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SCHOOL OF ARTS AND SOCIAL SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES



TOPIC:

TOURISTIC PRODUCT: MYSTICAL MOCHA

PRESENTED BY:

CARNET:

MARIO ALEXIS RIVERA MORAN

(RM17014)

JULISSA STEPHANIE ROGEL HERNÁNDEZ

(RH18020)

JAZMIN ESMERALDA VENTURA FUENTES

(VF19001)

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GENERAL COORDINATOR OF THE GRADUATION PROCESS:

MAESTRO MIGUEL ÁNGEL CARRANZA CAMPOS

UNIVERSITY CAMPUS, DR. FABIO CASTILLO FIGUEROA, SAN SALVADOR

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AUTHORITIES OF THE UNIVERSITY OF EL SALVADOR

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MAESTRA NATIVIDAD TESHÉ PADILLA

AUTHORITIES OF THE DEPARTMENT OF FOREIGN LANGUAGES:

INTERIM COORDINATOR OF THE FOREIGN DEPARTMENT:

MAESTRO JOSÉ ISRAEL OLIVA

GENERAL COORDINATOR OF THE GRADUATION PROCESS:

MAESTRO MIGUEL ÁNGEL CARRANZA CAMPOS

SPECIALIZATION PROFESSOR:

LICENCIADA FRANCISCA AGUILLÓN RIVERA

Index

Abstract	7
Introduction	8
CHAPTER I	10
1.1. Objectives	11
1.1.1. General objective:	11
1.1.2. Specific objectives:	11
1.2. Justification	12
1.3. Product Description	13
1.3.1. Location	15
1.3.2. Product Attributes	16
1.4. Tourism Typology	17
1.4.1. Gastronomy Tourism	17
1.4.2. Cultural Tourism	18
1.4.3. Architectural tourism:	19
1.5. Application of strategy for human development and sustainability	19
1.5.1. Global Warming	20
1.5.2. One Planet	22
CHAPTER II	24
2.1. History of Tourism	25
2.1.1. What is tourism?	25
2.1.2. History of tourism around the world	26
2.1.3. Tourism in the Middle Ages	27
2.1.4. Renaissance	28
2.1.5. Modern Tourism	29
2.2. History of tourism in El Salvador	31
2.2.1. Law for the promotion of the hotel industry	32
2.2.2. The creation of the different Tourism entities in El Salvador	32
2.2.3. Important aspects of tourism in El Salvador	36
2.2.4. The importance of tourism in El Salvador	37
2.3. Natural resources	39
2.3.1. El Carmen Estate:	40

2.3.2. Finca Nazareth:.....	40
2.3.3. Region Apaneca-Ilamatepec	41
2.4. Cultural identity	42
2.4.1. Gastronomy.....	42
2.4.2. Legends.....	44
2.4.3. Festivities and celebrations	45
2.4.4. Syncretism	48
2.5. Principles for sustainable tourism.....	52
2.6. Strategy plan	54
2.6.1. Strategic quality design plan	54
2.6.2. Strategic action plan.....	57
CHAPTER III.....	60
3.1. Profile of the Entrepreneur.....	61
3.1.1. Definition of an entrepreneur	61
3.1.2. Types of entrepreneurs.....	61
3.1.2.1. Innovative entrepreneur	62
3.1.2.2. Environmental entrepreneur or Ecopreneur	62
3.1.3 Characteristics and competencies of the entrepreneur	62
3.2 Responsibility	68
3.2.1. Entrepreneurship responsibility.....	68
3.2.2. Responsibility to customers	69
3.2.3. Responsibility to your society	69
3.2.4. Responsibility to the environment.....	70
3.2.5. Responsibility towards yourself and your employees	71
3.2.6. Boosting economic growth	73
3.2.7. Raise awareness of the importance of the environment.....	74
3.3 Moka Mística's Niche Market	75
3.3.1. Definition	75
3.3.2. Elements to choose a niche market	76
3.3.3. Target audience.....	77
3.3.4. Market size	77
3.3.5. Solution to a concrete demand	78

3.4. Customer management	78
3.4.1. Definition	78
3.4.2. Strategies for effective customer management of tourism products	78
3.5. Logo	80
3.6. Slogan	82
3.7. Mission	83
3.8. Vision	83
3.9. Values	84
CHAPTER IV	86
4.1. References	87

ABSTRACT

The present works introduce Moka Mística as an innovative tourism product, designed to offer national and international tourists a unique experience while enjoying a craft coffee beer. Through this proposal, visitors have the opportunity to discover and appreciate the charm of Concepción de Ataco, while promoting respect for traditions, local identity and the community. The central objective of Moka Mística as a tourism initiative is to promote tourism through an approach that combines the rich local gastronomy with the natural and cultural resources that the municipality has to offer. In addition, extensive research has been carried out on the evolution of tourism in the region, identifying the natural resources and elements that are part of the rich cultural identity of the inhabitants of Concepción de Ataco. In this way, Moka Mística not only promotes an innovative tourism product, but is also committed to protecting the environment and preserving cultural authenticity. A key aspect was the identification of the profile needed to successfully face the challenges of the venture, while assuming the responsibilities of the role. In conclusion, considering all the aspects mentioned above, Moka Mística has the capacity to offer an experience that allows tourists to immerse themselves in a unique journey, exploring the exclusive craft beer brewed from coffee, as well as the cultural heritage and abundant natural wealth of Concepción de Ataco.

Keywords: tourism, coffee, sustainability, product, resources, cultural identity.

Introduction

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure (UN Tourism 2008).

In today's world, tourism has evolved to offer unique and memorable experiences that connect visitors with local culture and traditions. Within this trend, tourism products that combine gastronomy and artisanal production have gained significant popularity. In this context, an innovative proposal is presented that merges two of the most emblematic and appreciated products: coffee and craft beer.

Craft coffee beer is positioned as a distinctive tourism product that not only highlights the richness and diversity of coffee and beer culture but also promotes sustainable and responsible practices. This beverage, which harmonizes the intense and complex flavors of coffee with the freshness and variety of craft beer, offers a unique sensory experience that appeals to both coffee aficionados and beer lovers.

The present work aims to develop a comprehensive proposal for this tourism product, focusing on the creation of a complete experience around craft coffee beer. The tourism product profile is described, which presents the name, location, attributes of the tourism product and the tourism typology. In addition, a brief description is given of how the tourism product applies to the objectives of sustainable, responsible and inclusive development.

Through this initiative, the goal is not only to attract national and international tourists but also to foster economic development and cultural preservation in the region.

CHAPTER I

TOURIST PRODUCT PROFILE

1.1. Objectives

1.1.1. General objective:

- To offer an artisanal coffee beer as an innovative and appealing tourism product, promoting responsible consumption and cultural experience around this unique beverage, contributing to the economic and social development of the region.

1.1.2. Specific objectives:

- To implement sustainable practices in the production process, from ingredient selection to the distribution of the final product, to minimize environmental impact.
- To establish strategic partnerships with local coffee producers and craft breweries to ensure the quality and authenticity of ingredients used in beer production, as well as to promote responsible and sustainable tourism in the region.
- To provide tourists with an immersive and memorable experience around craft coffee beer, offering not only high-quality tastings and guided tours of the brewery, but also interactive activities, such as brewing workshops, comparative tastings, and local cultural events, in order to enrich their knowledge and appreciation for this specialty while creating lasting memories of their visit.

1.2. Justification

El Salvador is a country recognized for its rich coffee culture and the exceptional quality of its beans. At the same time, the Salvadoran beer industry has experienced a remarkable growth in recent years, diversifying its offer with innovative and high-quality products. However, despite the rise of both industries, there is no craft beer in the Salvadoran market that combines the unique flavor of coffee with the refreshing aroma of beer.

By fusing these two products, not only an innovative and distinctive product is created, but also a tribute to El Salvador's deep-rooted coffee tradition, opening the door to a new segment in the beer market, one that can be especially attractive to tourists and locals alike. Artisanal coffee beer has the potential to become a true tourist icon, attracting visitors interested in experiencing El Salvador's coffee culture in a unique and exciting way.

The economic benefits of this touristic product are promising. In collaborating with local coffee producers, the agricultural economy of the region is supported and strengthened, generating additional income for farmers, and promoting the production of high-quality coffee. In addition, the creation of a new line of brewing products could drive the growth of the craft brewing sector, creating additional jobs, and stimulating local economic activity in areas such as manufacturing, distribution, and related tourism.

Likewise, it is essential to highlight the commitment to environmental sustainability of the coffee culture and the artisanal production of Moka Mistica coffee beer. At a time when environmental awareness is on the rise, it is critical to address concerns about pollution and the overuse of plastics and cans in the beverage industry, including the use of biodegradable materials, the implementation of efficient recycling processes, and the reduction of natural

resource consumption. By integrating these environmental principles into the coffee and beer culture, this artisanal coffee beer will not only protect El Salvador's natural environment, but also set an exemplary standard for the industry in general, inspiring big companies to follow a more responsible and eco-friendlier path.

In conclusion, the introduction of artisanal coffee beer in El Salvador not only represents an exciting opportunity to diversify the beer supply and promote coffee culture but can also have a positive impact on the local economy and the environment.

1.3. Product Description

Moka Mística is a unique craft beer, crafted with an exquisite blend of local roasted coffee, barley malt, and select hops. Its complex and balanced flavor combines the toasted and aromatic notes of coffee with the moderate bitterness of hops, creating an unparalleled sensory experience for anyone who tastes it.



Figure 1 Image created by means of Copilot artificial intelligence [Digital Image]

The choice of the name "Moka Mística" is based on a passion for fantasy, creating an association with the night, as mysterious and dark as the beer itself, adding a deeper dimension to the beer's story. The name "Moka" evokes the distinctive aroma and flavor of coffee, while "Mística" adds a layer of mystery and charm, suggesting a connection with the spiritual and transcendental. This choice reflects the fusion of flavors between coffee and beer, promising a unique experience that invites consumers to explore and discover the nuances of flavor and aroma while immersing themselves in its mystical atmosphere.

This artisanal coffee beer would satisfy various needs, such as tourists' search for genuine and unique experiences, the opportunity to immerse themselves in the local culture



Figure 2 Roasting Coffee At Home: A Complete Beginner's Guide [Photograph]
<https://www.coffeeness.de/en/roasting-coffee-at-home/>

through its gastronomy and beverages, as well as the demand for high quality and sustainable artisanal products. Moreover, it would be a tourism product aimed at craft beer enthusiasts looking to try new and exciting varieties, coffee lovers who wish to explore innovative ways to enjoy their favorite beverage, as well as local and foreign tourists looking for unique and memorable

gastronomic experiences during their travels.

Additionally, Moka Mística is made with a meticulous artisanal process that begins with the careful selection of high-quality coffee beans from local coffee plantations. These beans are carefully roasted to bring out their best flavor and aroma characteristics. Barley malt, another key ingredient, is ground and mixed with the roasted coffee to create the wort, the base of the beer. The wort is fermented with artisanal yeast, which gives the beer its unique character. Finally, hops are added for bitterness and aroma, and the beer is matured in stainless steel tanks to develop its full flavor.

1.3.1. Location

The craft beer, Moka Mística, would be located in Concepción de Ataco, Ahuachapán, for various reasons. This municipality is situated in the heart of El Salvador's coffee region, renowned for its high-quality coffee production and extensive history in the coffee industry.



Figure 3 Ataco El Salvador. Turismo, qué hacer y ver. [Photograph] <https://www.vero4travel.com/2018/06/que-ver-en-ataco.html>

Placing Moka Mística in this location would be strategic, given that coffee is an integral element of the local culture and economy. Furthermore, Concepción de Ataco is a popular tourist destination in El Salvador, thanks to its colonial charm, picturesque streets, and vibrant atmosphere. Tourists visit this city to immerse

themselves in Salvadoran culture and enjoy the natural beauty of the region. By offering a craft coffee beer experience in this setting, both local and foreign visitors seeking authentic experiences would be attracted.

Moreover, being located in a coffee-producing region would grant direct access to local coffee plantations, allowing for the procurement of fresh and high-quality coffee for use in craft beer production, thus ensuring an exceptional final product. Finally, Concepción de Ataco boasts a well-developed tourist



Figure 4. Concepción de Ataco [Photograph] <https://elsalvador.travel/destination/ataco/>

infrastructure, including hotels, restaurants, souvenir shops, and tourist services. This would

facilitate the promotion and operation of the tourist product, as there would be access to the necessary resources to cater to visitors and provide them with a memorable experience.

1.3.2. Product Attributes

Moka Mística is known for being much more than just a coffee beer; it is a sensory experience that combines exceptional service and the highest quality products. First and foremost, Moka Mística's commitment to customer service is second to none. From the moment tourists walk through the doors, they are greeted with unique warmth and personalized attention. The Moka Mística team is dedicated to making every experience memorable, providing detailed product information, personalized recommendations and a welcoming atmosphere that invites you to linger and enjoy.



Figure 5 Cualidades del mesero [Digital image]. <https://assets.isu.pub/document-structure/210322201825-f1c9a8a9922566e4c1b48f485b02b0cf/v1/a69ef532b5f6d8f4d3288a87ceff4070.jpg>

In addition, Moka Mística strives to create bonds with customers, both locals and tourists, to make them feel part of the community. At Moka Mística they firmly believe that coffee is not only a beverage, but a means to connect people and cultures.



Figure 6: ¿Como se recolectan los granos de café? [Digital image]. https://www.qualery.com/almacen/noticias/zoo_m_coffeegf09584af21280.jpg

When it comes to quality, Moka Mística is committed to providing the highest quality products. The coffee is made exclusively with hand-selected coffee beans from local farms,

ensuring freshness and exceptional flavor in every sip. In addition, Moka Mística is proud to

support farmers in the region, promoting sustainable and ethical practices throughout the supply chain.

In conclusion, at Moka Mystica you will not only find a delicious coffee brew, but a complete experience that combines exceptional hospitality, community connection and the commitment to quality that distinguishes this destination as a favorite for lovers of good coffee."

1.4. Tourism Typology

Coffee beer is an exciting fusion of two of the world's most beloved and revered beverages: beer and coffee. This innovative combination offers a unique sensory experience that combines the robust flavors of beer with the rich nuances of coffee, creating a beverage that captivates beer lovers and coffee aficionados alike.

Beyond simply being a delicious beverage, the coffee beer, Moka Mística, can become a fascinating tourism product, offering a wide range of unique and exciting experiences for local and foreign tourists. In addition, this artisanal coffee beer focuses on the following types of tourism:

1.4.1. Gastronomy Tourism

Local gastronomy is not only a cultural identification, but it can also create its own tourism products. This concept increases the value of the destination itself along with the value of the product, (Barrera & Bringas, 2008).



Figure 7 Ventajas de tener una cafetera en casa. [Digital image]. <https://www.timejust.es/wp-content/uploads/2021/02/294127-tazas-cafe-recomendables-dia.jpg>

In the case of **Moka Mística**, gastronomic tourism finds its maximum expression in the exquisite Moka Mística craft coffee beer. This unique beverage not only captivates the senses, but also offers an unparalleled experience for lovers of good coffee and beer. Visitors who venture into the world of gastronomic tourism are in for a fascinating journey into the heart of coffee culture, where Moka Mística stands as a gastronomic reference point. From guided tours where this marvelous beverage is brewed to specialized tastings that explore the nuances and aromas of each variety, gastronomic tourism centered on Moka Mística's artisanal coffee beer offers an incomparable sensory experience. In addition, this type of tourism provides the unique opportunity to appreciate the careful elaboration fusing passion and creativity to produce artisanal coffee beer. In short, gastronomic tourism centered on Moka Mística craft coffee beer not only delights the most discerning palates, but also celebrates the rich cultural heritage and innovative spirit of this iconic brand.

1.4.2. Cultural Tourism

Cultural tourism is a form of travel that focuses on exploring and appreciating the unique traditions, history, and practices of a place, (Worldpackers, 2024).

The location of the artisanal coffee brewery "Moka Mística" is Concepción de Ataco, known for its colorful murals and vibrant art scene, which reflect the identity and traditions of the Salvadoran people. During the visit local and foreign tourists will have the



Figure 8 Concepción de Ataco [Photograph] <https://www.todoturismo.sv/listing/concepcion-de-ataco.html>

opportunity to interact with local artisans, learn about the cultural importance of coffee in the region and enjoy the warm and welcoming hospitality of the community.

1.4.3. Architectural tourism:



Figure 9: Municipio de Concepción de Ataco. [Digital image].

https://live.staticflickr.com/4078/4787632425_11a4d40ca9_z.jpg

Concepción de Ataco captivates visitors with its picturesque cobblestone streets, which evoke a magical aura steeped in history and tradition. At the heart of this charming town is the emblematic Central Park, an iconic space where locals and tourists alike congregate to soak in the vibrant atmosphere and share special moments with loved ones. In addition to its unique architectural beauty, Concepción de Ataco is recognized for its colonial charm, which is reflected in the architecture of its historic buildings and the nostalgic atmosphere that permeates every corner of the town. This fusion of past and present creates a cozy and picturesque atmosphere that invites visitors to explore its cobblestone streets and discover the hidden treasures of this colonial jewel in El Salvador.

1.5. Application of strategy for human development and sustainability

Sustainable tourism can be defined as a type of tourism that generates more benefits than negative impacts, particularly in relation to the environment, the economy, and local communities. Truly sustainable and responsible tourism should not only enhance the experiences of visitors but also improve the quality of life for residents in destination areas, (FutureLearn, 2021).

The increasing focus on responsible practices in tourism has become imperative, especially as environmental and climate concerns continue to escalate. In this context,

innovative tourism products such as Moka Mística, an artisanal coffee beer, are intended to serve as an example of how sustainable tourism strategies can effectively address environmental challenges while meeting the evolving needs of modern tourists.

1.5.1. Global Warming



Figure 10 Global Warming
[Digital Image] (2024)
<https://www.ecoticias.com/cambio-climatico/calentamiento-global>

The tourism sector is highly vulnerable to climate change and at the same time contributes to the emission of greenhouse gases (GHG), which cause global warming. Accelerating climate action in tourism is therefore of utmost importance for the resilience of the sector. Climate action is understood as the efforts to measure and reduce GHG emissions and strengthen adaptive capacity to climate induced impacts, (UN Tourism, n.d).

One of the main environmental challenges facing the brewing industry, and specifically coffee beer production, is climate change. The increasing emissions of greenhouse gases and the carbon footprint associated with the production and distribution of beer by large companies represent a growing concern. In response to this, for the manufacturing of the tourism product, **Moka Mística**, sustainable tourism practices will be adopted to mitigate its environmental impact.

In facilities and activities, environmental management practices will be implemented to minimize energy and natural resource consumption. This will include optimizing water and energy use in the establishment through solar panels, as well as reducing food waste and progressively eliminating single-use plastics. Additionally, "Moka Mística" will work in

collaboration with other businesses such as: hotels, restaurants and local tour operators in Concepción de Ataco to implement sustainable practices, such as eliminating plastic straws or promoting recycling, will be another way to make a positive difference in the environment.

Furthermore, Moka Mistica is committed to sustainability and environmental care, applying innovative solutions to reduce waste and pollution. In addition to traditional biodegradable packaging, Moka Mistica introduces an innovative concept: edible packaging. These containers are not only environmentally friendly, but also constitute a unique culinary experience for customers. Made from edible materials, such as rice paper. These containers offer a novel way to enjoy beverages while minimizing environmental impact. Tourists will know that their containers contribute to a healthier planet. By offering both biodegradable and edible options, Moka Mistica aims to help make a positive impact on climate change.

Finally, significant resources will be dedicated to environmental awareness and education for both the team and customers. Through training programs and informative materials, responsible tourism practices that respect and value the natural and cultural environment of the visited destinations will be provided. This strategy will not only contribute to mitigating climate change but also generate tangible benefits for the local community where it operates. By reducing the carbon footprint and promoting sustainable practices, it will contribute to the conservation of natural resources and the strengthening of the resilience of local communities to the impacts of climate change. Furthermore, by fostering responsible tourism, the valuation and protection of local ecosystems will be

promoted, which in turn can generate long-term economic and sustainable development opportunities.

1.5.2. One Planet

Sustainable Consumption and Production (SCP) is about fulfilling the needs of all while using fewer natural resources, including energy and water and producing less waste and pollution. SCP aims at promoting resource efficiency and sustainable practices for the industry as well as the consumers, (UN Tourism, n.d.).

The implementation of the One Planet strategy in the Moka Mistica tourism product revolves around the commitment to operate in a sustainable manner, maximizing social benefits and minimizing the environmental footprint in the local community where Moka Mistica's facilities are located. To achieve this strategy, the artisanal coffee beer is committed to adopting a holistic approach that covers several

areas of the tourism operation. This includes the responsible management of natural resources, the promotion of social equity and community well-being, and the preservation and promotion of local cultural heritage.

Primarily, the commitment is to reduce the environmental footprint by applying sustainable resource management practices. This involves minimizing waste generation and promoting reuse and recycling in all operations. In addition, there is a commitment to promote social equity and community development by collaborating with local stakeholders. This may involve preferential hiring of local labor, support for small businesses and



Figure 11 One Planet, One Plan [Digital Image]
<https://www.uitp.org/campaigns/one-planet-one-plan/>

community projects, and participation in socio-economic development initiatives within the community.

Lastly, there is a commitment to preserve and promote the local cultural heritage, respecting the traditions and values of the community. This involves promoting authentic and responsible tourism experiences that highlight local cultural richness and history, as well as collaborating with local artisans and cultural organizations.

Applying the "One Planet" strategy to Moka Mistica will not only help maximize social benefits but will also generate tangible benefits for the local community. By promoting responsible and sustainable tourism, it will contribute to the economic and social development of the community, the preservation of its cultural and natural heritage, and ensure a positive legacy for future generations.

CHAPTER II

CONDITIONING ELEMENTS OF

THE PRODUCT SERVICE

2.1. History of Tourism

2.1.1. What is tourism?



Figure 12 Image taken from:
https://static.vecteezy.com/system/resources/previews/008/559/935/non_2x/travel-tourism-concept-global-cartoon-style-vector.jpg

Tourism is a phenomenon that encompasses social, cultural and economic aspects, and consists of the movement of people to countries or destinations other than their usual environment, whether for personal, professional or business reasons (UNWTO, n.d.).

From a social, cultural and economic point of view, tourism has a significant impact. It increases investment in infrastructure, improves transportation and generates foreign exchange.¹

Tourism is an activity that involves traveling to different places outside the usual environment for the purpose of enjoying leisure time, exploring new cultures, experiencing adventures and, in many cases, learning about the history and traditions of other places. This phenomenon can range from short, local trips to long international trips. Tourism contributes significantly to the world economy, generating employment and fostering cultural exchange. In addition, it encourages the preservation of historical and natural sites, while providing travelers with a unique opportunity to disconnect from their daily routine and enrich themselves through new experiences.

¹ Tourism is a valuable source of foreign exchange.

Tourism is also an expression of human curiosity, a yearning to explore and discover. It is the art of traveling, of immersing oneself in the unknown, of savoring the diversity of cultures and landscapes. Tourism is not just a physical movement; it is a mental and emotional journey. It is the search for experiences, the connection with the authentic, the opportunity to create unforgettable memories. At its roots, tourism is a bridge between people, a universal language that transcends geographic and linguistic barriers. It is the promise of adventure, the chance to escape routine and embrace the extraordinary.



Figure 13 Image taken from: https://img.freepik.com/vector-premium/pareja-dibujos-animados-turista_24640-35121.jpg

2.1.2. History of tourism around the world



Figure 14 Image taken from: https://static.vecteezy.com/system/resources/previews/002/518/294/non_2x/travel-around-of-world-with-famous-landmarks-vacations-tourism-vector.jpg

Tourism, as an organized activity, has its roots deep in human history. Since ancient times, people have traveled for a variety of reasons, from trade and religion to the pursuit of knowledge and pleasure.

The first traces of tourism date back to the earliest civilizations, such as the Egyptians, Greeks and Romans. The Egyptians traveled to sacred sites to participate in religious festivities. The Greeks, meanwhile, traveled to attend sporting events such as the Olympic Games. According to Mark Cartwright (2014) the

Romans built a large number of Roman roads², some on ancient routes. All this facilitated the movement of people throughout the empire, making tourism possible in several places.

2.1.3. Tourism in the Middle Ages

During the Middle Ages, travel was a varied and complex phenomenon, marked by a series of journeys both within the known world and to distant and exotic lands. Medieval man traveled diverse paths, interacting with other cultures and expanding his understanding of nature and the world (Pablo Castro 2015).



Figure 15 Image taken from: <https://deportofinoalafijis.wordpress.com/wp-content/uploads/2012/10/mesnad-as-huestes-milicias.jpg>

During the Middle Ages, tourism was closely linked to religion. Pilgrimages to sacred sites, such as Santiago de Compostela³ in Spain, Rome and Jerusalem, were common. These pilgrimages not only had a spiritual purpose, but also fostered cultural and economic exchange between distant regions. Pilgrimage routes were well established and provided basic infrastructure for travelers, such as lodging and markets.

Medieval fairs were also key events that brought together people from different regions to trade, socialize and enjoy entertainment. These fairs, held in cities and towns, were centers of economic and cultural activity. The most famous of these, such as The Champagne

² The part of the street or road intended for the circulation of vehicles is called Roman road.

³ Pilgrimages to Santiago de Compostela, initiated in the Middle Ages, are religious journeys to the tomb of the apostle St. James in Galicia, Spain.

Fair⁴ in France, attracted merchants from all over Europe, encouraging the exchange of goods and the spread of ideas.

In summary, although the modern concept of tourism did not exist in the Middle Ages, people traveled for religious, commercial and military reasons, which facilitated significant cultural and economic exchange between different regions. These journeys, although dangerous and difficult, contributed to the cultural richness and development of medieval society.

2.1.4. Renaissance



Figure 16 Image taken from: https://historia.nationalgeographic.com/es/medio/2022/01/09/turistas-ingleses-en-la-campina-por-carl-spitzweg-1835_7be4f435_1200x630.jpg

The Renaissance ushered in a new era in tourism, characterized by intellectual curiosity and a desire for learning. Young members of the European nobility undertook the "Grand Tour"⁵. At the end of the 16th century, the practice of sending young English aristocrats on the Grand Tour as a recognition after completing their studies was established. This trip, which usually lasted

more than two years, was intended to complement their academic training and provide them with new experiences. Some historians see the Grand Tour as the forerunner of modern tourism (Forero, 2016).

⁴ The Champagne Fair in France was an important medieval trading center where goods from all over Europe were exchanged, contributing to the economic development of the region.

⁵ The Grand Tour was the first recognized tour in Europe in which tourists could enjoy a trip from France to Greece in the 17th century.

Religious pilgrimages remained popular during the Renaissance, with destinations such as Rome, Santiago de Compostela and Jerusalem attracting thousands of pilgrims. However, these journeys began to become more accessible thanks to improvements in the transportation infrastructure. Trade and exploration also boosted tourism at this time.

In summary, the Renaissance marked a period of transition in tourism, in which the motivations for travel diversified and improved infrastructure and technology facilitated travel. Education, religion, trade and exploration were the main drivers of tourism at this time, laying the foundations for the development of modern tourism.

2.1.5. Modern Tourism

Over the years, tourism has experienced steady growth and diversified significantly, becoming one of the fastest growing economic sectors globally. Global tourism is closely linked to development, with an increasing number of new destinations. This trend has transformed tourism into a crucial driver of socioeconomic progress (UNWTO, n.d.).



Figure 17 Image taken from: https://st5.depositphotos.com/70276796/66061/v/450/depositphotos_660615922-stock-illustration-travel-world-europe-asia-america.jpg

Modern tourism, as we know it today, began to develop in the 19th century with the industrial revolution⁶. This era of great technological and economic change facilitated travel and opened up new opportunities for leisure and exploration. The invention of the railroad

⁶ The Industrial Revolution promoted tourism by improving transportation and increasing the income of the population.

and the improvement of steamships significantly reduced the time and cost of travel, making it more accessible to a larger portion of the population.

Mass tourism really took off in the 20th century, with the rise of automobiles and airplanes. The expansion of road networks and the emergence of commercial airlines allowed people to travel further and faster than ever before. Tourism ceased to be the exclusive preserve of the elite and became an activity accessible to the middle classes.

The development of the tourism industry has been accompanied by the creation of infrastructures dedicated to meeting the needs of travelers. Hotels, resorts, travel agencies and tour operators emerged to provide specialized services. Tourist guides and pre-arranged itineraries made travel easier and more convenient. In addition, marketing and advertising played a crucial role in promoting tourist destinations, creating a desire in people to explore new places and cultures.

Modern tourism has also been influenced by economic and social factors. Increased disposable income, more leisure time and globalization have contributed to the growth of international tourism. The vacation culture and the desire to escape from everyday stress have led many people to seek exotic destinations and unique experiences. Tourism has diversified, encompassing a wide range of activities such as adventure tourism, ecotourism, cultural tourism, gastronomic tourism, among others.

Technology has further transformed tourism in the 21st century. The Internet and digital platforms have revolutionized the way travel is planned and booked. Price comparison websites, travel apps and social networks allow travelers to search for information, read reviews and share their experiences in real time. The collaborative economy has introduced

new forms of accommodation and transportation that have changed the dynamics of the travel industry.

In summary, modern tourism is a complex and multifaceted phenomenon that has evolved significantly since the 19th century. Driven by technological advances, economic and social changes, and a growing demand for diversified experiences, tourism has become one of the world's most important and dynamic industries.

2.2. History of tourism in El Salvador



Figure 18 Image taken from:
<https://www.prensa-latina.cu/wp-content/uploads/2024/03/turismo-salvador->

El Salvador, a small Central American country, has experienced a remarkable evolution in its tourism sector over the years. The history of tourism in El Salvador dates back to the beginning of the 20th century, when the first tourist infrastructures began to be created. Visitors were mainly of local origin, and

international tourism was practically nonexistent due to the lack of promotion and connectivity.

In 1924, during the administration of President Alfonso Quiñonez Molina, the first initiative was taken to promote tourism in El Salvador. In that year, the Junta de Turismo y Propaganda Agrícola e Industrial⁷ was established, an organization whose central purpose

⁷ Junta de Turismo y Propaganda Agrícola e Industrial in El Salvador was responsible for promoting tourism and highlighting the country's agricultural and industrial products to attract investment and improve the country's international image.

was to highlight both national and foreign tourism. This event marked a significant milestone by highlighting El Salvador's natural beauty, culture and other attractions internationally.

2.2.1. Law for the promotion of the hotel industry

In 1953, Acting President Lt. Colonel Oscar Osorio enacted the Law for the Promotion of the Hotel Industry with the purpose of encouraging the creation of new hotels capable of offering foreigners a service according to their needs. This law was established by Decree No. 1039, on May 19 of that year. (ISTU 2022).⁸

During the 1950s and 1960s, El Salvador began to see a gradual growth in tourism, driven by political and economic stability. The creation of highways and the improvement of urban infrastructure facilitated access to different points of interest. Pacific beaches and picturesque mountain villages began to attract regional tourists.

2.2.2. The creation of the different Tourism entities in El Salvador

In 1961, Executive Decree No. 469, of December 13, 1961, created the Instituto Salvadoreño de Turismo (ISTU)⁹ with the mission of managing tourist centers and encouraging family and social recreation, as well as promoting national tourism. ISTU's activities include the planning and implementation of tourism projects, the



Figure 19 Image taken from: https://www.transparencia.gob.sv/system/institutions/avatars/000/000/058/profile/Logo_ISTU.png?1670533279

⁸ Reseña Histórica Administrativa, Instituto Salvadoreño De Turismo (ISTU), Unidad De Gestión Documental Y Archivo (UGDA), El Salvador, San Salvador, 2022.

⁹ Acronym meaning: Instituto Salvadoreño de Turismo.

promotion of tourism destinations and attractions, strategies to increase tourism, as well as tourism training and orientation, and work to improve tourism facilities.

ISTU is the institution in charge of managing the recreational centers it owns: 3 natural parks: Walter T. Deninger, Balboa and Puerta del Diablo, Cerro Verde; and 11 water parks: Ichamichen, Apulo, Costa del Sol, Laguna de Apastepeque, Quezaltepeque, Altos de la Cueva, Atecozol, Sihuatehuacán, Los Chorros, Agua fría, Amapulapa (Cabrera, 2016, p.10)¹⁰. These places are essential for national tourism, allowing Salvadorans to enjoy the natural beauty of their country.

In summary, ISTU plays an important role in the promotion and development of tourism in El Salvador, working to position the country in an attractive and competitive position in the global tourism market.



Figure 20 Image taken from:
www.transparencia.gob.sv

Subsequently, on July 25, 1996, Legislative Decree No. 779 was issued, which created the Corporación Salvadoreña de Turismo (CORSATUR)¹¹, in order to establish an essential regulatory framework for the organization and development of tourism activities, encouraging both foreign and national investment. This institution was created as an autonomous entity with legal

personality and its own assets, with full powers to exercise rights and assume obligations, as

¹⁰ Guía de planificación Turística: Un instrumento para el desarrollo local en El Salvador. San Salvador: MITUR.

¹¹ Acronym meaning: Corporación Salvadoreña de Turismo.

well as the power to carry out its administrative management with absolute independence, following the decisions of the Board of Directors (Cabrera, 2016, P.11)¹².

A highlight of CORSATUR is its commitment to sustainable tourism, which promotes practices that minimize environmental impact and benefit local communities. This includes the protection of natural resources, the conservation of cultural heritage and the creation of economic opportunities for the inhabitants of tourist areas. To summarize, CORSATUR is fundamental for the promotion and development of tourism in El Salvador, working to position the country as an attractive and sustainable destination, capable of offering unique experiences to its visitors.

Then, on June 1, 2004, Executive Decree No. 1 created the Ministerio de Turismo (MITUR)¹³, the entity in charge of positioning El Salvador as an outstanding tourist destination in Central America.



MINISTERIO
DE TURISMO

Figure 21 Image taken from:
<https://www.mitur.gob.sv/wp-content/uploads/2023/06/Logo.png>

This includes the creation of programs that encourage investment in tourism infrastructure, the improvement of the quality of tourism services, and the promotion of new tourism areas and products. MITUR also works on the regulation and supervision of tourism activities, ensuring compliance with quality and sustainability standards.

In collaboration with other institutions, such as CORSATUR and ISTU, the Ministry of Tourism promotes initiatives that promote sustainable tourism, protecting the country's natural and cultural resources and benefiting local communities. MITUR was the institution

¹² Guía de planificación Turística: Un instrumento para el desarrollo local en El Salvador. San Salvador: MITUR.

¹³ Acronym meaning: Ministerio de Turismo.

in charge of implementing the "PUEBLOS VIVOS" project, designed with the objective of promoting community-based tourism, highlighting the cultural, historical, natural and gastronomic attractions of various Salvadoran towns.

This approach allowed local communities to become actively involved in the promotion and improvement of their localities, enhancing their resources and traditions to attract tourists. The Ministry of Tourism works in the promotion and development of sustainable tourism, from a combined strategy between international tourism, under the umbrella of the brand "EL SALVADOR IMPRESIONANTE" and national tourism, under the brand "PUEBLOS VIVOS" in order to influence the uses and customs of Salvadorans to make tourism in their country and establish the minimum conditions of country image, both in regional and international markets with the territories and tourism stakeholders of Pueblos Vivos in improving the quality of services to visitors with requirements of global standards of care. (Cabrera, 2016, p.12).¹⁴

The program has been successful in generating employment, improving local infrastructure, and preserving the cultural and natural heritage of participating villages. In addition, it has helped distribute the benefits of tourism more equitably throughout the country, contributing to sustainable development and poverty reduction in rural areas.

¹⁴ Guía de planificación Turística: Un instrumento para el desarrollo local en El Salvador. San Salvador: MITUR.

2.2.3. Important aspects of tourism in El Salvador

However, the growth of tourism in the country was interrupted by the civil war that broke out in 1980. For more than a decade, the armed conflict discouraged tourist arrivals and devastated the existing tourism infrastructure.

With the signing of the Peace Accords in 1992, El Salvador began to rebuild, and the tourism sector began to reemerge. The government and the private sector invested in promoting tourist destinations and improving facilities and services to change the country's image and attract international tourists. At this stage, particular emphasis was placed on ecotourism and cultural tourism, taking advantage of the country's rich biodiversity and historical heritage.

In 2005, through Legislative Decree No. 899, the Tourism Law was created and approved, which aims to encourage, promote and regulate the tourism industry and services, contributing to the conservation of natural resources and the economic development of the country.

Over the past two decades, El Salvador has seen steady growth in tourism, albeit with continued challenges. Improved infrastructure, such as airports and roads, along with a focus on safety and sustainability, has helped attract more visitors. Destinations such as the beaches of La Libertad, El Boquerón, and the Ruta de Las Flores have become popular attractions. In addition, surf tourism has gained prominence, positioning El Salvador as a world-class destination for the sport.

Despite progress, tourism in El Salvador continues to face significant challenges, such as the perception of insecurity and the need to diversify tourism offerings. Nevertheless, the

country remains committed to developing the sector as a way to boost the economy and improve the quality of life of its citizens. With a combination of government and private efforts, El Salvador continues to work to position itself as an attractive and competitive tourist destination in the region.

2.2.4. The importance of tourism in El Salvador



Figure 22 Image taken from:
https://diarioelsalvador.com/wp-content/uploads/2022/11/FguKR9ZWYAwrWW_.jpg

Tourism in El Salvador is fundamental to the country's economic and social development, impacting several crucial areas. As a significant source of income, tourism influences the local economy through tourist spending on lodging, food, transportation, entertainment, and shopping. In addition, tourism is one of the largest generators of employment in El Salvador. It offers job opportunities in a variety of sectors, from hotels and restaurants to tour guides and artisans. This is especially important in rural and coastal areas, where employment options may be limited, providing a viable alternative to improve the standard of living of local communities. Likewise, the development of the tourism industry is characterized by a high generation of jobs, since it uses large amounts of labor, both in the construction of basic infrastructure, hotels, and commercial areas, as well as in the operation and maintenance of the same, ensuring that the benefits remain at the local level, and at the same time allows raising the standard of living of large segments of the population of various socioeconomic strata (Quintanilla, Morales, Polanco, & Granados, 2013)¹⁵.

¹⁵ Evolución y Desarrollo del Turismo en El Salvador. . Antiguo Cuscatlán.

Tourism fosters the conservation and enhancement of El Salvador's cultural and natural heritage. With a rich cultural heritage and historic sites such as the Mayan ruins of Tazumal and Joya de Cerén, tourism promotes national pride and cultural identity. It also allows visitors and Salvadorans themselves to learn about and appreciate the country's history and traditions.

The focus on ecotourism and sustainability is also gaining importance in El Salvador. Nature reserves, national parks and ecotourism activities help protect the country's biodiversity and natural resources. At the same time, they offer tourists unique and educational experiences in nature, generating income that benefits local communities without harming the environment.

Finally, tourism plays a crucial role in the international projection of El Salvador's image. Promoting the country as a safe and attractive tourist destination helps to enhance its reputation and attract foreign investment. The arrival of international tourists can also open doors to new business opportunities and international cooperation.

In summary, tourism in El Salvador is a driving force for economic development, job creation, infrastructure improvement, cultural promotion, environmental sustainability and the country's international projection. Its positive impact is reflected in the well-being of the population and in the strengthening of the national economy.

2.3. Natural resources

According to the CEUPE¹⁶ (2020), natural resources are the components and forces of nature that humans use to maintain their survival. These resources include sunlight, water, soil, air, minerals, tidal energy, wind energy, flora and fauna, geothermal heat, and others.

Concepción de Ataco is known for its exceptional natural resources, which play a crucial role in the production of high-quality coffee. Moka Mística, as a craft coffee beer, takes advantage of these unique characteristics by partnering with outstanding local coffee farms.

By using locally grown coffee, Moka Mística not only reinforces the region's reputation, but also enriches the product by incorporating natural elements at every stage of its production. In addition, collaboration with local farmers ensures a constant and sustainable supply of coffee, while supporting the regional economy.

Moreover, Moka Mística collaborates with two farms recognized for their excellent quality and meticulousness in the selection of beans: **Finca El Carmen** and **Finca Nazareth**. These farms are distinguished by their ability to take advantage of the region's natural resources and their commitment to excellence in each stage of cultivation and bean selection.

¹⁶ Acronym meaning: Centro Europeo de Posgrado y Empresa

2.3.1. El Carmen Estate:

El Carmen Estate, located in the Apaneca-Ilamatepec mountain range at 1300 meters above sea level, benefits from a natural environment rich in resources. The region's cool and pleasant climate, coupled with the altitude, provides optimal conditions for growing high quality coffee. The farm is surrounded by a



Figure 23 Image taken from: <https://driftaway.coffee/portfolio/erc/>

coffee forest that not only enriches the soil with essential nutrients, but also contributes to the conservation of local biodiversity. The abundant vegetation and the purity of the mountain air create an ideal microclimate for sustainable coffee production, taking advantage of the region's natural resources.

2.3.2. Finca Nazareth:

Finca Nazareth, also located at one of the highest points of the mountain range with increasing elevations of 1500-1650 above sea level, shares a similar natural environment, highlighted by its altitude and favorable climate. The farm's natural resources include fertile and well-drained soils, ideal for growing coffee, as well as abundant vegetation that protects the



Figure 24 Image taken from: <https://www.allycoffee.com/coffees/finca-nazareth-typica-natural/>

soil and fosters biodiversity. These natural resources are not only fundamental to the quality of the coffee produced, but also support a balanced and sustainable ecosystem.

2.3.3. Region Apaneca-Ilamatepec

The Apaneca-Ilamatepec mountain range extends through the departments of Ahuachapán, Santa Ana and Sonsonate, in the northwest of El Salvador, near the border with Guatemala. The first coffee seeds arrived in El Salvador from Guatemala at the end of the 18th century, starting its cultivation in these mountains and later expanding to other areas of the country.

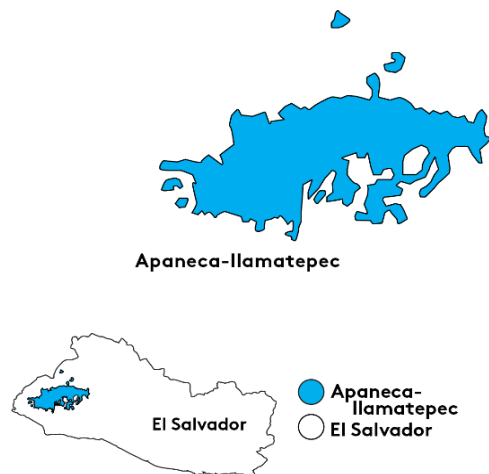


Figure 25 Image taken from:
<https://www.allycoffee.com/coffees/fina-nazareth-typica-natural/>

In 2007, UNESCO¹⁷ declared this region as the Apaneca-Ilamatepec Biosphere Reserve, which includes forest plantations, coffee plantations, pastures and other crops. This reserve is home to 12 endangered species of flora, 58 species at risk, and 12 endemic species of birds and other animals.

It also includes wetlands that are essential for the country's freshwater supply, such as Lake Coatepeque, Laguna Verde and Laguna Las Ninfas. These areas have aquatic vegetation ecosystems and aquifer recharge zones due to volcanic activity in the region.

Approximately 4,000 hectares are dedicated to conservation as natural protected areas, while 39,500 hectares consist of shaded coffee plantations that connect the core zones, allowing the movement of flora and fauna, and playing a key role in the Mesoamerican Biological Corridor.

¹⁷ Acronym meaning: United Nations Educational, Scientific, and Cultural Organization

2.4. Cultural identity

The concept of cultural identity involves a sense of belonging to a social group with which cultural traits, such as customs, values and beliefs, are shared (Molano, 2007).

Concepción de Ataco, an emblematic corner of El Salvador with a rich coffee tradition and a vibrant cultural identity, is home to Moka Mística, a craft coffee beer that encapsulates the spirit of this fascinating region. The residents of Ataco have proudly cultivated a coffee legacy that is reflected in the quality of their coffee, their vibrant festivities and the local legends that bring their history to life.

Moka Mística emerges as a tourism product that honors this rich heritage, offering consumers an authentic experience that not only highlights the distinctive flavor of Ataco coffee, but also allows them to immerse themselves in the culture and unique character of Concepción de Ataco with every sip.

2.4.1. Gastronomy

According to the UN Tourism¹⁸ (n.d), “gastronomy is much more than food. It reflects the culture, heritage, traditions and sense of community of different peoples. It is a way to promote understanding between different cultures and to bring people and traditions closer together.”

The gastronomy of Concepción de Ataco is a vibrant reflection of Salvadoran culture, highlighting in each of its dishes the richness of local ingredients. His place offers various options to enjoy local coffee in its restaurants and cafes. El Vivero Restaurant, located in the

¹⁸ Acronym meaning: United Nations World Tourism Organization

activities area of **El Carmen Estate**, combines a casual and country atmosphere with a variety of dishes. This restaurant, integrated to a gerbera and fern nursery, offers from the exquisite Lomo Ataqueño to a typical pupusa. It also has options for the little ones, such as hamburgers, pizzas and hot dogs, and for those who prefer more traditional dishes, a Gallina India soup.

In Ataco, coffee is present in every corner. The rich coffee production in the surrounding mountains offers the opportunity to enjoy local coffee in both outdoor and indoor stores. One outstanding example is the famous **El Carmen Estate** coffee. This coffee is not only served in local restaurants, but is also available for sale, allowing visitors to take it home and continue to enjoy its distinctive flavor in the comfort of their own home.

Another outstanding place is the **Hotel and Restaurant La Posada de Ataco**, which offers a varied menu with dishes such as enchiladas, fried yucca and chicken soup. Among its specialties are cuts of meat such as pork loin and grilled steak, accompanied by freshly made tortillas and homemade sauces¹⁹. **La Casa 1800** also offers grilled meats accompanied by vegetables, tortillas and cheese. Customers looking for local flavors will find options such as chicken soup on the menu, as well as sandwiches with names inspired by Salvadoran cultural elements²⁰.

The town also has recommended restaurants such as **Pupusería Cielito Lindo**, which offers a small and simple atmosphere with delicious pupusas and hot chocolate. Another highlight is **Piccolo Giardino**, located in the southwest corner of town at the end of a dead-end street. Although the entrance can be a little hard to find, this restaurant is ideal for large

¹⁹ Menu of Hotel and Restaurant La Posada de Ataco

²⁰ Menu of Casa 1800

groups. It offers Italian pasta and pizza dishes with a Salvadoran twist, and its tables are set in covered spaces within a beautiful garden. However, it is not the most suitable place on very humid or rainy days.

2.4.2. Legends

Legends are literary expressions, originated in the oral tradition of the peoples, in which historical facts are mixed with imaginary events (Gobierno de México, 2022).

Legends are born from events that are probably real, or possible events that, with the passing of time, mutate until they acquire magical or symbolic content, and as they pass from mouth-to-mouth new elements are added, that is, they are of collective creation, since each narrator contributes something to the story (Gobierno de México, 2022).

Thus, knowing the legends that are told in a community allows identifying cultural aspects to better understand how its members are, what they believe in and what their beliefs and practices are (Gobierno de México, 2022).

Concepción de Ataco, where Moka Mística is located, is a place shrouded in mystery and rich cultural heritage. This picturesque town, with its colorful streets and enchanting landscapes, is not only known for its natural beauty, but also for the legends that have passed from generation to generation, impregnating every corner with fascinating stories. Among them are two stories that, to this day, keep alive the connection of the inhabitants with the past and the supernatural.

One of the best-known legends is that of the Crab of Atzumpa. In ancient times, Ataco was famous for being the birthplace of sorcerers and for the beauty of its young women. It is said that a beautiful young woman rejected several sorcerers in the village. In revenge, the

sorcerers turned her into a golden crab and only those with a pure heart can see the Enchanted Crab (Patrimonio Cultural, 2016)

Another legend, less known but equally intriguing, is that of La Culebra and El Shico. Many years ago, a young man named Francisco, tired of arguing with his wife, climbed hill near his house with the intention of committing suicide. But there he fell into a big hole inhabited by a huge snake with which he fought and by using a lock of his wife's hair, he tied up the snake and prevented it from flooding the town. As a result, Francisco became the snake's guardian, and in his honor, the villagers named the hill Shico and placed a cross on the hill (Patrimonio Cultural. 2016)

2.4.3. Festivities and celebrations

Festivities are special celebrations that take place in different cultures and communities in El Salvador and around the world. These celebrations can be religious, cultural, national or community and usually include rituals, ceremonies, parties and social activities.

Festivities not only mark historical events, seasonal changes, or personal and collective achievements, but also play a fundamental role in cultural identity and social cohesion. The people need popular festivals because they reflect their reason for being, their interrelationship with others (Bissio, 2016).

Concepción de Ataco prepares to honor and celebrate its patron saint, **La Inmaculada Concepción de María**, with a series of vibrant and colorful festivities from December 11 to 15 each year. December 14 and 15 are the main days of the celebration, when activities are concentrated in the central church and “**La Cofradía de la Virgen**”. Prayers, morning

processions, fireworks and a variety of vibrant events can be enjoyed by the community and visitors during these days.



Figure 26 Image taken from: <https://www.laprensagrafica.com/el-salvador/Finaliza-fiesta-en-honora-a-la-Virgen-Maria-20211215-0066.html>

The city's attractions include the municipal carnival, artistic performances and vibrant parades. In addition to being an exhibition of religious devotion, these festivities offer a vibrant combination of cultural and social activities that attract people from all over. For everyone in Concepción de Ataco, the celebration of the patron saint is a unique and memorable

experience.

Another traditional cultural manifestation of Concepción de Ataco, in the department of Ahuachapán, El Salvador, is the dance of the **Toro Lucero**. The syncretism between indigenous customs and Spanish colonial influences is seen in this dance. The “Casa de la Cultura de Ahuachapán” has organized this departmental cultural festival that includes this custom, which is 150 years old.



Figure 27 Image taken from: <https://historico.elsalvador.com/historico/653918/la-danza-del-toro-lucero-es-la-herencia-de-la-familia-gomez-en-ataco.html>

The Toro Lucero dance is celebrated during the patron saint festivities in honor of the “**Virgen de Concepción**” in Concepción de Ataco. This dance recreates a tradition of the first members of the brotherhood, who used to ask a landowner for the donation of a bull. Before the dance begins, the group's steward presents and reads aloud the invoice for the

purchase of the animal. Afterwards, the bull is branded with the iron of the general administrator, who represents the “Virgen de Concepción”.



Figure 28 Image taken from: <https://alcaldiaataco.wordpress.com/turismo/costumbres-y-tradiciones/>

The procession of the “Niño Jesús” in Concepción de Ataco is a very important tradition for the community, which is celebrated during Christmas and New Year's Day. Every December 25, the procession starts from “La Cofradía de la Virgen” and advances through the main streets of the town. The Baby Jesus is

carried in the arms of the Municipal Mayor, accompanied by mariachis, musical bands and traditional dances, including the dance of Herodes and the dance of the Toro Lucero.

This procession is characterized by several distinctive aspects, such as the musical accompaniment and the decorations, which make it unique and special in the region.

Every October 17, Concepción de Ataco commemorates “El Día de San Lucas” with a variety of events that strengthen community ties and cultural identity. During “La Cofradía de San Lucas”, participants can enjoy prayers, fireworks, traditional dances, marimba music and many other activities.



Figure 29 Image taken from: <https://alcaldiaataco.wordpress.com/turismo/costumbres-y-tradiciones/>

These co-patronal festivities not only reflect the community's deep religious devotion but also serve as a platform for artistic and cultural expression, highlighting the rich heritage and traditions of the area.



Figure 30 Image taken from:
<https://www.laprensagrafica.com/elsalvador/Como-un-terremoto-pudo-originar-la-tradicion-del-Dia-de-los-Farolitos-20180907-0060.html>

In addition, since 1850, Concepción de Ataco has a deep-rooted tradition, the **“Day of the Lanterns”** that is celebrated every September 7 to honor the eve of the birth of **“La Virgen María”**. It is also celebrated in Apaneca and Ahuachapán, being a very appreciated festivity in El Salvador.

During the night, the towns transform into a dazzling spectacle of lights. The streets fill with thousands of lanterns, creating a magical and festive atmosphere where live music, traditional dances, and exquisite street food can be enjoyed.

This festival, which has its roots in Spanish colonial times, is noted not only for its spectacular visual spectacle, but also for its ability to strengthen community and celebrate tradition. Visitors have the opportunity to experience the warm Salvadoran hospitality.

2.4.4. Syncretism

According to Espinosa and Gilyam (2012), cultural syncretism is a process of interaction between different cultures in which the most important aspects of each culture are adopted and combined, resulting in the creation of new cultural expressions.

Cultural syncretism is a phenomenon that arises from the interaction between different cultures, where elements from different traditions merge, giving rise to new cultural manifestations. This process is particularly evident in societies with a rich mix of historical and ethnic influences.

In a place like Concepción de Ataco, a small town in El Salvador, syncretism is reflected in its local culture. In this place, syncretism can be observed in the religious customs and festivities, where indigenous and Spanish traditions have been intertwined, creating a unique identity rich in cultural diversity.

Holy Week arrived at El Salvador as a result of the impact of Catholicism, which was introduced by the Spanish colonizers in the 16th century. This annual Christian holiday commemorates the Passion, Death and Resurrection of Jesus of Nazareth. During this time, intense religious activities take place that have great significance for many of the faithful. The celebration



Figure 31 Image taken from: <https://alcaldiaataco.wordpress.com/turismo/costumbres-y-tradiciones/>

begins on Palm Sunday and concludes on Easter Sunday, although in many places the festivities may begin on Friday of Sorrows. The date of Holy Week changes every year, between March and April, due to its determination by the lunar calendar.

In Concepción de Ataco, Lent and Holy Week are celebrated with a very distinctive intensity and character. The town is transformed during these weeks with a series of events that include solemn processions, night vigils, and diverse activities that reflect both the religious devotion and cultural richness of the area. The processions, adorned with carpets of sawdust and flowers, are interspersed with displays of local tradition. These festivities not only commemorate sacred events, but also serve as a meeting point for the community, strengthening the sense of identity and cohesion among its inhabitants. In this context, Holy Week in Concepción de Ataco becomes a living testimony of how Christian traditions have

intertwined with local customs, creating a celebration deeply rooted in the cultural identity of the people.

The Day of the Cross is a festivity that integrates elements of Christianity with indigenous traditions. Its main objective is to protect homes, with the belief that the placement of the cross prevents “the devil from coming to dance in the houses”. In addition, this celebration has an agricultural value, marking a crucial moment for crops and stimulating the growth of the seed to guarantee an abundant harvest at the beginning of the rainy season (Ministerio de Cultura, 2023).



Figure 32 Image taken from: <https://www.laprensagrafica.com/elsalvador/Feligreses-de-Ataco-celebran-con-peregrinacion-el-Dia-de-la-Cruz-20230503-0080.html>

The jiote cross, decorated with Chinese paper of various colors and complemented with seasonal fruits and a lever full of fruits, is placed in different places such as houses and churches throughout the country. This ritual, linked to the Holy Cross, includes persignation, bowing and picking the fruit (Ministerio de Cultura, 2023).

The cross, made from the jiote tree, symbolizes reincarnation and is associated with the god Xipe Totec, representing the notion of the seed that, upon death, germinates and returns to life (Ministerio de Cultura, 2023).

In Ataco, May 3 is a date of great spiritual significance, marked by a pilgrimage to the Ataco Cross on the Galicia farm, on the border between Concepción de Ataco and Ahuachapán. Parishioners travel several rural trails from Ahuachapán to the cross, making a journey that symbolizes their faith and commitment to local traditions.

Upon arrival, a Eucharist is celebrated in thanksgiving for the winter and to ask for an abundant harvest. Although the tradition had declined, the community is revitalizing it to strengthen spiritual ties and preserve its cultural heritage. The pilgrimage has become a symbol of unity and resilience, reaffirming the importance of religious practices and cultural heritage in Ataco's life.

Christmas is a celebration that was adopted in El Salvador through the influence of Christianity brought by the Spanish colonizers. Christmas in El Salvador is mainly a family holiday, where the main festivities occur on Christmas Eve. During this time, families gather to share a dinner that includes traditional dishes such as turkey, chicken or beef, accompanied by wine, soda or juice, apples and grapes. The celebration extends late into the night, with activities such as attending midnight mass, exchanging gifts and burning gunpowder, especially at midnight. Christmas in El Salvador is also characterized by early street decorations and a festive atmosphere that begins in October.



Figure 33 Image taken from: <https://www.laprensagrafica.com/elsalvador/Los-habitantes-de-Concepcion-de-Ataco-ya-disfrutan-del-ambiente-navideno-20211202-0078.html>

In Concepción de Ataco, Christmas is celebrated with vibrant enthusiasm and a rich palette of colors. The festivities begin on December 1 with the inauguration of the Christmas lights and decorations in the municipality's central park. This event, which has the blessing of a priest, underscores the effort to keep traditions alive, even in times when they might be forgotten. The celebration beautifies the municipality and promotes social cohesion, creating a space where residents and visitors can share the festive spirit.

In addition to the lights and decorations, the gastronomic offerings include typical Salvadoran dishes such as pupusas, tamales and fried yucca, which highlight the rich culinary heritage of the region.

These foods not only enrich the festive experience, but also reflect a fusion of cultural practices that emphasize the importance of preserving local customs. Christmas reaches its climax on December 25 with the traditional procession of the Child Jesus, a commemorative event that celebrates the birth of Jesus and reaffirms the community's commitment to its religious traditions.

This combination of festive and gastronomic celebrations strengthens Ataco's cultural identity, demonstrating how the community honors and revitalizes its traditions while adapting to modern times.

2.5. Principles for sustainable tourism

Tourism is an important economic activity that positively affects the trade balance of tourism-receiving countries, but since the 1990s, when the region's carrying capacity or development constraints became evident, negative consequences have emerged (Martha Padilla, n.d.).

Sustainable tourism seeks to establish a tourism industry that benefits local communities and the environment so that future generations can enjoy the same resources. Below are some principles for sustainable tourism:

1. **Environmental conservation:** The preservation of natural ecosystems is a priority for sustainable tourism. This involves reducing harmful environmental impacts by

promoting practices that reduce the ecological footprint, such as efficient use of resources, waste reduction, and protection of biodiversity.

2. **Social responsibility:** involves local communities in tourism decision-making. This ensures that tourism growth reflects their needs and aspirations while respecting their culture, traditions and ways of life.
3. **Care for local culture:** Each destination has its own culture. Sustainable tourism promotes the preservation and respect for the customs, traditions and cultural heritage of local communities, avoiding their exploitation or alteration.
4. **Education and awareness:** Tourists should be informed about the importance of preserving the places they visit. This includes educating travelers about environmental conservation, cultural respect and social responsibility.
5. **Minimizing environmental impact:** Tourism should be designed to minimize its ecological footprint. This includes the use of renewable energy, the reduction of emissions and waste, the promotion of sustainable modes of transportation, and environmentally friendly travel practices in all aspects of travel.
6. **Innovation and continuous improvement:** Sustainable tourism is in constant transformation. It is a process that requires constant adaptation to new realities and challenges, adopting innovative practices and constantly improving to maximize benefits and reduce negative impacts.

By ensuring that tourism is a positive force for the environment and local communities, these principles seek a balance between tourism development and sustainability.

2.6. Strategy plan

2.6.1. Strategic quality design plan

Moka Mística, a craft coffee beer that epitomizes exquisiteness and craftsmanship, is committed to earning customer loyalty as a fundamental basis. In order to share its uniqueness and expand its market presence, it has developed this Customer Loyalty Plan, which not only seeks to satisfy the expectations of the most demanding consumers, but also to expand its customer base through strategic and effective steps. Each of the steps is designed to offer exceptional service, meticulous personalization, operational efficiency and the creation of lasting relationships, ensuring solid economic growth and a deep connection with beer and coffee lovers.

1. Good service:

This first step is fundamental and one of the most crucial, since without good service there would be no customers who would prefer us. At this stage, a system was designed to guarantee quality service to ensure that our customers receive the best possible service.

From the moment the customer shows interest, through the purchase of the product, to the subsequent follow-up, we strive to provide a service that exceeds their expectations. Our goal is to create a relationship of trust and satisfaction, ensuring that every interaction with our customers is positive and enriching.

2. Personalized experiences:

Building on the foundation of good service, the next step focuses on creating personalized experiences for our customers. At Moka Mística, we believe that our customers deserve the

best experiences when enjoying our product. Therefore, this step focuses on providing detailed information about our product, as well as personalized recommendations. Our goal is to understand each customer's individual preferences and needs in order to offer suggestions that will enrich their experience. Whether through advice on how to prepare the perfect coffee or recommendations for complementary products, we ensure that each customer feels special and valued. This attention to detail not only enhances customer satisfaction, but also strengthens their loyalty to our brand.

3. Continuous improvement:

Personalized experiences naturally lead us to our commitment to continuous improvement. At Moka Mística, we are constantly adapting to new opportunities and market needs. This commitment to innovation and continuous improvement allows us to stay ahead of the curve, offering high quality product and exceptional experiences. We are always attentive to trends and feedback from our customers to adjust and improve our offerings, ensuring that every interaction with our brand is positive and memorable. Our goal is to not only meet, but exceed our customers' expectations, creating a long-lasting and trusting relationship.

4. Everything on time:

To support our continuous improvement efforts, timely delivery becomes crucial. At Moka Mística, we understand the importance of punctuality and efficiency in service, which is why we have implemented processes and systems that guarantee fast and accurate delivery. Our goal is to provide a smooth and satisfying experience, where the quality of our product is combined with agile and attentive service.

This commitment to punctuality reinforces our customers' trust and demonstrates our dedication to their satisfaction.

5. Loyalty programs:

Recognizing the importance of building strong relationships, we established loyalty programs to reward our customers for their loyalty to our brand. At Moka Mística, we created this step so that loyalty programs offer exclusive benefits to our repeat customers, such as special discounts, customized promotions and early access to new products.

These programs not only thank our customers for their continued preference, but also help us attract new customers by offering them attractive incentives. By demonstrating that we appreciate and respond to our customers' needs, we strengthen our relationship with them and foster a loyal and engaged community.

6. Quality culture:

The basis of all these efforts mentioned above leads us to a firm belief in a culture of quality. We are committed to serving our high-quality product, ensuring that every detail meets our high standards. This commitment also extends to the constant training of our staff, empowering them to provide exceptional service and stay current with industry best practices.

In addition, we focus on process innovation to ensure that our brand remains at the forefront in terms of quality and efficiency. This dedication to excellence enables us to offer our customers an unparalleled experience and product that exceed expectations.

Figure 34

Strategic quality design plan**2.6.2. Strategic action plan**

Table 1

Customer satisfaction strategic plan

Action	Person in charge	Improvement
Creation of a simple but effective website using platforms such as WordPress or Wix .	Mario Moran: He will create a website to let people know a little bit about Moka Mística, its	Customers who actively follow the website will be eligible to participate in

	<p>ingredients, prices and location.</p> <p>In addition, he will be in charge of sharing digital</p>	<p>drawings for six-packs of craft coffee beers.</p>
<p>Increased web traffic on platforms such as Threads and YouTube to attract potential customers.</p>	<p>content such as photos and videos periodically to let potential customers know about promotions, prices and products.</p>	<p>Customers can receive up to 20% off craft coffee beer during major soccer events like the Champions League, Euro Cup, and World Cup.</p>
<p>Customer service through Facebook and Instagram.</p>	<p>Jazmin Ventura: She will be responsible of answering queries and comments through these social networks.</p>	<p>The first 50 customers who follow and like the Facebook and Instagram page and show proof can get a free beer.</p>
<p>Inventory and order management with Zoho Inventory application.</p>	<p>She will also be in charge of inventory management, including ingredient and product management, to ensure that stock is always up to date and available, as well as order management to</p>	<p>Gift cards worth \$25 will be raffled off each time social media pages gain 1,000 followers or likes.</p> <p>During vacations and holidays, Moka Mística</p>

	ensure that customers receive the product.	will have 2 for 1 promotion.
Brand development using the X platform, Tik Tok and print advertising.	Julissa Rogel: She will design visual materials like flyers, brochures and banners, and take photos of the product, ingredients, and events to enhance brand identity and attract customers.	Customers will be able to participate in exclusive craft coffee beer tastings if they join the frequent customer plan
Organization of events in the Central Park of Ataco on weekends at night.	She will organize events in Ataco's Central Park on Fridays and Saturdays, from 6:00 p.m. to 10:00 p.m. She will conduct face-to-face surveys at events and send email surveys to loyal customers via Google Forms to gather feedback and identify areas for improvement.	For every 10 frequent customer stamps, the consumer will be able to receive 5 craft beers totally free of charge
Conducting physical and electronic surveys in Google Forms		For the purchase of 20 coffee beers, customers can receive 3 free craft beers in any presentation.

CHAPTER III

LOCAL DEVELOPMENT

THROUGH A TOURIST

PRODUCT

3.1. Profile of the Entrepreneur

3.1.1. Definition of an entrepreneur

According to Bello (2022), an entrepreneur is a person who builds an enterprise based on an innovation, managing the business and assuming the risk associated with the possibility of success or failure. Therefore, an entrepreneur is a person who turns an idea into a reality, facing challenges and finding opportunities to grow his or her business. In the case of Moka Mística, the entrepreneur is committed to transforming a passion for coffee and craft beer into an innovative tourism product that seeks to capture the essence of the region's natural resources.

From this perspective, entrepreneurship means daring to introduce a different idea to the market, in this case, a craft coffee beer that not only offers an exclusive product, but also invites consumers to connect with local culture and indigenous flavors. Through this approach, the entrepreneurs behind Moka Mística take the risk with confidence, guided by a passion for craftsmanship and a commitment to quality.

3.1.2. Types of entrepreneurs

Entrepreneurs can be classified into various categories according to their motivations and characteristics. In this case, Moka Mística aligns itself with two predominant entrepreneurial profiles: the innovative, characterized by their ability to generate disruptive ideas and transform industries, and the conscious, who prioritizes social and environmental impact in their business initiatives.

3.1.2.1. Innovative entrepreneur

An innovative entrepreneur is a person who has the potential of designing and bringing innovative products into the market. Innovative entrepreneur in the name itself reflects a responsibility over a person's shoulder to generate and bring new ideas into business which can later be converted into life-changing products, (Bhatia, 2023).

In the case of Moka Mística, the innovative approach lies in the combination of coffee, a highly valued local product, with craft beer, creating a fusion that celebrates both the coffee tradition and the art of brewing.

3.1.2.2. Environmental entrepreneur or Ecopreneur

An "ecopreneur" is an entrepreneur focused on creating and selling environmentally-friendly products and services, (Green Business Benchmark, 2020).

Moka Mística is committed not only to offering a quality product, but also to contributing to the development of the local community. The company supports coffee farms in the region, promoting sustainable and environmentally responsible practices.

3.1.3 Characteristics and competencies of the entrepreneur

Moka Mística is a craft coffee beer that was born with the objective of offering a unique experience, fusing the passion for beer and high-quality coffee. As entrepreneurs in a competitive industry, the Moka Mística team focuses on excellence, innovation and commitment to its customers and collaborators.

For this reason, throughout its trajectory, the brand has developed a series of key competencies and characteristics that allow it to overcome challenges, adapt to changes and

continue to grow in the market. The following characteristics describe the pillars on which Moka Mística builds its success.

Table 2

Competences and characteristics of Moka Mística's entrepreneurs

Competences	Characteristics	
<p>Linked to the achievement</p>	<p>Perseverance</p>	<p>Moka Mística is a project in its early stages, led by entrepreneurs who are still gaining experience in the craft beer industry. Despite significant challenges, such as lack of experience and difficulties in distribution, the Moka Mística team remains steadfast in its vision. Every obstacle is an opportunity to learn, analyze mistakes and continuously improve. Perseverance is the key that allows them to keep moving forward, perfecting their product and adapting to the market to strengthen the brand.</p>
	<p>Demand for quality</p>	<p>The Moka Mística team ensures that quality is always a priority, both in product and service. From the selection of the coffee beans to the brewing process, everything is oriented to offer a unique and high-level experience, where each bottle or glass represents the effort and</p>

		dedication of the team to maintain high standards.
	Calculated risk	When launching new products or expanding its market, Moka Mística carefully examines the risks and opportunities. Each decision is based on a detailed analysis of the possible outcomes, making sure to take the necessary steps to maximize the benefits and minimize any negative impact.
	Tolerance	In the craft beer industry, Moka Mística faces a competitive and constantly changing environment, where unpredictable factors, such as fluctuations in consumer preferences or ingredient availability, are common. The Moka Mística team is tolerant of these situations, accepting uncertainty and adapting flexibly, without losing sight of its objectives. This ability to handle unforeseen events and remain resilient is fundamental to ensure the growth and sustainability of the project.
		Moka Mística has a clear objective to become a reference in the world of craft coffee beer as a tourist product. This objective guide each of its

Linked to the commitments	Clear objectives	actions, but it also remains adaptable to new trends and market demands, adjusting its plans when necessary to achieve its goals.
	Compliance with commitments	For Moka Mística, meeting the commitments acquired with customers, distributors and collaborators is an essential part of the company's business. Fulfillment of these commitments guarantees customer satisfaction and strengthens business relationships, allowing to identify areas for improvement and maintain a high-level of accountability.
	Search for information	As a company that values innovation, Moka Mística, composed of entrepreneurs with inexperience in the craft beer industry, is constantly looking for new trends and techniques in the brewing of its product. Despite their lack of experience, the team strives to keep up with consumer preferences and the most effective production tools. This willingness to learn and adapt is fundamental to their growth and continuous improvement in the quality of the beer offered.

	Planning and follow-up	Each stage of production and distribution is carefully organized, ensuring that the entire team is aligned with the objectives. In addition, continuous monitoring is carried out to identify possible areas for improvement in the processes.
Linked to leadership	Construction of contact networks	Moka Mística seeks to establish alliances with local coffee farms, bars and restaurants. These connections not only allow the product to reach more people, but also strengthen the link with the local community, benefiting both parties.
	Communication skills	The ability to clearly communicate Moka Mística's ideas and values is essential to its growth. Whether talking to distributors, customers or business partners, effective communication avoids misunderstandings and helps drive the business towards its goals.
	Teamwork skills	Teamwork is key to Moka Mística's success. Collaboration among team members allows to combine skills and knowledge to develop new ideas, solve problems creatively and meet established objectives more efficiently.
		Moka Mística understands that every challenge is an opportunity to improve. Transforming

	<p>Ability to improve areas of opportunity</p>	<p>difficulties into competitive advantages is crucial to its continued growth, as it allows the team to anticipate future problems and make better-guided decisions.</p>
	<p>Skills to negotiate</p>	<p>Building strong relationships with suppliers and distributors is essential for Moka Mística. Negotiation skills not only strengthen these ties, but also make it possible to establish fair and beneficial agreements for all parties, ensuring the sustainability of the business.</p>
	<p>Self-confidence</p>	<p>The Moka Mística team is fully confident in its vision and in the potential of its craft coffee beer. This confidence allows the team to face criticism and challenges with determination, staying true to its purpose of offering a unique and quality product, without being influenced by external negative opinions.</p>
		<p>Initiative is crucial for Moka Mística, as it refers to the team's ability to transform ideas into concrete actions. Despite their inexperience in the craft beer sector, the entrepreneurs behind Moka Mística show a great willingness to identify opportunities and take the first step in</p>

	Initiative	creating their product. This proactivity allows them to explore new recipes, experiment with innovative flavors and establish relationships with local suppliers, which contributes to the realization of their vision and the sustainable growth of the company.
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3.2 Responsibility

3.2.1. Entrepreneurship responsibility

The role of an entrepreneur is to bring people together and persuade them to join their projects. Leading this group and attracting clients is part of their functions, but their ability to communicate and learn is also appreciated, as well as their ability to listen and build a team, (The Shed Co, n.d.).

The responsibility of the entrepreneur covers a series of key aspects for the success of the business. First, a clear vision of the project must be developed, establishing goals and objectives that guide the growth of the company. It is also responsible for making strategic decisions, managing resources, and taking calculated risks that may impact the future of the business. Another essential responsibility is to lead and motivate the team, making sure to create a collaborative and productive environment. The entrepreneur must be able to identify opportunities, innovate, and adapt to changes in the market. In addition, you must be able to attract and maintain customers, which involves developing effective marketing strategies and offering quality products or services.

Finally, the entrepreneur has the responsibility to efficiently manage the financial aspects of the business, ensuring that resources are used in an optimal and sustainable manner. This includes managing investments, expenses and long-term financial projections.

3.2.2. Responsibility to customers

At Moka Mística we are aware that the entrepreneur's responsibility to customers is fundamental to the success of the business, since customers are the heart of any company. To fulfill this responsibility, we must ensure that the product offered meets the expectations of quality, satisfaction and reliability that customers expect. This means delivering what has been promised in a timely manner, as well as maintaining open and honest communication at all times.

For this responsibility to be effective, it is important to cultivate a good relationship with customers. Listening to their needs and opinions, as well as resolving problems or complaints quickly and efficiently, is key to maintaining their loyalty. The entrepreneur must demonstrate empathy and professionalism, ensuring that every interaction is an opportunity to enhance the customer experience. In addition, providing personalized service and anticipating customer expectations can make a big difference. Knowing your audience in depth allows you to offer solutions that really add value and generate a positive experience.

3.2.3. Responsibility to your society

The entrepreneur's responsibility towards society is a key aspect of modern entrepreneurship, since businesses should not only focus on obtaining economic benefits, but also on contributing to social welfare.

This implies that the entrepreneur must act ethically, respecting legal norms and sustainability principles. In doing so, he helps to generate a positive impact on the surrounding environment.

To fulfill this responsibility, business practices that promote equity, inclusion and respect for human rights must be encouraged. This means offering fair working conditions, promoting diversity in the workplace, and ensuring that their operations do not negatively affect the local community.

In addition, the entrepreneur must be committed to participate in projects or initiatives that benefit society, such as supporting social causes, participating in corporate social responsibility programs or collaborating with organizations, is also a way to assume this commitment.

In summary, the entrepreneur's responsibility towards society implies an ethical and sustainable approach in the management of his business, with the aim of contributing to the general welfare and sustainable development of his environment.

3.2.4. Responsibility to the environment

Today, companies cannot focus solely on profitability; the modern entrepreneur, both by regulation and cultural awareness, is very concerned about climate change (Luis Borbolla 2023).

At Moka Mística we believe in the entrepreneur's responsibility to the environment, as it is crucial in a world where sustainability has become a global priority. Entrepreneurs have an obligation to consider the environmental impact of their activities and adopt practices

that minimize their ecological footprint. This responsibility involves not only complying with environmental regulations, but also integrating sustainability principles into our product.

To effectively assume this responsibility, we must implement several strategies. First, we must strive for the efficient use of natural resources, such as water, energy and raw materials, promoting waste reduction and the reuse of materials whenever possible. This not only helps to protect the environment, but can also reduce operating costs.

In addition, it is essential to look for more sustainable alternatives, such as the use of renewable energies and the adoption of green technologies that reduce pollution and carbon emissions. Optimizing production processes, implementing recycling systems and seeking suppliers that share the same environmental values are also important steps.

The entrepreneur must foster a corporate culture that values environmental stewardship, involving both employees and customers in sustainability initiatives. By sensitizing the team and its consumers to the importance of respecting the environment, the entrepreneur can create a sustainable value chain that positively impacts both the business and society.

To summarize, environmental responsibility requires that entrepreneurs make conscious decisions to reduce their ecological impact, contributing to the preservation of the planet for future generations.

3.2.5. Responsibility towards yourself and your employees

Responsibility implies fulfilling the commitments you make and acting prudently when making decisions, so that you can adequately account for them, as well as for the actions you decide to take (Roberto Bernal 2022).

Entrepreneurial responsibility to oneself and to one's employees is fundamental to the success and sustainability of any business. This responsibility encompasses aspects such as personal well-being, self-management, and the creation of a positive and fair working environment for those who are part of the company.

Entrepreneurs must take care of their physical, mental and emotional well-being. Running a business can be demanding, so it is essential to find a balance between work and personal life. This involves proper time management, avoiding burnout and maintaining healthy habits. It is also important to develop a growth mindset, always seeking to learn, improve skills and adapt to changes in the business environment.

The entrepreneur must also be aware of his or her own limits and recognize when support is needed, either by delegating tasks or seeking advice. Staying motivated, focused and resilient is key to being able to face the challenges that arise along the way.

An entrepreneur has a responsibility to create a safe, respectful and motivating work environment for its employees. This includes ensuring compliance with labor regulations, offering fair conditions in terms of wages, hours and benefits. Providing an environment where the dignity and rights of each employee are respected is essential to building trust and loyalty within the organization.

In addition, it is vital that the entrepreneur promotes the professional development of his employees. This can be achieved through continuous training, offering growth opportunities and supporting their professional aspirations. A good leader should also motivate his team, recognizing their achievements and encouraging collaboration.

Open communication is another essential part of accountability to employees. Entrepreneurs must be available to listen to their team's concerns and suggestions, solving problems fairly and effectively. Fostering a climate of transparency and respect strengthens group cohesion and improves productivity.

In conclusion, being responsible to oneself and one's employees involves a conscious focus on self-care, continuous improvement and creating a positive work environment that promotes the well-being and growth of everyone involved.

3.2.6. Boosting economic growth

Located in Concepción de Ataco, Moka Mística will not only offer a unique tourism product, but will also become a catalyst for attracting tourists to the community. By doing so, we will foster a steady flow of visitors who will not only enjoy our artisanal coffee beer, but will also be attracted to the rich culture, traditions and natural beauty that Ataco has to offer.

The arrival of tourists to the region will not only benefit Moka Mística, but will also boost the development of the local economic sector as a whole. Visitors will have the opportunity to explore the area's charming streets, coffee plantations and handicrafts, which will create a multiplier effect on the local economy. This increase in tourism activity will generate more employment opportunities and, in turn, improve the income of the inhabitants, contributing significantly to the quality of life of the population.

In addition, Moka Mística's success will strengthen the community through collaboration with other local businesses and support for cultural and social initiatives. In

this way, we will not only focus on economic growth, but will also seek to foster a sense of community and sustainability that benefits everyone.

3.2.7. Raise awareness of the importance of the environment

Environmental awareness is a fundamental pillar of the philosophy of Moka Mística, our craft coffee beer. At a time when environmental challenges are more critical than ever, we are committed to adopting sustainable practices that not only minimize our ecological impact, but also inspire our consumers and the community to do the same.

One of the significant steps we will be taking is the implementation of solar panels at our facilities. By harnessing renewable energy, we will seek to reduce our dependence on unsustainable energy sources, thereby reducing our carbon footprint. This commitment to clean energy will not only benefit the environment, but will also optimize our operating costs, allowing us to reinvest in more sustainable practices.

In addition, we are proud to use edible packaging that will be made from rice paper for our craft coffee beer. This innovation will not only eliminate the need for plastics and other polluting materials, but will also offer a unique experience to our customers, who will be able to enjoy a product that is both delicious and earth-friendly.

We firmly believe that every small change counts, and opting for biodegradable packaging is a tangible way to contribute to waste reduction.

Promoting recycling is another of our priorities. At Moka Mística, we will actively promote waste separation and collaborate with local initiatives that support recycling. In addition, we will encourage our customers to participate in these actions, raising awareness

of the importance of recycling and reusing materials. Every step we take towards a more sustainable future is an opportunity to educate and empower our community.

In summary, at Moka Mística we understand that caring for the environment is not only a responsibility, but an opportunity to innovate and lead by example. We are committed to continue adopting sustainable practices and raising awareness about the importance of protecting our environment, because we believe that a healthier world is fundamental to enjoying a good craft coffee beer.

3.3 Moka Mística's Niche Market

3.3.1. Definition

A niche market refers to a specific and clearly defined segment within a broader market that is distinguished by its particular needs and preferences. This segment can be determined by a variety of factors, such as demographics, interests, consumption habits and other differentiating characteristics. By focusing on a niche market, companies can customize their products and services to more effectively meet the expectations of that specific group, which can lead to increased customer loyalty and a competitive advantage in the marketplace (Camilo Cochachin 2024).

The craft beer market is constantly growing, but there are still unexploited niches that can offer great business opportunities. Moka Mística, a craft coffee beer, targets a very specific audience looking for unique and personalized experiences, focusing on those who appreciate both coffee and the handcrafted quality of a good beer.

3.3.2. Elements to choose a niche market

Choosing the market niche implies defining the profile of the customer I wish to target with my product and service (Enrique Nuñez 2024).

Choosing an appropriate niche market is critical to the success of the tourism product. For example:

➤ **Identification of my passions and interests.**

It is crucial that the niche market is aligned with our own passions and interests. This will make it easier to create content and promote the product, as well as increase motivation in the long run.

➤ **Market Analysis.**

Conduct research to understand the current trends, demand and growth potential of the niche. This includes analyzing statistics, reports and other relevant data.

➤ **Competitor Assessment.**

Examine competitors in the niche we are considering. Identify their strengths and weaknesses, looking for opportunities to differentiate ourselves, either through a unique product or an innovative marketing strategy.

➤ **Defining My Target Audience**

Determine who our ideal customers are. Considering factors such as demographics, interests, behaviors and specific needs of the target group.

3.3.3. Target audience

Moka Mística is aimed primarily at consumers between the ages of 21 and 65 who are looking for new flavors and high-quality products. Also, among this age range, there are several subgroups with similar characteristics:

- **Coffee Lovers:** consumers who enjoy coffee not only as a daily beverage, but as an experience and are interested in exploring different ways to enjoy their beverage.
- **People who enjoy alcoholic beverages:** This group of people is eager to enjoy new alcoholic beverages that go beyond the traditional and stimulate each one of their senses to appreciate it with a type of delicacy or to create memories with their acquaintances.
- **Cultural and gastronomic tourists:** Individuals looking to immerse themselves in the local culture and explore the typical flavors of a region. Moka Mística offers an experience that connects directly with the history and local coffee production.

3.3.4. Market size

Given the growing interest in local and authentic products, along with the popularity of craft beers, Moka Mística is in a market that is the right size for expansion. With millions of people consuming coffee around the world, there are increased opportunities to attract new customers.

In this case, market differentiation is achieved by incorporating coffee as a main ingredient in Moka Mística, which adds unique value to the beverage. Moka Mística has a clear competitive advantage, although other craft beers exist, few manage to fuse the experience of a craft beer with the tradition and cultural richness of coffee.

3.3.5. Solution to a concrete demand

Moka Mística's niche not only offers an innovative product, but also responds to a growing consumer demand for multisensory experiences. Current consumers are not satisfied with a standard product; they want products that tell a story, that offer something beyond what they are used to.

Moka Mística is not just a beer, but a complete experience that connects the consumer with the origin of the coffee, the history of the local farms and the traditional methods of brewing both coffee and beer. For those looking for products that connect them with their surroundings and offer a story behind the product, Moka Mística is an ideal option.

3.4. Customer management

3.4.1. Definition

Customer management goes beyond the mere interaction between the company and the consumer; it is a holistic strategy that includes a deep understanding of the customer and the personalization of the customer experience. This approach not only elevates customer satisfaction, but also promotes business growth and cultivates long-term loyalty (Gabriel Ivlev 2024).

3.4.2. Strategies for effective customer management of tourism products

To maintain a lasting relationship with customers, Moka Mística will implement the following strategies that will ensure exceptional service:

- **Customer database management.**

Having an exhaustive control of the customer database is essential. Regularly updating the information will make it possible to identify the preferences of each client and offer a personalized service that is tailored to their interests, whether in relation to the type of craft coffee beer they prefer or the activities they wish to enjoy during the tastings.

➤ **Accessible means of communication.**

To answer questions and doubts that may arise about our product, Moka Mística will use platforms such as Facebook and Instagram. We will establish specific hours to respond quickly and efficiently, ensuring that our clients feel cared for and valued at all times.

➤ **Satisfaction surveys.**

After each purchase or experience, a satisfaction survey will be sent to collect feedback from our customers through Google Forms. This will allow us to identify areas for improvement and adapt our offerings to better meet your expectations.

➤ **Loyalty programs.**

Rewards programs will be implemented to encourage our frequent customers to continue choosing Moka Mística. Customers will be able to accumulate frequent customer stamps for each purchase that they can then redeem for our product.

➤ **Special events.**

We will organize exclusive events for our customers, such as beer tastings and workshops on the brewing process. This will not only strengthen the relationship with our customers, but also provide them with a unique and memorable experience related to our brand.

➤ **Pay attention to the feedback.**

Actively responding to feedback is also critical. Thanking customers for their comments and addressing their concerns demonstrates that the company values their opinion and is willing to make changes. This interaction will not only enhance the relationship with customers, but also foster a sense of community and brand loyalty. By implementing these strategies, Moka Mística will ensure that we provide exceptional service that fosters customer loyalty and satisfaction, thus creating a strong community around our craft coffee beer.

3.5. Logo

A logo is a graphic representation that symbolizes a brand, company, organization or product. It is a key component in visual identity, since it encapsulates the essence, values and personality of the entity in a unique image or design (Susana Meijomil 2023).

Figure 35

Moka Mística's logo



Our design is more creative and symbolic, with a visual approach that seeks to convey the mystical and artisanal experience of Moka Mística. The center of attention is the coffee beer, but what surrounds it is what really defines this logo. Two hands, carefully depicted, hold a circle made of coffee beans. The hands evoke a sense of care and dedication, suggesting that the product is handcrafted and made with care.

The circle formed by the coffee beans symbolizes the cooperation that Moka Mística has with farmers in the area, thus supporting the local economy. When placed around the beer, the circle reinforces the idea that coffee is the essence of the product, surrounding and complementing the flavor of the beer.

In addition, the stars placed on the sides of the hands add a mystical and almost celestial touch, which connects to the name “Mystique”. These stars can symbolize the premium quality of the product or even the unique and magical experience that customers will experience when enjoying the beer. The design of the stars and hands creates a sense of balance between the artisanal and the mystical.

Likewise, the product name “Moka Mística” is located in the middle, which allows the name of our quality product to be legibly known.

The overall design communicates an experience beyond a simple beverage, evoking emotions of care, tradition and a touch of magic. This logo conveys a deeper and more symbolic message, ideal for attracting customers looking for a unique and personalized craft coffee beer experience.

3.6. Slogan

A slogan is a short and memorable phrase used in advertising to capture the public's attention, convey a company's values and create a lasting impression in people's minds. Its objective is to concisely summarize the message or value proposition of a brand, making it easily remembered and associated with the identity of the company or product (Danae Salinas 2023).

In order to achieve the purpose of a slogan, Moka Mística decided to identify itself under the following phrase:

“Where coffee meets magic”

The phrase “where coffee meets magic” seeks to convey the idea that Moka Mística is more than just a coffee beer; it is a unique experience that combines the flavor and essence of coffee with a special touch that elevates it to another level.

The concept of “magic” in this case does not refer to the supernatural, but to that special sensation that arises when something ordinary becomes extraordinary. By uniting coffee, which already has an important place in everyday life, with the creation of a craft beer, a “magic” is produced: a transformation that surprises, delights and takes the consumer to a new place, full of flavor and mysticism.

In conclusion, this phrase evokes the idea that Moka Mística is a meeting point between the familiar (coffee) and the amazing (innovation and the art of beer), creating a magical and memorable experience for the consumer.

3.7. Mission

A company's mission reflects its commitment and *raison d'être*, defining its fundamental purpose and the role it plays in society. This purpose guides the company's actions and decisions, ensuring that its impact is positive and significant over time (Zendesk 2023).

After thoroughly understanding the concept, the tourism product established its mission taking into account the objectives and goals of Moka Mística:

Provide a unique and authentic experience through our handcrafted coffee beer, Moka Mística, brewed with the finest coffee beans from local farms. We are committed to fuse the natural richness of the region with personalized service, creating a product that celebrates the tradition, flavor and pride of our coffee

3.8. Vision

The vision establishes the route to follow to achieve the stated objectives. To fulfill this purpose, it must clearly and realistically reflect the principles that define the company's identity (Santander Universidades 2024).

Our tourism product took into account the information acquired to establish the vision to which it intends to adhere:

- What does Moka Mística want to achieve in the future?
- Why does the tourism product want to achieve a certain goal?
- What should the company do to achieve the projected goals?

After answering the questions, the company's vision was identified as:

To be recognized as a benchmark in the tourism industry for offering a craft coffee beer that not only stands out for its exceptional quality, but also contributes to the enhancement of the natural environment and local culture, generating unforgettable experiences for our customers and supporting the sustainable development of the region.

3.9. Values

The company's values are the ethical and professional foundations that shape its identity, reflect its organizational culture and guide both internal and external relations. They are also the basis of its philosophy, influencing the organization's decision-making and behavior (Zendesk 2024).

The objectives and culture of Moka Mística will be represented by the values presented below, which will serve as a guide for the company:

1. **Authenticity:** We are proud to offer an authentic product that reflects the essence of our region and its coffee growing tradition, using local ingredients and artisanal processes.
2. **Sustainability:** We are committed to caring for the environment, promoting responsible practices in all stages of production, from the cultivation of coffee to the brewing of our beer.
3. **Quality:** We guarantee a high-quality product, taking care of every detail in the production process to offer a craft coffee beer with an exceptional flavor and consistency in each batch.

4. **Commitment to the community:** We work closely with local farms and producers to support the economic development of the region, generating employment and promoting sustainable tourism.
5. **Passion for service:** We strive to offer a personalized and attentive service that makes each customer feel part of the unique experience that Moka Mística represents.
6. **Innovation:** Constantly seeking new ways to fuse coffee and craft beer, pushing the limits of flavor and creating unique experiences for our customers.

CHAPTER IV

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