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TOURISTIC SERVICE: ECO VISTA VENTURES

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ABSTRACT

This paper provides a comprehensive overview of a premier tourist adventure in San Salvador, highlighting the seamless integration of transportation and guided exploration. From the initial contact, guests enjoy a hassle-free journey starting with an Uber ride from their homes to the tour operator's office. The experience culminates at Cerro Verde, a destination renowned for its breathtaking natural beauty and rich cultural heritage. Guided by professionals, participants gain valuable educational insights into local history and engage in activities designed to create lasting memories. The commitment to customer comfort extends beyond exploration, ensuring a safe and convenient return to their residences via Uber. This service goes beyond transportation, aiming to cultivate unique and unforgettable experiences. The operator's mission is to ensure that each client is treated as a valued companion, underscoring the importance of exceptional service and meaningful interactions. Every aspect of the journey is carefully planned to provide a stress-free experience, allowing guests to focus on enjoying the scenery and cultural richness. Ultimately, this initiative enhances the tourist experience in San Salvador through an integrated and customer-focused approach that prioritizes quality, safety, and satisfaction.

Keywords: tourism, San Salvador, tourist transportation, adventure, Cerro Verde, safety, satisfaction.

Introduction

"Tourism is the temporary movement of people to destinations outside their usual place of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs" (United Nations World Tourism Organization, 2008).

Currently, tourism plays a vital role in the country's development by generating numerous benefits. In this context, Suchitoto stands out as a city rich in tourist attractions. Consequently, a tourist service profile is introduced to offer customers unique experiences that enhance their connection with local culture, nature, and the economy.

La primera sección de este capítulo presenta los objetivos, incluyendo el objetivo general y los objetivos específicos. En segundo lugar, se explican las razones que justifican la existencia del operador turístico, subrayando la importancia y los beneficios que ofrece este servicio. A continuación, se describe el perfil del servicio turístico, que incluye el nombre del operador turístico, su ubicación, los distintos circuitos turísticos disponibles para los visitantes, los atributos del servicio turístico y la tipología de turismo. En cuarto lugar, se ofrece una breve descripción de cómo el servicio turístico se alinea con los objetivos de desarrollo sostenible, responsable e inclusivo. Finalmente, se presenta el perfil del servicio turístico junto con sus referencias.

CHAPTER 1

TOURIST SERVICE PROFILE

1.1 Objectives

1.1.1 General Objective

Provide tourists with complete and hassle-free travel experience from their homes to Cerro Verde, ensuring their satisfaction and fostering customer loyalty.

1.1.2 Specific objectives

- 1) Optimize tourism transportation logistics by offering a shuttle service from the customer's home to our office, ensuring a smooth and comfortable initial travel experience.
- 2) Enhance customer experience by eliminating concerns about return transportation through complimentary Uber vehicles from our office to their destination.
- 3) Promote a positive corporate image by delivering a comprehensive service that demonstrates our commitment to customer comfort, safety, and satisfaction throughout the entire travel process, from planning to return.

1.2 Justification

The decision to offer an all-inclusive tourist transportation service from your doorstep to Cerro Verde and back stems from a deep commitment to providing our clients with maximum comfort and safety at every stage of their journey. We recognize that planning a day of tourism can be overwhelming, and logistical details often hinder the enjoyment of the experience. That is why we have worked diligently to remove any obstacles that could prevent our clients from fully enjoying their adventures.

By offering Uber-style transportation from the comfort of their home, we eliminate concerns about finding a meeting point or relying on public transportation. This first step in our service is a prelude to what lies ahead: a hassle-free day where every detail is meticulously planned to ensure a smooth and rewarding experience.

Furthermore, we honor our commitment by including return transportation, so our clients need not worry about anything other than enjoying the moment. We understand that after a day full of activities, getting home can be exhausting, and we strive to make the process as easy and comfortable as possible.

Ultimately, the rationale behind this all-inclusive transportation service is grounded in our dedication to excellence in customer service. We want everyone who chooses to join us on this adventure to feel valued, cared for, and fully immersed in the beauty and excitement of the journey. By offering free and stress-free transportation, we are confident that our clients will thoroughly enjoy everything our trip to Cerro Verde has to offer.

1.3 Description of the tourism service

1.3.1 Name of the tourism service: Eco Vista Ventures

Our service is distinguished by offering comprehensive and convenient transportation for employees of companies participating in tourist trips. This includes not only transporting them from their homes to the starting point of the journey, but also ensuring they are safely returned home at the end of the experience. This personalized and all-inclusive approach adds significant value by guaranteeing the comfort and safety of employees throughout the entire journey.

Additionally, our service stands out for utilizing a modern bus designed to minimize CO2 emissions, contributing to the reduction of environmental pollution and automobile traffic.



Image created by Harold Avelar

1.3.2 Location

The location of Eco Vista Ventures' service is based in San Salvador, El Salvador, offering transportation for tourist trips to various destinations in the region, including the scenic Cerro Verde. As a central hub in El Salvador, San Salvador is well-connected, allowing the service to efficiently reach customers at their homes and transport them to popular tourist destinations.

Cerro Verde, one of the primary destinations, is a stunning national park located about 60 kilometers west of San Salvador. It is known for its breathtaking views of volcanoes, lush forests, and diverse wildlife. The park's strategic location allows visitors to immerse themselves in nature while being relatively close to the city, making it an ideal spot for day trips. Eco Vista Ventures ensures a seamless connection from the urban setting of San Salvador to the natural beauty of Cerro Verde, providing a complete and sustainable travel experience.

1.3.3 Tourist circuits.

1. Eco Adventure Circuit:

- **Focus:** Nature, outdoor activities, and sustainability.
- **Route:** Starting from the employees' homes in San Salvador, they are transported to **Cerro Verde National Park**, where they can enjoy guided nature hikes, explore the volcanic landscape, and participate in eco-friendly activities like birdwatching and tree planting.
- **Sustainability:** The use of a low-emission bus minimizes the environmental impact, aligning with the company's commitment to reducing CO2 emissions. The tour promotes eco-consciousness, educating participants about environmental preservation.

2. Cultural and Nature Circuit:

- **Focus:** Local culture, history, and natural beauty.
- **Route:** The tour could start with a visit to a historical site or cultural center in San Salvador before heading to **Cerro Verde**, where participants can learn about the region's natural history and local traditions. Along the way, participants could stop at small local communities or artisan markets to support the local economy.
- **Sustainability:** Supporting local businesses and providing transportation for all participants ensures reduced traffic and emissions, enhancing the environmental aspect of the tour. (Sostenible Tourism, 2008)

3. Sustainable Tourism Circuit:

- **Focus:** Environmental education and responsible tourism.
- **Route:** Begin with a presentation at the Eco Vista Ventures office about sustainable tourism practices, followed by a journey to **Cerro Verde**. The tour includes eco-workshops on topics like waste reduction, conservation of natural resources, and responsible tourism. Visitors can participate in hands-on activities like reforestation or eco-restoration projects.
- **Sustainability:** This circuit highlights Eco Vista Ventures' dedication to promoting sustainability and responsible tourism, while also fostering awareness among participants about their role in protecting the environment. (Sharpley 2006)

4. Corporate Wellness Circuit:

- **Focus:** Relaxation, nature, and well-being for corporate employees.
- **Route:** Designed to help corporate employees unwind, this circuit offers a blend of nature-based relaxation activities at **Cerro Verde**. The day could include guided meditation

sessions amidst the natural beauty of the park, light hiking, and educational stops about the natural ecosystem, followed by a scenic bus ride back to the city.

- **Sustainability:** As with all Eco Vista Ventures services, low-emission transportation is used, and the tour emphasizes wellness and eco-awareness, creating a mindful and sustainable experience.

5. Green Heritage Circuit:

- **Focus:** A mix of environmental and historical discovery.
- **Route:** Employees start the day by visiting historical landmarks related to El Salvador's cultural heritage, then proceed to the natural landscape of **Cerro Verde**. The circuit combines historical knowledge with the appreciation of nature, making for a balanced and immersive experience.
- **Sustainability:** Eco Vista Ventures continues to prioritize reducing environmental impacts through responsible transportation and emphasizing the importance of cultural and natural heritage preservation.

Key Features for All Circuits:

- **Convenient Pick-up and Drop-off:** Each circuit begins and ends with convenient transportation directly from the employees' homes, eliminating the stress of logistics.
- **Sustainability-Focused:** All circuits are conducted using the company's eco-friendly bus, reducing the carbon footprint and traffic congestion, while educating participants on sustainable practices.

- **Comfort and Safety:** Throughout the circuits, the safety and comfort of clients are ensured, creating a seamless and enjoyable experience from start to finish.

By offering these diverse circuits, **Eco Vista Ventures** can cater to different preferences while reinforcing their commitment to sustainability, comfort, and enriching travel experiences for corporate employees. (Scott, Gössling, & Hall 2012)

1.3.4 Service Attributes

1) Comprehensive Door-to-Door Service

Eco Vista Ventures provides a fully integrated transportation service, ensuring that customers are picked up from their homes and transported directly to the tour destination (such as Cerro Verde) and back. This seamless transportation process removes the stress of finding meeting points or relying on public transportation, enhancing customer convenience and satisfaction.

2) Eco-Friendly Transportation

The company uses modern buses designed to minimize CO2 emissions, reducing the environmental impact of tourism. This aligns with the company's commitment to sustainability and reflects its dedication to responsible tourism.

3) Comfort and Safety

Comfort is prioritized, with a focus on providing smooth, hassle-free rides in well-maintained vehicles. Safety is also paramount, with trained drivers, experienced guides, and adherence to safety protocols, ensuring a worry-free experience for customers.

4) Personalized Service

The service is tailored to corporate employees, providing exclusive and personalized experience. This includes the flexibility to customize tours based on group preferences, offering a unique experience for each corporate client.

5) Experienced Guides

The tours are led by knowledgeable guides who offer insights into both the natural environment and local culture, enriching the overall experience. This enhances the educational and immersive aspects of the tour, creating a more meaningful connection for tourists.

6) Sustainable Tourism Practices

Eco Vista Ventures place a strong emphasis on sustainability, not just on transportation but in the activities offered. By promoting eco-friendly practices and engaging clients in conservation activities, the service aligns with responsible tourism values. (Balmford et al. 2009)

7) Value-Added Experience

Beyond transportation, the service adds value through activities such as eco-workshops, cultural immersion, and guided nature tours. These experiences aim to create lasting memories and foster a deep appreciation for nature and local traditions.

1.3.6 Tourism Typology.

- 1) **Eco-Tourism:** The company's core offering falls under the ****eco-tourism**** category, as it emphasizes responsible travel to natural areas, conservation efforts, and minimizing environmental impacts. The focus on ****Cerro Verde****, a natural park with breathtaking landscapes, encourages tourists to connect with nature while learning about environmental

preservation. The use of low-emission transportation and activities that promote environmental education also strengthen this typology.

- 2) **Adventure Tourism:** Alongside eco-tourism, **adventure tourism** is also a significant component. **Cerro Verde** offers outdoor adventure opportunities such as hiking, exploring volcanic landscapes, and observing unique wildlife. These activities appeal to tourists looking for physical activity and excitement, while still being grounded in respect for nature.
- 3) **Corporate or Business Tourism:** Eco Vista Ventures' target audience is largely corporate employees, making it a unique provider in business tourism or corporate tourism sector. The tours are designed as team-building experiences or employee wellness trips, offering a break from the workplace while promoting relaxation, bonding, and environmental consciousness. The service creates an ideal environment for corporate retreats, employee rewards, and stress relief, all within a sustainable framework.
- 4) **Cultural Tourism:** Cultural tourism is integrated into the experience by offering clients the chance to learn about local culture, traditions, and history. Guides provide educational insights into the region's cultural heritage, especially during stops at local markets or historical sites.

In summary the service Attributes are:

- Comprehensive, door-to-door transportation.
- Eco-friendly, low-emission buses.
- Emphasis on comfort, safety, and personalized service.
- Knowledgeable guides and enriching activities.

- Sustainable tourism practices, focusing on environmental conservation.

Tourism Typology:

- Eco-tourism focusing on nature and sustainability.
- Adventure tourism providing exciting, physical activities in natural settings.
- Corporate or business tourism for companies, promoting team building and wellness.
- Cultural tourism offering educational insights into local traditions and history.

By integrating these service attributes and focusing on these types of tourism, Eco Vista Ventures wants to deliver a unique and comprehensive experience that combines comfort, sustainability, and adventure, all while supporting corporate clients in achieving a deeper connection with nature and culture.

1.4 Applications of strategy for human development and sustainability.

1.4.1 Biodiversity Conservation through Sustainable Tourism Practices

Eco Vista Ventures promotes the protection of biodiversity by incorporating sustainable tourism practices in natural destinations such as Cerro Verde National Park. By guiding tourists through eco-friendly activities like nature walks, birdwatching, and educational workshops on local wildlife, the company raises awareness about the importance of conserving biodiversity. This strategy contributes to human development by fostering a deeper connection between individuals and nature, while also preserving ecosystems for future generations. (IPCC inform 2021)

1.4.2 Mitigating Climate Change with Low-Emission Transportation:

To address climate change, Eco Vista Ventures integrates the use of low-emission buses, reducing the carbon footprint of its operations. By offering eco-friendly transportation to tourist

destinations, the company supports the global effort to decrease greenhouse gas emissions, which are major contributors to climate change. This approach aligns with the One Planet principle, emphasizing the need for businesses to operate within Earth's environmental limits. Sustainable transport strategies like this also promote long-term human development by protecting the planet's climate for future generations.

1.4.3 One Planet Approach through Corporate Responsibility and Environmental Awareness

Eco Vista Ventures applies the One Planet framework by actively contributing to sustainable human development through responsible tourism. The company's mission to minimize environmental impact, educate clients on conservation, and support local communities aligns with the idea that humanity must live within the planet's ecological boundaries. By fostering environmental awareness among tourists and corporate clients, the company supports a broader transition toward sustainable lifestyles, contributing to both economic growth and environmental protection. (UNWTO 2019)

CHAPTER 2

2.1 Tourism history.

The history of tourism is linked to some social and cultural transformations that took place as years went by. In the Medieval period pilgrimages were the primary means of traveling. Over centuries of evolution, the purpose and the methods of travel have changed quite a lot, from the first recorded religious centers to what has become an incredible global business. Tourism emerged back in the ancient civilizations when culture was the key motivator along with commercial activities. People who lived in Greek and Roman societies often travelled to attend holidays and sports or visit historical monuments. The visits of such important cities as Delphi and Jerusalem can be attributed to the early stage of development of tourism.



Most of the activities in the Medieval period were performed for the reasons of religious travel. Santiago de Compostela and Rome in Spain, and Jerusalem were centers for many European pilgrims. These movements, though long and fraught with risks, were spiritually uplifting and gave birth to tourism of an early kind that was faith-based.

The term "Grand Tour" surfaced down in the Renaissance – it describes an educational travel of young European aristocrats taken for the sake of completing their education. This was a trip that involved a travel to Italy, France and Greece where cultural and historical legacies were acquired in practice. The Grand Tour helped in further differentiating.

The rise of industrialization, which took place during the nineteenth century, had an impact on the concept of tourism. Railways and steam ships helped to use the tourism industry on a larger scale, this time, it was the middle class who traveled. It was Cook whom most historians consider the father of modern tourism and who executed the first instance of organized tourism in 1841.

Mass tourism became developed in the twentieth century especially after the Second World War. Commercialized airline travel and infrastructure development made almost everyone travel these days. The Mediterranean beaches and historical cities in Europe became very touristic and so tourism became one of the parts of life.

All in all, tourism reached a new degree of complexity in the twenty-first century. All these changes happened thanks to the achievements of science and technology, particularly the World Wide Web. Increased and diverse international travel reflected the changing patterns of tourism. New trends in tourism like ecotourism and cultural tourism started to flourish, owing to changing consumption patterns toward more genuine and eco-friendly tourism experiences. However, society's worry on the effect of tourism has resulted in better tourism practices.

The economic growth that tourism brings is felt at the fingertips owing to the jobs created. Certainly, there is a positive side, but it is not without its challenges such as abuse of natural resources and a negative attitude to residents. In the future, most tourism activities will prioritize sustainability by reducing carbon footprints and conserving cultural and natural values.



2.2 Tourism history in El Salvador

El Salvador is relatively new in terms of the development of tourism compared to other countries in the region; nonetheless, in the last few decades, it has expanded quite considerably. During the colonial period and independence after 1821, tourism in El Salvador was still not developed. Travel was basically for trade, political or religious concerns, either inside the country or to border areas. (Vargas 2004)

Organized tourism activities in El Salvador formally started to gain prominence in the early twentieth century. It was during this period that the upper classes began domestic tourism to places such as hot springs and beautiful towns such as Apaneca and Juayua. However, international tourism remained limited. In the 1950s through 1960s, the government started making development of the country's tourism by investing in tourism facilities such as hotels and improving road networks to enhance the circulation of tourists to natural and cultural sites. Places such as Lake Coatepeque and the beaches of the Pacific Ocean have begun to attract foreign tourists as well as some domestic holidaymakers. (Montgomery 1995 y Lungo Uclés 1996)

The Salvadoran Civil War, which lasted from 1980 to 1992, really took a toll on the country's tourism. During those years, El Salvador was seen as too dangerous for international visitors, so the tourism industry pretty much ground to a halt. But after the Peace Accords were signed in 1992, the country began to slowly rebuild—not just its economy, but also its image on the global stage. Tourism started to pick up again, although El Salvador still had to deal with issues like security concerns and a lack of international promotion. (Lara Martínez 2009)

Starting in the 2000s, both the government and private sector in El Salvador ramped up efforts to market the country as a tourist destination. They launched international campaigns aimed at drawing in visitors, particularly those interested in ecotourism, adventure tourism, and cultural

experiences. Some of the key attractions that got a lot of attention included the surfing beaches in La Libertad, Mayan archaeological sites like Joya de Cerén (which is a UNESCO World Heritage Site), El Imposible National Park, and the beautiful Flower and Peace Routes. On top of that, tourism connected to local festivals, coffee culture, and Salvadoran cuisine began to catch on as well. (Calderón 2001)

Despite the progress, El Salvador still faces challenges when it comes to security, infrastructure, and the need to keep diversifying its tourism options. However, the rising popularity of surfing—thanks in part to the famous "surfing route" and international events—has really helped to put the country on the radar for adventure travelers.

Looking forward, there's real potential for El Salvador to position itself as a sustainable tourism destination. The country could really leverage its rich cultural heritage, biodiversity, and natural resources. Focusing on projects that protect the environment and engage local communities might just be the key to the future growth of tourism in El Salvador. (Honey 2008)



Image from mitur.com

2.3 Natural Resources in Key Tourist Areas of El Salvador.

1. Pacific Coast Beaches

Location: Departments of La Libertad, Usulután, and San Miguel

Description: These beaches are famous for their stunning beauty, with La Libertad being a top spot for surfing. Beaches like El Tunco, El Sunzal, and Punta Roca draw surfers from all over the world. The eastern beaches, including El Cuco and Las Flores, are also worth noting for their scenic charm.

Map: These beaches stretch along the southern coast of the country, bordering the Pacific Ocean.

2. Lake Coatepeque

Location: Department of Santa Ana

Description: This volcanic crater lake is often hailed as one of Central America's most beautiful. It's a favorite for water activities like swimming, kayaking, and diving. The crystal-clear waters make it a serene escape.

Map: The lake is nestled southwest of Santa Ana city.

3. Izalco Volcano

Location: Department of Sonsonate

Description: Part of Volcanos National Park, Izalco is a must-visit for hiking enthusiasts. It's known as the "Lighthouse of the Pacific" because of its once-active eruptions that guided sailors. The views from the top are nothing short of spectacular.

Map: You'll find this volcano in the western part of the country, close to the scenic Ruta de las Flores.

4. El Imposible National Park

Location: Department of Ahuachapán

Description: This is one of El Salvador's most important protected areas, teeming with biodiversity. It's a haven for hikers, offering trails through lush tropical forests. The park is also home to a wide variety of plants and animals, making it a paradise for nature lovers.

Map: The park is in the western region, close to the Guatemalan border.

5. Lake Ilopango

Location: Departments of San Salvador, Cuscatlán, and La Paz

Description: This volcanic lake is a popular spot for water activities like diving and water skiing. It's well known for its clear waters and the stunning scenery that surrounds it, making it a favorite among both locals and tourists.

Map: The lake is located just east of San Salvador, making it easily accessible from the capital.

6. Jiquilisco Bay

Location: Department of Usulután

Description: Jiquilisco Bay is a natural reserve featuring mangroves, islands, and estuaries, and it's recognized as a Ramsar site due to its ecological importance. This area is perfect for ecotourism, with opportunities for kayaking and birdwatching in a pristine environment.

Map: You'll find this bay on the southeastern coast of the country, within the Usulután department.

7. Ruta de las Flores

Location: Sonsonate and Ahuachapán Departments

Description: From the scenic hill town of Manizales, colorful colonial towns known for coffee plantations and rich culture line this route. At the weekends, food festivals bring life to surrounding streets and showcase local delicacies. The landscape becomes a natural wonderland with paths lined with wildflowers blooming in season.

Map: Highlands of the west in El Salvador.

8. Cerro Verde National Park

Location: Santa Ana department

Description: None other than a natural jewel that presents incredible sights of Izalco and Santa Ana volcano. Great for hiking and birdwatching, the Park offers some lovely trails through its wooded hills. It makes for a perfect escape from the fresh, cool temperatures.

Map: Located in the central-western part of El Salvador.

9. Suchitoto

Location: Cuscatlán Department

Description: This quaint colonial town boasts beautiful, well-preserved historical buildings and a peaceful ambiance. Those Cobblestone streets lead to colorful houses, and you are taken back centuries ago. A boat went from the close by equivalent Suchitlán Lake, and a bunch of cultural occasions together with artwork and theater festivals happen in the city all year long.

Map: North of the capital, San Salvador.

10. Puerta del Diablo

Location: Department de San Salvador

Description: a gorgeous natural viewpoint with stunning rock formations and solicitous panorama. From here you can see valleys and mountains, and on a clear day > the Pacific Ocean. This is a much-loved destination among hikers, rock climbers and photographers alike, with good reason.

Map: Just outside the City of San Salvador.



Imagen from El Salvador page tourism.

2.4 Cultural identity

El Salvador is a country full of culture developed under the influence of its indigenous heritage, colonialism and more recent globalization. The diversity of cultures is found in other tourist resources that are intangible and have developed to varying degrees from the traditions and mode of life within each domain.

2.4.1 Traditional Festivals

1. August parties

Festivals like the “Fiestas Agostina in San Salvador & Día de los Farolitos Ahuachapán are characterized by colorful celebrations, music, dance and religious observance that are part of Salvadoran culture.

2. Artisanal Crafts

Description: Weaving and clay-pottery making are also major components of the cultural heritage, with generations following another to hand-craft goods.

3. Music and Dance

El Salvador: With traditional and Spanish music — more considered dance-oriented than "songs" (Cumbia, especially; also, folksongs) plus folkdances like El Torito Pinto which has been danced in La Libertad department since watch-maze consumed a five-and pollen trade grew.

4. Oral Traditions and Folklore

Description: Stories and legends, like the tale of "La Siguanaba" or El Cadejo, present in the Brythonic folklore about beliefs and superstitions from years back.

5. Gastronomy

Salvadoran cuisine, particularly dishes such as pupusas and tamales maizados; are key for defining cultural identity through the blending of native products with those from Spain.

6. Traditional medicine

Like those handed down through generations and centered on remedies and holistic healing methods utilizing local plants and herbs are treasured by certain rural communities where healers known as "curanderos" hold significant roles.

7. Spiritual beliefs

Many Salvadorans incorporate beliefs, alongside Christianity by honoring nature spirits and agricultural deities in their religious rituals. Some communities continue to engage in ceremonies that are connected to the rhythms of the moon's phases as the arrival of rain and the harvest periods.

8. Environmental knowledge

The wisdom of the land encompasses teachings such, as practices like crop rotation and efficient water usage that have been transmitted through generations, within indigenous and rural farming groups to uphold biodiversity and sustain agricultural yields over time.

9. Language and the linguistic heritage

The Náhuat language used by the Pipil community plays a role, in preserving El Salvador cultural legacy despite being at risk of extinction; initiatives to rejuvenate this language are crucial, for safeguarding this linguistic heritage.

10. Customary Law and Social Practices

In societies they uphold customary practices and social norms involving traditional methods of managing disputes and governing their communities, which vary from the official legal frameworks of the country emphasizing consensus and group decision making.

2.4.2 Religious Syncretism

It refers to the amalgamation of beliefs, with Catholicism observed in religious festivities and traditions. For example, numerous saints are linked to deities and indigenous rituals are, at times integrated with practices.

Rites of Passage: Cultural rituals and customs that symbolize the shift from one life phase to another include events like birth celebrations for babies entering the world and marriage ceremonies uniting couples, in matrimony.

2.4.3 Sustainable Tourism Principles for El Salvador

The key idea of sustainable tourism is to ensure that the needs and preferences of visitors are met in a way which respects cultural integrity, social equity conservation or heritage values. Promoting sustainable tourism can help protect the natural resources in El Salvador, create positive impacts on local culture and people as well as improved economic benefits for communities. These are the main principles to follow so that tourism in El Salvador is sustainable.

1. **Environmental Protection:** Reduce waste, Conserve water and energy usage Protect natural areas. Promote sustainable tourism, with accommodations and activities that are respectful of local ecosystems.
2. **Cultural Preservation:** Encourage and foster local traditions, customs & heritage. That tourism activities will work towards cultural heritage conservation, to preserve traditional knowledge and handicrafts of local artisans.
3. **Community Involvement:** Purpose is promoting the participation of local communities in shaping tourism policies and strategies. Create employment, small business and community project opportunities for residents to economically benefit from tourism development.

4. Economic Benefits: Support the economy of the locality, create Job opportunities which will help Fair trade principles and a just distribution of gains.
5. Responsible Tourism Details: Inform tourists to act responsibly — respecting local customs, minimizing environmental impact and supporting sustainability. Increase awareness of the significance of maintaining cultural and natural resources.
6. Conservation Efforts: Contribute to Endangered species, Habitat restoration and Biodiversity conservation efforts Team up with an environmental organization or governmental body for a conservation initiative.
7. Sustainable Infrastructure: Objective is established and expand an infrastructure that will maintain sustainable tourism by focusing on green construction practices, effective waste management systems, transport options reducing carbon production.
8. Monitoring and Evaluation: The purpose is evaluating the effects that tourism has on the environment, culture and economy. Utilize this data to inform decisions that lead to more facile business practices that are more sustainable in the long run.



2.5 Strategic Plan: Quality Control and Customer Satisfaction

2.5.1 Recommendations for improvement

El Salvador must meet various standards of quality in all sectors, industries and products that compromise the Tourism sector. It means setting rigorous policies in the areas of accommodation, transportation activities and customer service. Then continuously evolving those standards based on best practices from across the hospitality world physically and digitally.

Enforcing stringent quality control measures, such as inspections and audits on tourism facilities done regularly, mystery shoppers using customer surveys among others is vital.

Since the key is quality food and service, we try to do both through staff training since even after hiring them guaranteeing that they are customer-oriented may sometimes fail. This can also cultivate a culture of quality and certification programs for different roles in tourism. Conduct customer feedback: Surveys, reviews or direct data collection can be used to gauge visitor experience and ensure that the customers are happy with their stay. This is how one could monitor areas of improvement within any place. Having a system in place for tracking and analyzing these metrics is critical to being able to identify trends that will allow necessary adjustments.

Another crucial feature is how rapidly and efficiently you respond to customer grievances, strategy for managing disagreements. Building trust requires openness and transparent communication, so going to great lengths telling them exactly what services you offer how much they cost (minimum cost especially!), through which channels etc. is essential in the process!.

And it needs to continually improve using quality control measures and customer feedback as guiding instances. To implement new technologies and practices in monitoring quality, to adapt existing ones that seem have weak points for further development or improvement of them by means of a requisite assessment regarding the type and nature.

2.5.2 Strategic plan for quality design

Environmental focus

- **Transition to a Greener Fleet:** Invest in electric or hybrid buses to reduce CO2 emissions and showcase a commitment to environmental stewardship. Incorporating solar-powered technology for on-board energy needs (e.g., lighting, charging stations) would further enhance this.
- **Waste Reduction Initiatives:** Implement a zero-waste policy for tours by eliminating single-use plastics, using digital tickets, and encouraging guests to bring reusable water bottles. Provide eco-friendly travel kits (reusable utensils, eco-bags, etc.) as part of the tour package.
- **Eco-Certification:** Apply for recognized eco-tourism certifications (e.g., Green Globe, Earth Check) to demonstrate and advertise your commitment to sustainability.

Customer Engagement and Experience Enhancement

- **Social Media Campaigns:** Use targeted ads on social media to reach international audiences, emphasizing your eco-friendly practices and unique experiences. Collaborate with eco-travel influencers to promote Eco Vista Ventures.
- **User-Friendly Website:** Improve the online booking system with a mobile-friendly, interactive website that allows customers to customize their tours, view eco initiatives, and read traveler testimonials.
- **Personalized Travel Experience:** Offer tailored eco-friendly travel packages such as bird-watching tours, forest hikes, or beach clean-up days, allowing tourists to connect more deeply with nature while contributing positively.

- Include additional perks like sustainable souvenirs (locally made crafts) and personalized eco-friendly itineraries.

Strengthening Local Community and Environmental Partnerships

- **Support Local Businesses:** Partner with local artisans, organic farmers, and restaurants that serve local, sustainable food. Promote these businesses during tours to give travelers a full cultural and eco-friendly experience.
- **Community Involvement:** Create programs where part of your profits supports local conservation efforts, such as wildlife protection or beach clean-ups. Engage with local schools by offering educational eco-tours for students to promote environmental awareness.
- **Collaborate with Conservation Groups:** Work with environmental NGOs or government bodies in conservation projects (e.g., protecting endangered species, rehabilitating forests) and integrate this as part of your tour offerings.

Continuous Improvement and Innovation

- **Implement Cutting-Edge Technology:** Utilize data analytics to track customer preferences, travel trends, and operational efficiency.
- **Explore options for augmented reality (AR) or virtual reality (VR) experiences** to offer customers eco-educational tours digitally before they arrive.
- **Stay Updated with Industry Trends:** Attend international eco-tourism fairs and subscribe to eco-tourism networks to learn about the latest sustainable tourism trends and innovations.

- **Annual Sustainability Audit:** Perform an annual internal sustainability audit to measure the environmental and social impact of your operations, allowing you to make data-driven adjustments for continuous improvement.

Marketing and Expansion Strategies

- **Eco-Adventure Tourism Campaign:** Create a promotional campaign targeting eco-tourists and adventure seekers globally by showcasing activities like hiking, volcano tours, and sustainable wildlife experiences. Highlight the balance between nature and responsible travel.
- **Partnership with Travel Agencies:** Collaborate with eco-conscious travel agencies worldwide to include Eco Vista Ventures in sustainable travel packages. Offer special deals or group packages for international travelers.
- **Expand Tour Offerings:** Broaden your service by incorporating new tourist circuits, such as cultural heritage routes, agricultural experiences, or exclusive eco-luxury tours. Make your offerings flexible to cater to different traveler types (families, solo adventurers, corporate groups).

6. Monitoring and Evaluation

- **Eco-Impact Metrics:** Regularly assess the impact of your eco-initiatives (e.g., carbon emissions reductions, waste management success) and publish these results to maintain transparency and attract eco-conscious travelers.
- **Annual Review and Strategy Update:** Conduct a comprehensive review of the business strategy every year, adjusting goals based on changing industry dynamics, customer feedback, and environmental trends.

CHAPTER 3

3.1 Profile of entrepreneur

3.1.1 Definition of entrepreneur

An entrepreneur is an individual who creates, organizes, and operates a business venture while taking on financial risks in the hope of profit. Entrepreneurs are often seen as innovators, bringing new products, services, or ideas to the market. They are distinguished by their ability to recognize opportunities, marshal resources, and drive a business forward despite uncertainty (Bygrave & Zacharakis, 2010). Entrepreneurship involves not only identifying a business opportunity but also building a company around it, often requiring the entrepreneur to act as a leader, decision-maker, and risk-taker (Kuratko, 2016). Entrepreneurs can operate in various sectors, including technology, retail, and services, and they play a critical role in economic development by creating jobs and fostering innovation (Drucker, 1985).

A notable example is Elon Musk, co-founder of companies like Tesla and SpaceX. Musk identified the opportunity to revolutionize the automotive and aerospace industries with sustainable technologies, despite significant financial risks. His ventures have reshaped both industries, demonstrating the profound impact an entrepreneur can have on innovation and market disruption

3.1.2 Type of entrepreneur

3.1.2.1 creative entrepreneur

A creative entrepreneur is someone who builds a business based on innovation and originality in creative industries such as art, design, music, fashion, or media. These entrepreneurs leverage their artistic talents and creative skills to develop unique products or services, often combining creativity with business acumen. Their goal is to bring new, imaginative ideas to the

market while also making a profit. For example, a designer launching their own fashion brand would be considered a creative entrepreneur.

3.1.2.2 social entrepreneur

A social entrepreneur is focused on solving social, cultural, or environmental problems through their business ventures. Unlike traditional entrepreneurs who prioritize profit, social entrepreneurs aim to create positive change and improve society. They use innovative business models to address issues such as poverty, education, or sustainability. For instance, an entrepreneur who creates a company to provide clean water to underprivileged communities is a social entrepreneur.

3.2 Responsibility to customers and employes

3.3 Niche market

3.3.1 Definition

A responsible tourism company is committed to both its customers and employees by ensuring a high standard of service while fostering a positive working environment. For customers, this means providing transparent information, convenient and eco-friendly travel options, and continuously improving service quality through feedback. At the same time, the company ensures that its employees receive proper training, fair compensation, and opportunities for growth, while promoting a safe and inclusive workplace. By balancing the needs of both customers and employees, the company builds a sustainable and successful operation.

Elements to choose a niche market

- **Target Audience Identification:** Understanding the specific group of customers, you want to serve is key. This includes analyzing their needs, preferences, demographics, and behaviors to ensure the niche aligns with their interests and demands.
- **Market Gaps and Opportunities:** Identifying unmet needs or underserved markets is essential when choosing a niche. Look for areas where competitors are lacking or where there's room for innovation, allowing you to offer something unique.
- **Profitability Potential:** Assess the financial viability of the niche. This involves analyzing the demand for your product or service, the spending power of your target audience, and the potential for scalability and long-term growth.
- **Passion and Expertise:** A successful niche often stems from the entrepreneur's passion and expertise. Having a deep understanding or genuine interest in the niche market allows for better engagement with customers and helps in building credibility.
- **Competition Analysis:** Understanding the competitive landscape is important. You need to evaluate how saturated the niche is and whether you can differentiate your offering to stand out from the competition.

3.4 Customer management

3.4.1 Definition

Customer management refers to the strategies, processes, and technologies used by a business to manage its interactions with current and potential customers. The goal is to build and maintain strong customer relationships by understanding their needs, improving service, and fostering

loyalty. Customer management includes activities such as handling customer inquiries, providing personalized services, addressing complaints, and using feedback to enhance the overall customer experience. It also involves tracking customer data and preferences to offer tailored solutions that meet individual expectations, leading to higher satisfaction and retention.

3.4.2 Strategies for the effective management of tourist services

1. **Personalized Experiences:** Tailor services to individual preferences through data collection, offering customized tour packages and communication.
2. **Clear Communication:** Use multiple channels like email or phone support to ensure customers can access information and assistance easily.
3. **Staff Training:** Train employees to provide excellent customer service and knowledge about destinations, enhancing customer satisfaction.
4. **Collect Feedback:** Regularly gather customer feedback and make improvements to ensure a better experience.
5. **Use of Technology:** Implement online booking systems and CRM tools to streamline services and improve convenience for customers.

3.5 Strategic alliances

3.5.1 Definition

Strategic alliances are formal agreements between two or more organizations to collaborate on specific projects or business activities while remaining independent entities. These partnerships leverage the strengths and resources of each party to achieve common goals, such as entering new markets, sharing technology, or enhancing product offerings. Strategic alliances can vary in scope and duration, ranging from informal collaborations to formal joint ventures.

3.3.2 type of alliances

- **Joint Ventures:** Two or more parties create a new entity to pursue shared goals, pooling resources and expertise.
- **Equity Alliances:** One company takes an ownership stake in another to strengthen their partnership and align interests.
- **Non-equity Alliances:** Collaborative agreements without equity investment, often based on contracts to share resources or knowledge.
- **Franchise Agreements:** A franchisor grants the right to a franchisee to operate under its brand and business model.
- **Distribution Alliances:** Partnerships where companies collaborate to distribute products or services, expanding market reach.

3.3.3 Benefits

- **Resource Sharing:** Alliances allow companies to pool resources, reducing costs and risks while enhancing capabilities.
- **Market Expansion:** Partnerships facilitate entry into new markets by leveraging local knowledge and networks.
- **Innovation Enhancement:** Collaborating with other firms can lead to shared knowledge and innovation, resulting in improved products or services.
- **Competitive Advantage:** Alliances can create synergies that strengthen market positioning and enhance competitiveness.
- **Flexibility:** Strategic alliances provide companies with the flexibility to adapt to changing market conditions without the need for significant capital investment.

CHAPTER 4

4.1 Logo



The Eco Vista Tours logo features a modern and eye-catching design that reflects the company's commitment to sustainability and adventure. The gray background adds a touch of elegance and sophistication, symbolizing stability and trust. At the center, a vibrant green truck stands out, representing the brand's connection to nature and its focus on eco-friendly transportation.

The text "Eco Vista Tour" is elegantly placed, using a clear and legible font that ensures easy identification of the brand. Beneath the name, the slogan "Explore Nature" invites customers to discover the natural beauty of the surroundings, emphasizing the company's mission to provide sustainable tourism experiences.

This logo not only captures the essence of Eco Vista Tours but also visually communicates its philosophy of responsible exploration and respect for the environment.

4.2 Slogan

"Explore Nature, Embrace Sustainability."

This slogan captures the essence of Eco Vista Tours by emphasizing the dual focus on experiencing natural beauty while being mindful of environmental responsibility. It reflects a commitment to providing memorable journeys that prioritize both adventure and sustainability.

4.3 Mission

At Eco Vista Ventures, our mission is to provide exceptional tourist transportation services that go beyond simple mobility. We are committed to transporting each employee from their doorstep to the starting point of the trip, and safely returning them home at the end of the experience.

4.4 Vision

To be the leading choice in tourist transportation for corporate employees, offering comfortable, safe, and sustainable travel experiences that contribute to environmental preservation and enhance the quality of life for our clients and communities.

4.5 Approach.

Our focus on sustainability is reflected in the use of a modern, environmentally friendly bus that minimizes CO2 emissions, reducing air pollution. Simultaneously, our commitment to safety, comfort, and service excellence ensures that every journey is a memorable and enriching experience for our clients. Together, we are building a greener, more connected future where every trip contributes to a more sustainable world.

4.6 Values

Sustainability is a core value at Eco Vista Tours, reflecting commitment to environmentally responsible practices that minimize impact on natural resources and promote conservation efforts. Integrity is also vital, ensuring honesty and transparency in all operations and communications, which fosters trust with customers, employees, and partners. Customer-centricity drives the

organization to prioritize the needs and satisfaction of clients by delivering high-quality services and personalized experiences.

Community engagement is another important value, as Eco Vista Tours actively contributes to local communities by supporting local economies, respecting cultural heritage, and involving community members in tourism activities. Lastly, innovation is embraced, promoting creativity and new ideas to enhance services, improve operational efficiency, and adapt to changing market demands.

4.7 Cost plan of a tour operator

In terms of fixed costs, the company incurs expenses such as monthly rent for office space, salaries for administrative staff, tour guides, and marketing personnel, as well as general liability and vehicle insurance. Variable costs include transportation-related expenses like fuel and vehicle maintenance, marketing costs for advertising and online promotions, and supplies needed for tours, such as equipment and refreshments.

Eco Vista Tours adopts a competitive pricing strategy based on costs, market research, and desired profit margins, while also offering seasonal discounts, group packages, or loyalty rewards to attract more customers. Revenue projections are made by estimating the number of tours and customers based on historical data and market trends, alongside exploring opportunities for upselling services to increase income.

Budgeting and financial management are crucial, with a detailed budget outlining the expected expenses and revenue for the year. Regular review of financial statements helps track performance, adjust budgets, and ensure profitability. By focusing on these aspects in its values and cost plan, Eco Vista Tours aims to create a sustainable and profitable business model.

CHAPTER 5

5.1 References

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