective quality management practices and proactively responding to any customer feedback or issues.

We see this as a process to constantly increase the quality, efficiency and effectiveness of our product. We are based on the idea that there is always room for improvement.

Key Aspects that help in the growth of the company:

**Continuous Evolution:** It is not just about solving problems when they arise, but about continually looking for ways to make everything more efficient and effective.

**Resource Optimization:** It allows resources to be used more efficiently, reducing costs and improving quality.

**Growth Mindset:** Fostering an environment in which all team members are motivated to seek improvements and make suggestions.

**Quality Improvement:** Adjusting quality control procedures to reduce defects and improve customer satisfaction.

- **Innovation in customer service and advertising:** It refers to the creation of new advertising techniques to capture the attention of all types of audiences and thus promote our products more effectively.



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processes to effectively manage customer

complaints and returns, using this feedback to continually improve the product.

**Interactive content:** Creating ads that allow for user interaction such as polls, games or interactive videos

**Influencer marketing:** Collaborating with social media influencers to promote products or services can be an effective way to reach different audiences

- **Personalized customer service:** Establishing exceptional customer service that not only responds to queries and issues quickly, but is also trained to offer personalized recommendations and specialized assistance based on their tastes and needs.

**Benefits of personalized attention:**

**Customer Satisfaction:** By offering products tailored to individual needs, customers feel valued and cared for, which improves their experience buying our product

**Competitive Differentiation:** In a competitive market, offering a personalized experience can differentiate you from the competition and attract customers who are looking for a special touch and looking for different things

- **Customer loyalty/retention:** Implement loyalty programs that reward customers for their loyalty and help us encourage repeat purchases and keep our customers with us.
- **Economic profitability:** Economic profitability in a strategic plan focuses on ensuring that a business consistently generates more revenue than its costs, creating financial gains and supporting long-term viability. This involves optimizing revenue through effective pricing and sales strategies, managing and reducing both fixed and variable costs, and analyzing profit margins to ensure efficient operations.



As a company we also have a strategic plan that will help us provide a better service, and will also allow us to expand our audience. The plan will be divided as follows:

# STRATEGIC ACTION PLAN



## ACTION

Promote our product on social media such as Facebook, TikTok and Instagram.

Publish the product on websites such as: Marketplace and Uber Eats.

Provide contact information such as: WhatsApp and email.



## PEOPLE IN CHARGE

Sandra Elizabeth López Pascacio: responsible for product quality for the production of our product.

Andrea Guadalupe Pérez Méndez: In charge of digital marketing and promotion of the main product.

José Antonio Crespín Bonilla: customer service manager.

## IMPROVEMENTS



Reward our customers with free shipping on purchases over \$20. This way they can enjoy our jams without worrying about the shipping cost.

During the Nance festival held in the town of Arcatao, for the purchase of \$10 in our products you will receive a jar of jam and toast to accompany it.

For the purchase of our jam, the first 25 people will receive a 50% discount voucher on their next purchase.

# CHAPTER III

### 3.1 Niche Market

A niche market is a specific and well-defined segment of a broader market, which is characterized by particular needs and preferences (Clientify, 2024)<sup>21</sup>. This segment can be based on a variety of factors such as demographics, interests, consumption habits, and other differentiating characteristics. Identifying a niche market allows companies to concentrate their efforts on serving a specific group of consumers, which can result in better customer satisfaction and greater brand loyalty. In other words, a niche market is an underserved or unserved part of a large group of consumers, a hidden opportunity within a broad and competitive branch of business.

A common mistake of advertisers and entrepreneurs is to use market niche and market segment as synonyms, in these concepts, it is in the specificity of the group in question. A market segment is a group of consumers with similar interests and needs. It is the broadest cut of a well-known consumer market, while the niche market always refers to a tiny and unexplored group. That is, the niche market is a small part of a segment. Each of these segments is represented in the company by a specific consumer profile, with its own needs and desires, a person. The person in the health and wellness segment, for example, is looking for state-of-the-art beauty products and international quality, a competitive market that is always lively. But within that same segment, the number of people looking for vegan hypoallergenic products has grown, who are not finding those products at an affordable cost.

This group of potential customers has different health and wellness needs and is not having their needs met by any one company. Therefore, it constitutes a new person and a great opportunity to expand the business. And there is a niche market there! A great example of a company that identified the emergence of a niche market and quickly scaled up investing

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<sup>21</sup> Adapted from Clientify Niche Market Definition.

in it is Uber, which revolutionized the world of transportation by offering quality private transportation at popular prices via app.

Finding a niche market and discovering new niches over time is critical to building a successful business. However, knowing which market to attack can be a challenge for many entrepreneurs! Finding the niche should be the first step in the go-to-market strategy. At that point, you need to be accurate in investments and a good market niche can yield the first clients and help the company achieve financial health quickly. In the end, the market changes regularly, creating new niches for established companies to expand their products (Rockcontent, 2019)<sup>22</sup>.

### **3.1.2 Difference between niche market and segment**

A niche market is an underserved or unserved part of a large group of consumers, a hidden opportunity within a broad and competitive branch of business. A market segment is a group of consumers with similar interests and needs. It is the broadest cut of an already known consumer market, while the market niche always refers to a tiny and unexplored group. That is, the niche market is a small part of a segment, Each of these segments is represented in the company by a specific consumer profile, with their own needs and desires. If you enter the market as a generalist brand, offering products for a wide segment, you would be missing out on one of the biggest propaganda currencies a brand can have: specialization. As a generalist brand of a segment, communication will reach a large number of people who are impacted by dozens of messages from companies, without there being a really assertive solution proposal. If the company sells itself as a specialist in a niche market, it will reach a smaller number of people, since it would be focusing on solving a specific

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<sup>22</sup> Adapted from Rockcontent How to define a Niche Market.

problem. However, this communication will be much more accurate, as it would connect directly with potential customers who yearn for a solution for their needs (EUDE, 2019)<sup>23</sup>.

### **3.1.2 Benefits of creating a niche market**

**Effective marketing plan:** With a well-defined niche market, you can create a really efficient marketing plan, communicating directly with the person.

**Fewer competitors:** If you find a niche, by definition you will be working with a group of consumers who lack services in an underexploited market.

**More advantageous prices:** As you will operate in a market that is little or not at all exploited, you will be able to dictate the values of the business and obtain more profits, even if you have fewer sales.

**Ease of closing strategic alliances:** Knowing the market of action, you will be able to easily differentiate a good business partner, which can really bring good results to the company.

### **3.1.3 Types of market segmentation**

There are several types of segmentation that can be applied in parallel depending on the needs of the company and potential consumers (IALab, 2024)<sup>24</sup>.

**Geographic Segmentation:** Based on the location of the specific consumer market. This spatial clipping can be done by: continent, country, state, city, neighborhood, region.

**Demographic segmentation:** Takes into account aspects of the consumer market population such as: gender, income, occupation, race, generation, nationality, social class, education.

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<sup>23</sup> Adapted from EUDE Business School.

<sup>24</sup> Adapted from IALab Niche Market Segmentation.

Behavioral segmentation: It is linked to customers' consumption habits: what they are looking for, what they need; what they know, what they consume, how much they consume, how often.

Psychographic segmentation: It considers aspects such as the personality, lifestyle, and values of the consumer group, such as attachment to environmental causes, political positions, tastes, and personal characteristics in general. They are psychographic segmentation groups that: have the same preferred musical style; veganism or vegetarianism follow; they are against animal testing; have lactose intolerance; they defend women's freedom.

### **3.1.4 Market niche applied to Jansy Jams**

In our Stevia-based Healthy Jams project we focus on psychographic segmentation based on the needs according to the lifestyle of our customers, therefore, it is considered that our market niche would result in a small part of said segmentation; trying to reach customers with the same healthy lifestyle, in which they not only seek to please the palate with something sweet but also take care of their health, which is the most important thing. In a wide market it is really difficult to find something that meets our needs and protects our well-being, although it is true that there are many jam production companies but there are very few that offer the opportunity to enjoy a sweet taste without causing damage to our health. For example, to people who suffer from diseases such as diabetes and that is our area of opportunity, as entrepreneurs we seek to offer something different and attractive for a specific sector of the segmentation that meets their needs.

The people who wrap our niche market within the segmentation are:

Healthy Consumers: People who seek to reduce sugar in their diet, such as those who follow low-carb or ketogenic diets.

Diabetics: Offer products specifically designed for people with diabetes who need to control their sugar intake.

Fitness and Nutrition: Catering to those who are in a fitness lifestyle and are looking for healthy, low-calorie options to supplement their diets.

Parents & Families: Healthy jams for kids, aimed at parents looking for more nutritious, low-sugar alternatives for their children.

In fact, our niche market is really aligned to cover the needs of the aforementioned niches whose lifestyle is the same, always in a healthy environment since they allow us to connect with the needs of that specific consumer sector and leads us to create stronger and more loyal relationships with consumers.

### **3.2 The profile of an entrepreneur**

In recent years, there has been increasing interest in understanding the entrepreneur's profile, especially with the global growth of entrepreneurial culture. While there are various ways to define what makes an entrepreneur and what their typical traits are, there are certain shared qualities often found in those who embark on entrepreneurial ventures.

Entrepreneurs typically possess a strong vision and a deep passion for bringing something new and innovative into the world. They can recognize business opportunities and are committed to turning them into reality (M.P.N, 2023)<sup>25</sup>.

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<sup>25</sup> Adapted from LinkedIn.com perfil de un emprendedor.

### 3.2.1 In general terms, an entrepreneur should possess the following qualities:

- **Creativity and Innovation:** Entrepreneurs need to think outside of their limits and develop new ideas and solutions to stand out in the market.
- **Clarity of Ideas:** Having a clear vision and well-defined goals is essential to guide decision-making and maintain focus on the business's objectives.
- **Ability to Face and Take Risks:** Entrepreneurs must be willing to take calculated risks to pursue new opportunities, even when success isn't guaranteed.
- **Ability to Adapt to New Situations:** Flexibility is the key for entrepreneurs as they often face unexpected challenges and need to quickly adjust to new conditions.
- **Prioritization:** The ability to identify and focus on the most important tasks ensures that time and resources are managed effectively and efficiently.
- **Ability to Communicate and Socialize:** Strong communication and interpersonal skills help entrepreneurs build networks, collaborate with others, and engage customers.
- **Tenacity and Persistence:** Entrepreneurs need determination to overcome obstacles and remain committed to their goals despite setbacks.
- **Flexibility and Ability to Adapt to Circumstances:** Being flexible allows entrepreneurs to pivot their strategies when necessary, ensuring they can handle changes in the market or business environment.
- **Optimism:** A positive mindset helps entrepreneurs stay motivated and inspires confidence in others, which is crucial for success in challenging situations. (Sánchez, 2023)<sup>26</sup>.

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<sup>26</sup> Adapted from Emrendepyme.net el perfil de un emprendedor.

As a group of entrepreneurs, we believe we possess the following qualities described earlier:

- **Creativity and Innovation:** In our nance jam business, it is essential to create unique and healthy recipes with attractive presentations that set the product apart from the competition.
- **Prioritization:** We ensure product quality or invest in marketing strategies, both of which are vital for the success of our nance jam business.
- **Optimism:** We maintain a positive attitude that helps us overcome challenges, such as developing new markets or dealing with competition, trusting in the long-term success of our venture.
- **Ability to Face and Take Risks:** In our business, it's important to be willing to invest in new markets or innovate in production methods. Since nance production is not year-round, preserving as much fruit as possible is vital, and we convert it into jam based on market demand.
- **Clarity of Ideas:** We have a clear vision of how we want to position our nance jams and what values we want to offer our customers, allowing us to develop a well-focused business strategy.

### **What should entrepreneurs be like?**

In general, an entrepreneur's profile calls for a person who is creative, daring, flexible, organized, and self-motivated, among other traits. However, these characteristics can differ depending on the type of entrepreneur, as each person leverages their unique skills to maximize their business potential (Sánchez, 2023)<sup>27</sup>.

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<sup>27</sup> Adapted from [Emprendepyme.net](http://Emprendepyme.net) el perfil de un emprendedor.

### 3.2.2 Characteristics of entrepreneurs

1. **Passion:** Is crucial for entrepreneurs as it fuels their commitment and motivates them to pursue their goals. It helps them stay focused and withstand the challenges and sacrifices that come with running a business.

Passion is a driving force for our group as entrepreneurs, as it ignites our dedication and inspires us to move forward towards our goals providing excellent service and customer care by offering our product to all audiences, as our jams are made with natural ingredients and without artificial preservatives

2. **Vision:** Is essential for entrepreneurs to succeed, as it involves having a clear plan and understanding the final objectives. Defining strategic steps helps them focus on what needs to be done, and setting goals provides clarity on immediate priorities and present needs.

For our group of entrepreneurs, vision is crucial to achieving success. It involves having a clear plan and understanding the final objectives of the business.

3. **The ability to learn:** Is crucial for successful entrepreneurs, who understand that learning is a continuous process and that valuable lessons can come from anyone. Those who refuse to listen and learn risk missing out on opportunities. They actively seek ways to improve their skills and stay informed about issues that impact their business (Sánchez, 2023)<sup>28</sup>.

Our group of entrepreneurs recognizes that continuous learning is a critical factor in achieving business success. We believe that the ability to learn is essential for adapting and thriving in an ever-changing environment.

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<sup>28</sup> Adapted from [Emprendepyme.net](http://Emprendepyme.net) características básicas de los emprendedores de éxito.

4. **Seeking to Achieve Results:** Entrepreneurs focus on achieving results and believe they have the power to shape their own futures. They make actionable decisions to meet specific goals within a defined timeline. Clearly outlining objectives is crucial for assessing whether they are meeting their expectations.

Our group of entrepreneurs is driven by a strong focus on achieving results. We believe in taking control of our future through deliberate and actionable decisions. By setting clear and measurable goals, we can track our progress and ensure we meet our expectations within a specific timeline. This results-oriented approach empowers us to remain practical and focused, continually assessing our outcomes and adjusting strategies as needed to reach success

5. **Creativity and innovation:** This is crucial for entrepreneurs, as they involve generating and developing business ideas.

In our nance jam business, we have created a unique recipe that combines natural and healthy ingredients. Additionally, we innovate in production methods and packaging to offer a unique experience to consumers.

6. **Determination and courage:** Are essential traits for entrepreneurs, as they need to address challenges head-on and make decisive choices for effective solutions.

Recognizing common pitfalls is important, and entrepreneurs should be proactive in anticipating obstacles and identifying issues that require correction.

Our group of entrepreneurs thrives on determination and courage, tackling challenges directly and making decisive, effective decisions. Recognizing common pitfalls early allows us to be proactive, and we're always prepared to correct course when

necessary. We firmly believe in shaping our future by setting measurable goals, taking actionable steps, and tracking progress to achieve lasting success.

7. **To create added value:** While it's not necessary to reinvent the wheel, it's important to explore new methods and approaches to stand out in the market.

Our group of entrepreneurs focuses on creating added value by identifying innovative approaches and methods to differentiate ourselves in the market. We prioritize discovering new ways to deliver unique solutions that set us apart from the competition and drive sustainable growth.

8. **Persistence:** Is essential for any initiative. Simply attempting something once and giving up is insufficient. Entrepreneurs should approach challenges incrementally and seek to refine their strategies creatively and methodically if initial efforts do not achieve the desired outcomes.

Our group of entrepreneurs values persistence as a key factor in achieving success. We understand that trying something once and giving up isn't enough to overcome challenges. Instead, we believe in taking gradual steps, continuously refining our strategies in creative and organized ways. By learning from setbacks and staying committed, we ensure that we move forward toward our goals, even when initial attempts don't bring immediate success.

9. **Sense of opportunity:** A strong sense of opportunity allows entrepreneurs to recognize the needs, challenges, and trends within their community. They actively develop solutions or alternatives to address these issues effectively (Sánchez, 2023)<sup>29</sup>.

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<sup>29</sup> Adapted from [Emprendepyme.net](http://Emprendepyme.net) características básicas de los emprendedores de éxito.

Our group of entrepreneurs is driven by a sharp sense of opportunity, actively identifying the needs, challenges, and trends that shape the environment around us. This awareness enables us to develop creative and effective solutions to these issues. By recognizing opportunities as they arise, we ensure that our ventures remain relevant and impactful in both the community and the marketplace.

10. **Teamwork:** Is vital for entrepreneurs, as their leadership focuses on bringing together ideas and building consensus to address challenges. Successful entrepreneurs must know how to manage their teams to maximize each individual's performance and foster a harmonious work environment.

Teamwork is important for our group of entrepreneurs. We believe that a well-managed team, where every individual is supported to perform at their best, contributes to a harmonious and productive work environment. Success in entrepreneurship isn't just about individual effort, but about fostering strong collaboration and maximizing team potential.

11. **Self-esteem:** Is a crucial trait for entrepreneurs, as they are typically optimistic and self-assured. By overcoming fears related to starting a business and trusting in their abilities, entrepreneurs harness a positive mindset that can lead to success.

12. **Assertiveness:** Is an essential quality for achieving goals, as it involves communicating thoughts, feelings, and desires clearly and directly while being mindful not to hurt others (Sánchez, 2023)<sup>30</sup>.

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<sup>30</sup> Adapted from [Emprendepyme.net](http://Emprendepyme.net) características básicas de los emprendedores de éxito.

13. **Organization:** This involves creating a flexible activity schedule that allows for ongoing adjustments as needed. This adaptability is crucial for effective planning and execution (Sánchez, 2023)<sup>31</sup>.

In our group, organization is essential to success. We develop a flexible schedule of activities that can be adjusted as circumstances change. This adaptability allows us to respond effectively to unforeseen challenges and opportunities. By maintaining a well-structured yet flexible plan, we can ensure that resources are allocated efficiently, deadlines are met, and objectives are clearly pursued.

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<sup>31</sup> Adapted from [Emprendepyme.net](http://Emprendepyme.net) características básicas de los emprendedores de éxito.

### 3.3 Logo

Saul Bass (n.d)<sup>32</sup> states that “Logos are the graphic extension of the internal realities of a company.”

One of the main attractions of companies are their logos, since it is the way in which many companies are recognized by their public and the first thing a potential client could see before consuming the product, which is why it is important to put a lot of effort and dedication into this part.

The logo provides credibility and recognition to the company and helps to create an emotional bond with customers. This is not just a design, but a strategic tool that impacts the perception and success of a company.

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<sup>32</sup> Adapted from logo design.

Our company logo “JANSY” includes the following elements

- Jam jar: represents the main product of our company
- The small nance: this is an emblematic fruit in our country and its largest production is in the department of Sonsonate where our product will be distributed.



- The branches of oblivion surrounding the jam jar represent peace, prosperity and wisdom
- The name of our company “JANSY” means the union and friendship of 3 entrepreneurs whose meaning is the initials of the 3 owners of the company and is broken down as follows

- J: of the owner José

- AN: of the owner Andrea

- SY: Diminutive of the owner Sandra (Sandy)

- Year the company was founded (2024)

### 3.4 Slogan

According to the Cambridge dictionary<sup>33</sup> The slogan is a short easily remembered phrase, especially one used to advertise an idea or a product.

The slogan is crucial for a company because it encapsulates the essence of its value proposition in a few words, becoming a powerful communication tool. A good slogan clearly and memorably conveys the brand's mission and benefits, helping consumers remember and emotionally connect with the company. In addition, an effective slogan can differentiate the brand from the competition and establish an instant connection with the target audience, fostering long-term loyalty and recognition. In short, the slogan is a strategic tool that reinforces the brand's identity and its message in the market.

In order to attract the public and to achieve the purpose of a slogan, JANSY jams decided to use the following slogan to identify itself under the following phrase:

**“Sweet taste, healthy choice”**

We chose this slogan because we want to convey the idea that you can enjoy delicious flavors without compromising your health. Our jams are tasty and healthy as they are free of added sugars or colourings, promoting a balanced lifestyle. We focus on satisfying the desire for sweets while prioritizing wellbeing, attracting health-conscious consumers.

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<sup>33</sup> Extracted from Cambridge dictionary.

### 3.5 Mission

According to Peter F. Drucker in his book “The Five Most Important Questions” (1993)<sup>34</sup> the mission is broad, even eternal, yet directs you to do the right things now and into the future so that everyone in the organization can say, “What I am doing contributes to the goal.” So it must be clear, and it must inspire. Every board member, volunteer, and staff person should be able to see the mission and say, “Yes. This is something I want to be remembered for.”

A mission cannot be impersonal; it has to have deep meaning, be something you believe in something you know is right. A fundamental responsibility of leadership is to make sure that everybody knows the mission, understands it, lives it.

After acquiring knowledge about what a mission is in a company, we decide to create our mission and it is the following:



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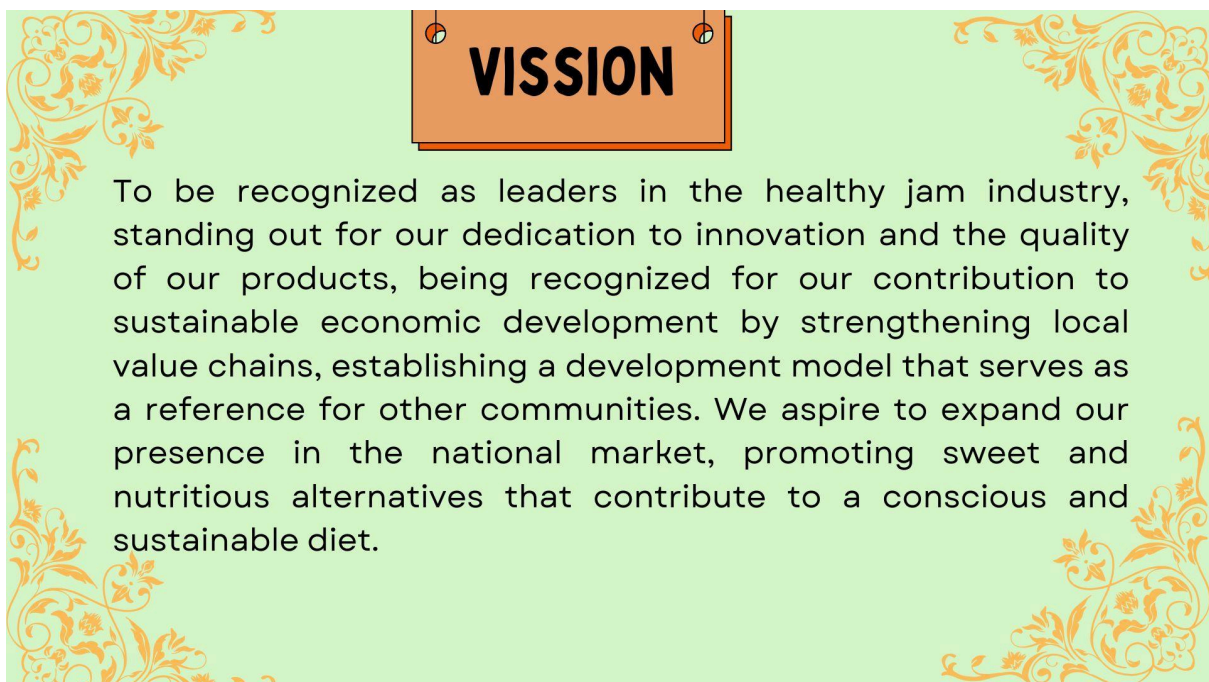
<sup>34</sup> Adapted from the book: The Five Most Important Questions.

### 3.6 Vision

A company's vision is a statement that describes what the organization aspires to be in the future. It represents a long-term goal and guides strategic decisions, setting a framework for growth and development. The vision provides inspiration and motivation for both employees and stakeholders, and reflects the company's core values and principles.

Jack Welch (1989)<sup>35</sup> mentioned that "Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion."

Therefore, after our research, we decided to make the following vision for our company:



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<sup>35</sup> Adapted from Harvard Business Review.

### 3.7 Values

Values in a company are fundamental principles and beliefs that guide its behavior, decisions, and organizational culture. These values help define the identity of the company and establish an ethical framework for the actions of its employees. Our company values are:

- **Transparency:** it is very important to our company and it is essential for us to be open and clear in our communication, both internally and externally. This includes sharing clear information about the production of our products and in this way fostering trust in our business.
- **Responsibility:** it implies that each member of the company assumes the commitment to fulfill his or her tasks and obligations. In our company, we all focus on achieving common goals and we support each other in the process.
- **Perseverance:** this is the ability to continue striving and working towards goals despite obstacles and challenges. In our company this means that employees do not give up easily in the face of difficulties, but rather look for solutions and adapt to changes, which contributes to the long-term growth and success of the company.
- **Kindness:** This value refers to treating others with respect and consideration. At our company, this translates into fostering a positive work environment, where employees support each other and communicate constructively. Kindness also extends to the relationship we wish to have with customers, creating a more human and personalized service.
- **Honesty:** This involves being truthful and ethical in all interactions. For our company, this means acting with integrity in communication, operations, and business relationships. Honesty builds trust between employees, customers,

and partners, which is critical to building long-lasting, successful relationships in our company.

- **Patience** is the ability to wait and persevere without getting frustrated and for our company, this is crucial to be able to handle challenging situations and work on long-term projects. Patience allows our employees to make thoughtful decisions and stay calm under pressure, which can result in better results and a healthier work culture.
- **Teamwork** in our company is fundamental to the success and sustainability of the organization. This collaborative approach not only improves efficiency and productivity, but also fosters a healthy organizational culture.

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## ANEXES

