

**UNIVERSITY OF EL SALVADOR
FACULTY OF SCIENCES AND HUMANITIES
DEPARTMENT OF FOREIGN LANGUAGES
SPECIALIZATION COURSE IN TOURISM**



PROJECT:
COZY TOURIST CORNER

**FINAL REPORT OF SPECIALIZATION COURSE:
SPECIALIZATION COURSE IN TOURISM**

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CONTENT	PAGE
ABSTRACT	1
INTRODUCTION	2
CHAPTER I:.....	3
“PROFILE OF A TOURISM PRODUCT OR SERVICE”	3
1.1 OBJECTIVES	4
1.2 JUSTIFICATION	5
1.3 Product description.....	6
1.4 Product attributes	9
1.5 Tourism typology.....	10
1.6 Application of strategy for human development and sustainability	18
CHAPTER II:	20
“ELEMENTS FOR THE DESIGN OF THE TOURISM PRODUCT”.....	20
2.1 Tourism history around the world	21
2.2 History of El Salvador.....	24
2.3. Natural resources of the destination zones.....	30
2.4. Cultural identity, intangible tourism resources: festivities, celebrations and syncretisms	33
2.4.1 Cultural identity	33
2.4.2 Festivities, celebrations	38
2.4.3 Gastronomy	41
2.4.4 Syncretism	42
2.5. Principles for sustainable tourism.....	44
2.6. Strategic quality plan and action plan	55
CHAPTER III	59
“LOCAL DEVELOPMENT THROUGH A TOURISM PRODUCT OR SERVICE”	59
3.1 Entrepreneur profile	60
3.1.1 Definition of entrepreneur	60
3.1.2 Characteristics of an entrepreneur	60
3.1.3 Differences between an entrepreneur and a businessman	62
3.1.4 Entrepreneur profile based on characteristics applied to our tourism service	63
3.1.5 Social responsibility of the entrepreneur	65
3.1.6 Ethics and social responsibility of the entrepreneur	66
3.1.7 Benefits of social responsibility for entrepreneurs	66
3.2 Responsibility of entrepreneurs towards the local community of Cozy Tourist Corner.....	68

3.3 Market niches.....	69
3.3.1 What is market segmentation?.....	69
3.3.2 Differences between market segments and niches.	70
3.3.3 Market segments and niches for the Cozy Tourist Corner hostel.....	71
3.4 Logo and slogan.....	73
3.4.1 The logo and slogan of Cozy Tourist Corner hostel.....	74
3.5 Mission, vision, and values.....	75
3.5.1 Mission	75
3.5.2 Vision.....	75
3.5.3 Values	76
CHAPTER IV:	79
BIBLIOGRAPHY	79
4.1 References.....	80

LIST OF FIGURES

CONTENT	PAGE
<i>Figure 1- Map of the town of Suchitoto, El Salvador</i>	<i>8</i>
<i>Figure 2- Map of the country, El Salvador.....</i>	<i>8</i>
<i>Figure 3- Location map of the town of Suchitoto in El Salvador</i>	<i>31</i>
<i>Figure 4- Types of soil in El Salvador.....</i>	<i>33</i>
<i>Figure 5- Process of dyeing clothing with indigo.....</i>	<i>34</i>
<i>Figure 6- Church of Santa Lucía, town of Suchitoto, El Salvador.....</i>	<i>36</i>
<i>Figure 7- Lake Suchitlán, town of Suchitoto, El Salvador</i>	<i>37</i>
<i>Figure 8- Suchitlán, town of Suchitoto, El Salvador</i>	<i>39</i>
<i>Figure 9- Suchitoto prepares for the corn festival, gastronomy of Suchitoto, El Salvador ...</i>	<i>42</i>
<i>Figure 10- Strategic quality plan for the Cozy Tourist Corner hostel</i>	<i>55</i>
<i>Figure 11- Characteristics of an entrepreneur applied in Cozy Tourist Corner hostel.....</i>	<i>63</i>
<i>Figure 12- Logo representing the Cozy Tourist Corner hostel</i>	<i>74</i>
<i>Figure 13- Values represented by the Cozy Tourist Corner hostel</i>	<i>76</i>

LIST OF TABLES

CONTENT	PAGE
<i>Table 1- Rooms rates at hostel.....</i>	<i>7</i>
<i>Table 2- Description of the quality plan for the Cozy Tourist Corner hostel.....</i>	<i>57</i>

ABSTRACT

The current project focuses on the development of a tourist service called Cozy Tourist Corner, a hostel designed to provide guests with comfort, quality service, and an authentic cultural experience in the town of Suchitoto, El Salvador. Besides that, the goal of this proposal is to support the sustainable growth of the local tourism industry by combining hospitality, cultural authenticity, and environmental responsibility.

The proposal is based on cultural tourism, promoting activities such as indigo workshops, visits to historical sites and artistic presentations; gastronomic tourism, through the organization of traditional cooking workshops, tastings and partnerships with local chefs; and architectural tourism, offering tours of Suchitoto's colonial heritage and a hostel design that respects and reflects the town's traditional architecture.

Cozy tourist corner not only seeks to attract national and international visitors, but also to strengthen the economic and cultural development of the municipality by generating employment, rescuing traditions, and creating links between tourists and the community. Overall, the project aspires to become a model of responsible, authentic and sustainable tourism.

Keywords: sustainable tourism, local development, cultural authenticity, hostel, environmental responsibility.

INTRODUCTION

“Travelling leaves you speechless and then turns you into a storyteller” Ibn Battuta. Hostels are a viable option for travellers, backpackers and people on a tight budget who need cheap accommodation, greater flexibility, comfort and social encounters with strangers from different countries (El modelo de negocio de los hostales, n.d.).

The creation of sustainable and culturally integrated tourism spaces is a key strategy to promote local development, especially in regions with high historical and heritage potential. Within this framework, the proposal for the creation of the hostel Cozy tourist corner is presented, a space designed to offer an authentic and welcoming experience to visitors to Suchitoto. The main objective of the hostel is to provide quality lodging, while fostering the tourist's connection with the local culture, the art of indigo and the traditions that make this Salvadoran destination unique. This project seeks not only to attract national and international travelers, but also to contribute to the sustainable and tourism development of the municipality.

Cozy Tourist Corner was born as an initiative that seeks to offer visitors an authentic, warm and enriching lodging experience, in harmony with the physical and cultural environment of the place. The hostel is conceived as a cozy space that reflects the traditional architectural style of the area, incorporating local materials and handcrafted decorative elements that evoke the Salvadoran identity.

In addition, Cozy tourist corner is emerging as a tourism project with a sustainable approach, committed to the rescue of traditions, job creation and the projection of Suchitoto as a cultural destination of reference both nationally and internationally.

CHAPTER I:

**“PROFILE OF A
TOURISM PROD-
UCT OR SER-
VICE”**

1.1 OBJECTIVES

GENERAL OBJECTIVE

- To design and present a tourist service through the creation of a hostel that offers accessible, comfortable lodging with local identity, focusing on satisfying the needs of national and international tourists and promoting the sustainable development of the town of Suchitoto.

SPECIFIC OBJECTIVES

- Identify and analyze the needs of national and international tourists visiting the town of Suchitoto, to design a lodging service that combines accessibility, comfort and elements representative of the local identity.
- Promote the sustainable development of the town of Suchitoto, incorporating responsible practices with the environment and the local community, to contribute to the sustainable development of the tourist destination.
- Establish a hostel concept with a cultural approach that integrates gastronomic, artistic and traditional elements representative of the town of Suchitoto

1.2 JUSTIFICATION

This project focuses on the tourism service provided by the Cozy Tourist Corner in Suchitoto, which is known as one of El Salvador's major cultural destinations because of its colonial architecture, living traditions, historical wealth, and vibrant artistic scene. It aims to highlight the establishment's contribution to sustainable development and preservation of the local cultural heritage.

Cozy Tourist Corner seeks to offer an affordable and comfortable lodging service, with a design that reflects the culture, history and traditions of the town. Every aspect of the hostel, from the decoration to the services offered, will be carefully thought out to highlight local elements, such as art, gastronomy and Salvadoran hospitality.

This project focuses on sustainable development, seeking to be justified by the need to highlight how small tourism businesses can have a positive impact on the community when they operate under sustainable principles. The analysis of the Cozy Tourist Corner will be given to hiring local employees and establishing alliances with artisans, tour guides, and small producers to generate a positive economic impact on the community.

1.3 Product description

Name of the tourist service: Cozy Tourist Corner is a hostel with a cultural identity that combines modern comfort with the charm of the colonial architecture and traditions of Suchitoto. The main goal is to offer a welcoming, accessible and authentic environment, where every corner of space is designed to reflect the essence of the town.

Service that includes:

1. The hostel offers very comfortable rooms equipped with the basic amenities necessary for a cozy stay. Each area includes Wi-Fi, hot water, and common areas that promote interaction among guests. In addition, the hostel features local crafts and decorated spaces that represent the culture of the town of Suchitoto.
2. The Cozy Tourist Corner hostel incorporates sustainability practices such as the rational use of resources, waste sorting, the promotion of local products and gastronomy, and the hiring of staff from the community.
3. The hostel also offers its visitors complementary activities such as guided tours of the historic center, visits to Lake Suchitlán¹, indigo workshops, and cultural experiences that strengthen the connection between visitors and Salvadoran culture.

The main objective of the service is to guarantee high-quality care based on hospitality, environmental responsibility, and respect for local identity, which will contribute to the development of a sustainable tourism economy in the municipality of Suchitoto.

Rooms rates at Cozy Tourist Corner

The rooms rates at the Cozy Tourist Corner hostel are as follows. See Table 1.

¹ Lake Suchitlán is an artificial lake in El Salvador, Central America. It is 45 km long and 10 km wide and is located between the departments of Chalatenango, Cuscatlán, and Cabañas.

Table 1*Rooms rates at hostel*

Capacity	Description	Capacity	Low season price	High season price	Includes
1. Shared room (mixed dormitory)	Bed in shared dormitory with 4 to 6 beds, shared bathroom, fan, personal locker.	1 person	\$15 – \$20	\$25– \$30	Wi-Fi, kitchen access, morning coffee.
2. Economy single room	Single bed, shared bathroom, ideal for backpackers or volunteers.	1 person	\$22 – \$28	\$30 – \$35	Wi-Fi, towel, fan, daily cleaning
3. Standard double room	1 double bed or 2 single beds, private bathroom, fan, simple colonial decor.	2 people	\$55 – \$65	\$75 – \$85	Wi-Fi, towels, soap, hot water
4. Double room with a view / terrace	Double bed, private bathroom, balcony or lake/garden view, special decor.	2 people	\$ 70– \$80	\$90 – \$102	Breakfast included, Wi-Fi, hot water
5. Small triple/family room	1 double bed + 1 single bed, private bathroom. Ideal for families or small groups.	3 people	\$90– \$100	\$115 – \$125	Wi-Fi, towels, optional breakfast
6. Large family room/colonial suite	2 double beds, private bathroom, balcony, or small living room.	4 people	\$110 – \$125	\$130 – \$140	Breakfast included, Wi-Fi, daily cleaning
7.Senior/accessible room	Adapted room without steps, spacious bathroom with handrails, low bed.	1-2 people	\$20 – \$25	\$40 – \$50	Wi-Fi, light breakfast, personalized assistance

Note. This table is own creation.

Location

The tourist service would be in Suchitoto, department of Cuscatlán, the coordinates are latitude: 13.9380556° N and longitude: -89.0277778° W. the hostel will be behind the church, a well-known and accessible landmark for the local community and visitors. This strategic location not only facilitates access to the public but also allows us to take advantage of the cultural and peaceful environment that surrounds the town of Suchitoto, offering tourists a welcoming and conducive space to begin their experience. (*Suchitoto, El Salvador Latitude/Longitude*, n.d.). The following figures show the location, the town of Suchitoto (see Figure 1) and the second figure shows a map of El Salvador (see Figure 2).

Figure 1

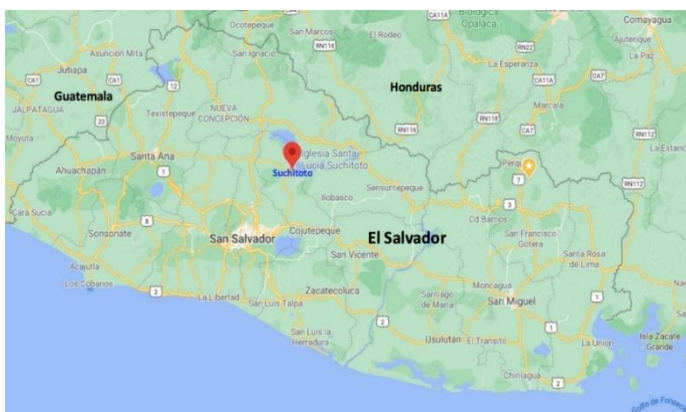
Map of the town of Suchitoto, El Salvador



Note. Map the town of Suchitoto (Google maps, 2025).

Figure 2

Map of the country, El Salvador



Note. Map of the country, El Salvador (Montes, 2021.)

In the heart of El Salvador, just over an hour from the capital, there is Suchitoto, a picturesque place that captivates local and foreign tourists with its beauty. Known for its impressive combination of colonial architecture, culture, history, and natural wealth.

This charming destination was home to the country's first capital in 1528, and its commercial character is still very visible, now converted into a tourist hub surrounded by hostels, restaurants, and cafes.

One of the most fascinating sites in Suchitoto is its imposing Lake Suchitlán, artificially created in the 1970s, which stands out as the epicenter of natural and tourist life in the area (Puente & Puente, 2024).

1.4 Product attributes

Some product attributes that the Cozy Tourist Corner hostel offers to the tourist and can enjoy the town of Suchitoto³:

1. Authentic colonial architecture: traditional Salvadoran construction with historical details.
2. Cheaper rooms: the rooms are economical so that tourists can rest comfortably and enjoy the places that the town of Suchitoto² has to offer.
3. Central location: Close to the main square, churches and museums.
4. Views of Lake Suchitlán: Impressive natural scenery.
5. Comfortable and simple rooms: Local decor and cozy atmosphere.

² The town of Suchitoto has prospered to become one of the most important tourist sites in this country due to its well-preserved colonial-style architecture throughout the town with its cobbled streets, which has allowed for the establishment of hostels, restaurants, and picturesque cafes that give the feeling of being in the Spanish colonial era.

6. Typical breakfasts: Authentic Salvadoran food.
7. Tours and activities: Guided tours and local experiences.
8. Relax atmosphere: Relaxing environment ideal for disconnecting.
9. Friendly and knowledgeable staff: Hosts who share their passion for local culture.

These attributes could make the hostel an attractive option for travelers looking for an authentic Suchitoto experience.

1.5 Tourism typology

Tourism activity is classified according to its spatial and temporal components, or even according to the purpose of the trip. Each type of tourism encompasses a wide range of activities (Ibáñez & Rodríguez, n.d.).

The typology of our tourist service is “hosting service”, specifically in the hostel category. Our hostel is designed as a comfortable, accessible and cozy option for national or international tourists looking to enjoy authentic experiences, without spending too much.

This hostel covers different types of tourism, allowing the tourist to experience authentic, cultural and close to nature moments. The different types are as follows:

1. Nature tourism:

There are natural attractions such as Lake Suchitlán, where you can take boat tours, or enjoy the biodiversity. We could also include tour alliances with local guides from our hostel.

2. Community tourism:

The visitor can integrate into the life of the local community, sharing experiences, for example in indigo³ or handicraft workshops, thus promoting the sustainable development of Suchitoto and offering an authentic experience.

3. Rural tourism:

Cozy Tourist Corner is in the colorful and peaceful setting of Suchitoto. It offers experiences such as hiking, visits to coffee plantations, craft workshops, and local cuisine, making it an ideal destination for rural tourism.

4. Cultural tourism:

Suchitoto is a place full of history, art, colonial architecture and Salvadoran traditions. Tourists visiting our hostel will be able to explore the local culture, visit museums, and attend festivals.

With these typologies, Cozy Tourist Corner seeks to be a welcoming place that combines comfort, local identity and sustainability.

Gastronomy Tourism

For this part our proposal is divided into two sections: **culinary activities and alliances with local chefs.**

³The indigo is a deep blue color and a natural pigment extracted from the plant of the same name (or jiquilite), which has historically been used to dye fabrics and as a colorant in paint.

- **Culinary Activities:** as part of the gastronomic tourism approach, the hostel will offer a variety of culinary activities designed to enrich the visitor's experience and encourage interaction with the local culture. Some of these activities include:

Traditional Salvadoran cooking workshops: guests will be able to learn how to prepare typical dishes such as pupusas⁴, riguas, tamales, fried yucca, atol de elote, among others. These workshops will be guided by local cooks, who will share their knowledge and recipes inherited by generations.

Themed tastings: gastronomic evenings will be organized where tourists will be able to taste different regional specialties, accompanied by typical beverages such as chilate or mountain coffee.

Guided gastronomic tours: visitors will be able to participate in small tours of the town, visiting dining halls, pupuserías, artisan bakeries and markets, thus discovering the diversity of local flavors.

Outdoor kitchen with local products: the hostel will have an open space to prepare and taste food using fresh seasonal ingredients, promoting local and healthy consumption.

- **Alliances with local chefs of Suchitoto town:**

To ensure the authenticity and quality of the gastronomic offer, Cozy tourist corner will establish strategic alliances with chefs and entrepreneurs in the culinary area of Suchitoto. These collaborations have the following objectives:

⁴ A typical pupusa: is a thick tortilla made from corn or rice dough and filled with one or more ingredients.

1. Generate employment and income for the community, actively integrating women and men who are dedicated to traditional cuisine.
2. Promote the rescue of ancestral recipes, many of which are at risk of disappearing, and document the stories behind each dish.
3. Encourage local entrepreneurship, offering space for small producers and cooks to sell their products (such as preserves, typical sweets, artisanal coffee, etc.) inside the hostel.
4. Create a community gastronomic network, connecting the hostel with other local businesses such as farms, orchards, bakeries and small restaurants, promoting joint development.

Cultural Tourism

Suchitoto is recognized as one of the main cultural destinations in El Salvador, thanks to its well-preserved colonial architecture, craft traditions and vibrant artistic life. Therefore, Cozy tourist corner, a hostel will integrate activities and services geared towards cultural tourism, with the objective of offering visitors a deep and meaningful experience.

Proposed cultural activities:

Guided tours of the historic center of Suchitoto, including the iconic Santa Lucia church, cobblestone streets, local museums and old colonial houses, where visitors will learn about the history of the town and its evolution.

Indigo workshops:

Emblematic activity of the town. Guests can participate in hands-on dyeing experiences with natural indigo, learning about this ancestral technique that is part of the Salvadoran cultural heritage.

Local art exhibits:

The hostel will have spaces dedicated to display works by artists from the region, including paintings, sculptures, textiles and photography. These exhibitions will be renewed periodically to give visibility to new talents.

Cultural evenings:

Special events will be organized that include presentations of typical music, folkloric dance, theater or narration of local legends, creating an atmosphere of encounter and cultural exchange.

Traditional handicraft workshops⁵:

Tourists will be able to learn handicraft techniques such as weaving, basketry, ceramics or woodwork, in collaboration with artisans from Suchitoto.

Collaborations with cultural actors:

Cozy Tourist Corner will establish alliances with:

- Houses of culture⁶ and artistic centers of the municipality.
- Independent artisans and cultural collectives.
- Tourist guides specialized in history and heritage.
- Organizations that promote the protection of Salvadoran cultural identity.

⁵ El Salvador's handicrafts workshops are characterized by the effort of its inhabitants, reflected in each piece like: clay, wood, fabric, flowers, shells, and wicker are some of the raw materials used to make these beautiful creations.

⁶ Houses of culture is a public or private institution that serves as a center for the development, preservation and dissemination of a community's culture.

As a positive impact of cultural tourism in the community of Suchitoto we have:

The implementation of cultural activities within the hostel Cozy Tourist Corner not only enriches the visitors' experience but also has a direct and positive impact on the community of Suchitoto. Through cultural tourism, multiple economic, social and cultural benefits are generated:

1. Preservation of cultural heritage⁷ and traditions.

Cultural tourism promotes the rescue and enhancement of local customs, such as indigo art, folk music, gastronomy, and handicrafts. By promoting these practices as part of the tourism offer, new generations are encouraged to keep their roots alive.

2. Employment generation and economic opportunities

Cultural activities offer employment opportunities for tour guides, artisans, musicians, artists, traditional cooks and more. This helps diversify sources of income for the population and strengthen the local economy in a sustainable manner.

3. Community empowerment

Involving community members in the planning and execution of cultural activities strengthens the sense of belonging, identity and pride in the local cultural heritage. People become protagonists in tourism development.

⁷ El Salvador's cultural heritage includes tangible assets such as archaeological sites (Joya de Cerén, San Andrés), colonial and republican architecture (National Theater of San Salvador, National Palace), and intangible assets such as traditions, crafts, music, language, and folklore, which reflect the fusion of indigenous and Spanish cultures.

4. Promoting responsible and sustainable tourism

Cultural tourism promotes a more conscious and respectful type of visitor, who values authenticity and seeks to learn from local culture, generating less environmental and social impact.

5. Creation of cultural networks

The project will encourage collaboration between artists, cultural institutions, educators and entrepreneurs, forming a solid network that favors the exchange of knowledge, innovation and the continuity of cultural projects in the municipality.

Architectural tourism

Cozy Tourist Corner uses architectural tourism as a unique feature of Suchitoto's tourism offerings. The hostel has been designed to showcase the town's traditional architecture, incorporating local materials like adobe, wood, and tejas, as well as artisanal decor elements that evoke the community's cultural identity. Also, this integration enables visitors to enjoy an immersive experience from the moment they arrive, taking in the region's history and distinctive architectural style.

In addition to the design of its own accommodation, Cozy Tourist Corner offers guided tours and educational activities focused on Suchitoto's colonial and traditional architecture. Visitors can take part in tours of the town's historical casco, explore the city's iconic buildings, churches, and plazas, and learn about the construction techniques that have preserved the local heritage. These experiences enhance the area and the understanding of the municipality's architectural value by fostering a closer connection with the place's culture and history.

By incorporating architectural tourism into its value proposition, Cozy Tourist Corner helps the destination develop sustainably by encouraging the preservation of the property, creating revenue for the local economy, and fostering Suchitoto's cultural identity. In this way, the hotel not only becomes a place to stay but also a venue for the thoughtful and responsible appreciation of the region's architectural heritage.

Proposed activities:

Activities at Hostal Cozy Tourist Corner

- Social evenings: Spaces where guests can share experiences, chat, and make new friends in the hostel's common area.
- Themed or cultural dinners: Preparation of typical Salvadoran dishes so that tourists can get to know the local cuisine.
- Craft workshops: Activities involving the creation of crafts or souvenirs using materials typical of Suchitoto.
- Reading and relaxation: Use of the garden or terrace to read, rest, or enjoy the natural landscape.
- Salvadoran cooking classes: Short courses where visitors learn to prepare pupusas, tamales, or other traditional dishes.
- Cultural screenings or outdoor cinema: Films or documentaries on the history and culture of El Salvador.
- Tours of the historic center of Suchitoto: Visit Santa Lucía Church, cobblestone streets, and art galleries.

Activities outside the Hostel (organized or recommended by Cozy Tourist Corner):

- Tours of Lake Suchitlán: Boat rides to enjoy the scenery and observe local birds.
- Ecological walks: Hiking to viewpoints and nearby natural areas.
- Visits to local artisan workshops: Learn about the process of making textiles, ceramics, and paintings.
- Bicycle rides: Guided tours through the colonial streets and surroundings of the town.
- Visits to nearby waterfalls or viewpoints: Such as Los Tercios Waterfall, famous for its hexagonal rock formation.

Among the positive impacts of architectural tourism are the following:

1. Promotion of heritage conservation: by generating tourism value around old buildings, it promotes their care and restoration.
2. Education and cultural awareness: visitors learn about the architectural history and urban identity of the place.
3. Economic stimulus: activities related to tours and training generate income for guides, photographers and local professionals.
4. Promotion of a solid tourist image: Respect for architecture strengthens Suchitoto's image as an authentic and rich cultural destination.

1.6 Application of strategy for human development and sustainability

For the tourist service, the hostel Cozy Tourist Corner, to be truly responsible and contribute positively to the development of the town of Suchitoto, we have considered several principles of sustainable development.

First, respect for the environment the hostel will promote the responsible use of resources, such as water and energy, and reduce the use of plastics. Recycling will also be encouraged, and tourists will be invited to take care of the natural environment.

Secondly, support for the local economy. Everything that can be bought in Suchitoto, will be bought there: food, handicrafts, tourist services and more. In addition, local personnel will be hired, generating direct and indirect jobs.

Another important principle is the preservation of culture. We respect and value local culture. Therefore, we will offer authentic experiences such as indigo workshops, typical cuisine or handicrafts. In addition, we will decorate the hostel with elements that represent Suchitoto's identity.

Finally, we will work on educating tourists, guiding them to behave responsibly: do not pollute, respect the local inhabitants and consume local products.

The hostel Cozy Tourist Corner seeks to be an example of sustainable tourism⁸, which protects nature, respects culture and directly benefits the local community.

⁸ Sustainable tourism: its aim is to balance the needs of visitors, the tourism industry, the natural environment and local communities, ensuring that future generations can also enjoy the same resources.

CHAPTER II:

**“ELEMENTS
FOR THE DE-
SIGN OF THE
TOURISM PROD-
UCT”**

2.1 Tourism history around the world

Today, tourism is one of the main economic engines of the western world and the first in Spain. The history of tourism began with the aftermath of the Industrial Revolution, and the social and economic changes that followed made it easier to travel, relax, and enjoy culture (Esneca, 2024).

Beginning in the 1930s, one of the first theorists at the Alemana School of Tourism Studies, Arthur Bormann, defined tourism as the collection of travels made for business, pleasure, and other similar reasons, during which the absence of regular residence is temporary. Travels made to get to work are not considered tourism. According to the OMT, a visitor (intern, receptor, or emisor) is classified as a tourist (or visitor who stays overnight) if their trip involves lodging, or as a day visitor (or excursionist) if not; that is, an excursionist is someone who visits a place but does not stay there.

Walter Hunziker and Kurt Krapf, the pioneers of tourism theory, stated in 1942 that "tourism is the collection of relationships and phenomena created by people moving and staying away from their home, so these moves and stays are not driven by a profit-making activity". Both Hunziker and Krapf are graduates of the St. Gallen (Suiza) school, which offers the idea of studying tourism as a mechanism focused on a society's socio-economic reproduction. Cultural values are reflected in a society's tourism consumption (Mediterrani, 2022).

Egypt for over 4,000 years, the ancient Egyptians traveled for religious or commercial reasons, and some elites traveled to see historical sites or monuments like the Pyramids. Greece traveled to take part in athletic events like the Olympics and to see the tombs of their gods. Rome developed a vast network of roads that made it easier for the Imperials to travel, which could be seen as a forerunner of leisure tourism.

During the Middle Ages, pilgrimages to sacred sites like Jerusalem, Rome, or Santiago de Compostela were common, and pilgrims traveled great distances in search of spiritual or material renewal. During this time, pilgrimages were one of the earliest forms of tourism. Commercial caravans and routes, in addition to pilgrimages, commercial caravans linked Europe, Asia, and Africa, facilitating the exchange of goods as well as ideas and customs among civilizations.

The Grand Tour (the 18th and 19th centuries) was a common practice among young artists, particularly British, who traveled throughout Europe to finish their education. They visited cities like Paris, Rome, Venice, and Florence to study art, history, philosophy, and classical culture. It was a precursor to cultural tourism.

The rise of modern tourism in the 19th century Industrial Revolution: With the invention of the railway and the invention of the vapor chips, travel became much more accessible, allowing the emerging middle class to start traveling by place.

Thomas Cook organized the first planned trip in history in 1841. Although it was a financial failure, it is regarded as a resounding success in terms of precedent for the tourist package because it took advantage of the enormous economic potential that could lead to such an activity, establishing the world's first travel agency, Thomas Cook and Son, in 1851 (Mediterrani, 2022).

Also, Thomas Cook was often referred to as the "father of modern tourism," Cook organized the first group tour in 1841, bringing passengers by train to a religious event in England. From that point on, Cook started planning longer and more well-liked tourist excursions.

The mass tourism of the 20th century was fueled by the invention of commercial airplanes following World War II, which allowed people from all over the world to travel to distant places quickly and affordably, thus promoting mass tourism with millions of tourists visiting places all over the world every year, globalization and technology have made traveling easier than ever (Esneca, 2024).

The Second World War completely parallels the global tourism industry and its effects, which extend to 1949. Between 1950 and 1973, the term "touristic boom" starts to be used, and international tourism is growing at a faster rate than it has throughout history. This development is a result of the new international order, social stability, and the growth of leisure culture in the western world. Currently, legislation pertaining to the sector starts. As the basic needs are met, the rise in the level of education and the desire to travel and learn about different cultures is known as the "well-being society"⁹ (Mediterrani, 2022).

Nowadays, travel is more accessible than ever thanks to globalization, transportation advancements, and technological advancements. Economic vehicles, high-speed trains, and lodging platforms like Airbnb have democratized travel, enabling people from a range of socioeconomic backgrounds to enjoy tourist experiences.

On the other hand, travelers are looking for experiences that go beyond simply visiting well-known locations; they want to experience something unique, such as staying in isolated places, engaging in authentic activities with local communities, or taking part in themed itineraries, such as movie or historical character tours.

⁹ The well-being society is a political-economic model in which the state guarantees basic social rights, such as healthcare, education, and pensions, to the entire population through intervention and redistribution of wealth, mainly through taxation

Current challenges Some very popular cities or tourist destinations, like Venice, Barcelona, or Machu Picchu, are dealing with "sobretourism" issues, where too many visitors can damage historic sites, overload infrastructure, and lower the standard of living for locals (Esneca, 2024).

2.2 History of El Salvador

El Salvador has experienced various transformations that have had a significant impact on the country's economic development in the tourism sector. The country's economic, social, and political instability has been linked to the growth of tourism in El Salvador. Undoubtedly, El Salvador has positioned itself as an example of success in the region, reaffirming its appeal to travelers from all over the world. Nowadays, the recovery of tourism in El Salvador reflects the positive trend that exists on a global scale, where several destinations have seen a significant increase in international tourist arrivals following the pandemic (Ministerio de Turismo de El Salvador, 2025).

Since tourism as an activity has become more complex, it has become necessary to develop concepts that would incorporate the new aspects and dimensions of this activity. One modern approach is to view tourism activities as a system, open by their own nature, composed of various parts or activities that are interrelated, according to the Organization of World Travel (OMT)¹⁰ (Barraza, 2008, p. 77).

The development of tourism in El Salvador began in the 19th century with the construction of railroad lines to install ferrocarrils throughout the nation, allowing for widespread movement of Salvadoran people to various locations (Menjivar, 2017).

¹⁰ Since 2003, the World Tourism Organization (OMT) has been a specialized agency of the United Nations and is the leading international institution in the field of tourism. It is made up of 154 member states, seven territories

Period from 1923 to 1927. Dr. Alfonso Quiñónez Molina. On March 20, 1923, the first Salvadoran air fleet was established. In 1925, a law on passports and entry into the republic was enacted (Barraza, 2008, p. 59).

During the third decade of the 20th century, under the leadership of Dr. Alfonso Quiñónez Molina, the government of El Salvador recognized the value of promoting tourism in our nation and, to demonstrate our level of culture and knowledge, agreed to establish the First Junta de Fomento de Turismo y Propaganda Agrícola e Industrial. This Junta was led by Dr. José Leiva as its first president on June 12, 1924. Due to the need to promote tourism in the country, the Asamblea Legislativa established the Junta Nacional de Turismo in 1930 through Decree No. 135 of August 14, 1930, which would act as a link between the government and Las Juntas departamentales de Caminos (Menjivar, 2017).

The country's tourism industry was institutionalized during that time. In March 1945, Decree No. 14 stated that the Juntas de Fomento, which operated in each department of the government, had not produced the desired results. Therefore, it established the Juntas de Progreso y Turismo, which were responsible for the material advancement of tourism in each jurisdiction while maintaining their reliance on the Ministerio de Obras Públicas (Barraza, 2008, p. 77).

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During the time of General Salvador Castaneda Castro, Roberto Salazar served as the first president of the Junta Nacional de Turismo. He undoubtedly had to deal with the challenges of a fledgling institution, including the physical location of the new institution. According to some reports, they were in the small office of the Minister of External Relations before moving to an office in the National Palace. Later, due to space constraints, they were transferred to the lobby of the Hotel Astoria, which was situated in San Salvador on the corner of Avenida Cuscatlán and 4^a Calle Poniente (Barraza, 2008, p. 85-86).

In 1953, during the presidency of lieutenant colonel Óscar Osorio, the need to issue a legal regime to address the need to improve and increase hotel infrastructure was considered, in view of the growth of inbound tourism. Its purpose was to promote the construction and management of high-quality hotels to adequately accommodate foreign visitors arriving in the country. The Ley de Fomento de la Industria Hotelera, which declared the construction of hotels of the first category to be of general utility, was passed on May 19 of that year (Barraza, 2008, p. 92).

With the creation of the Salvadoran Institute of Tourism (ISTU)¹¹ in 1961, a new era began for the promotion of tourism in the country, one that was more modern, up-to-date, and focused on attracting foreign visitors. In 1963, regulations were established for the classification of hotels, in categories from one to five stars, with the Salvadoran Institute of Tourism responsible for such classification. Article 10 of the regulation's states: "The classification shall be made by the Salvadoran Institute of Tourism, following a report from the Inspection Department." (Barraza, 2008, p. 101).

¹¹ Salvadoran Institute of Tourism: it is a decentralised institution of the Ministry of Tourism (MITUR) of El Salvador, responsible for promoting and planning family and social recreation through parks and recreation centres throughout the country.

On the other hand, as part of its financial policy for the country's economic development, the Bank Central de Reserva established an Economic Development Fund in 1966, which among its many lines of business included one for tourism development projects. In 1969, the hotel's infrastructure consisted of just 320 rooms spread across three hotels: the Grand Hotel San Salvador had 90 rooms, the Hotel El Salvador Intercontinental had 210 rooms, and Parker House had 20 rooms (Barraza, 2008, p. 108-109).

The 1970s are considered as "the golden years" of tourism in El Salvadorian tourism. At the beginning of the decade, tourism was not considered a viable option for development; however, the private sector attempted to build four new hotels in San Salvador: the Terraza, the Ritz, the Almeda, and the Camino Real (Barraza, 2008, p. 109).

Another aspect that was given considerable importance was tourism statistics. It was not possible to understand the characteristics of tourism in El Salvador without having the minimum statistics that would allow us to understand the evolution and behavior of the tourists who visited the country. In this regard, the ISTU started developing statistics on the number of foreign visitors, their origin regions, their personal and professional characteristics, the purpose of the trip, the state, and the average cost. It was important to determine the flow of foreign currency that tourism brought to the country, as well as its position in relation to other foreign currency-generating activities (Barraza, 2008, p. 113).

The government built some infrastructure projects that would eventually benefit tourism, including the construction of the International Airport in Comalapa, the modernization of some roads, and most importantly, the construction of a highway to connect the city of San

Salvador with the airport. During this same period, two new, highly capable hotels were built in the city of San Salvador: the Hotel Siesta and the Hotel Presidente.

The years 1980–1992 were completely inactive for Salvadoran tourism, primarily due to the ongoing armed conflict between the ejército and guerrilla¹² forces that turned the entire country into a battlefield where violence was waged by all sides. North American and European citizens were warned about the dangers of the country, and their governments advised them not to travel (Barraza, 2008, p. 119).

The hotel industry initially suffered from the decline in foreign visitors, but hotel occupancy was later offset by all these new groups of visitors. Hotels in the city of San Salvador had acceptable occupancy levels, with a relative shortage of accommodation in mid-range hotels at times. The Camino Real Hotel, one of the most important hotel facilities, was considered the safest and was selected by the international press as their base of operations. But the other first-class hotels, such as the Presidente and El Salvador Intercontinental, could not be satisfied (Barraza, 2008, p. 120).

In January 1992, after intense negotiations, the peace accords were signed between the government and the guerrilla forces belonging to the FMLN¹³. Once again, an impressive number of foreign visitors linked to this event arrived in the country.

¹² An army is a formal military force organized and supported by the state, while guerrilla forces are irregular military forces composed of small groups fighting against a larger adversary, usually an army.

¹³ El Frente Farabundo Martí para la Liberación Nacional (FMLN) is a left-wing political party in El Salvador.

In 1997, a new organization was established with the purpose of reintroducing tourism as a viable option within the national economic strategy. Once again, the promotion of international tourism is seen as an economic activity that creates jobs and divides people, with the ability to encourage some service companies that have a direct or indirect connection to this industry. This new organization, called Corporación Salvadoreña de Turismo (CORSATUR)¹⁴, was tasked with leading and coordinating tourism-related activities. As a result, a law was issued that states in its Considerando III: "That tourism is one of the main sources of employment and a strong potential source of revenue from foreign divisions" (Barraza, 2008, p. 120-121).

The creation of the Ministry of Tourism in 2004 was a commitment of the 2014 National Tourism Plan, which proposed the possibility of tourism becoming the driving force behind the country's economic and social development. In the same way that had been considered thirty years ago, the aim is to make tourism one of the most important sources of foreign exchange (Barraza, 2008, p. 164).

The importance of tourism in El Salvador. Tourism is a sector whose importance in the economy has grown steadily over the last decade, as has competition and the need to respond to the changes affecting it. The development of this sector generates necessary income for the various entities involved in this activity (Menjivar, 2017).

¹⁴ CORSATUR: is the Salvadoran Tourism Corporation, an autonomous institution in El Salvador responsible for promoting tourism in the country and managing the National Tourism Registry (RNT). Its mission is to ensure compliance with the National Tourism Plan, promote the sustainable and competitive development of the sector, and promote El Salvador as a tourist destination nationally and internationally.

In 2024, El Salvador continues to stand out in the tourism sector with exceptional growth. International media outlets such as Infobae have highlighted in their article entitled “It's not Mexico or Peru: This is the Latin American country with the highest growth in tourism” that the country has experienced an 81% increase in international tourist arrivals, positioning itself as the second fastest-growing destination globally, behind only Qatar (Ministerio de Turismo de El Salvador, 2025).

The significant increase in tourism-related revenues, with a 206% growth, the second-largest increase in the world, only surpassed by Kuwait, is also highlighted in the advertising. These figures clearly reflect the advancements made in critical areas like security, tourism infrastructure, and positioning the national brand as an international destination (Ministerio de Turismo de El Salvador, 2025).

In conclusion, the history of tourism in El Salvador reflects a path of transformation that has faced political, economic, and social challenges, but at the same time has tried to consolidate the country as an attractive tourist destination for local and foreign tourists. In addition, the government has promoted strategies to improve tourist sites, such as the construction of hotels, restaurants, and recreational parks, with the intention of attracting tourists. Nowadays, Salvadoran tourism continues to grow as the current government is betting on Surf City with the goal of positioning it as a sustainable economic pillar.

2.3. Natural resources of the destination zones

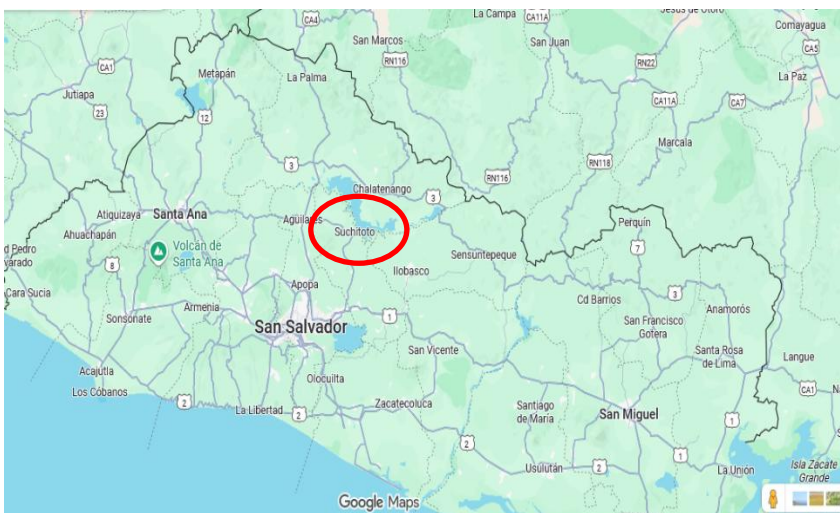
Natural resources are the fundamental basis of tourism, as they comprise the elements of the environment that the country offers its visitors for their appreciation and enjoyment. Elements such as geography, air purity, climate, diversity of animal and plant species, as well

as landscapes consisting of lakes, mountains, beaches, and other settings of natural value, are part of this category. (Barraza, 2008, p. 136).

The tourist service, through the Cozy Tourist Corner hostel located in the town of Suchitoto in the department of Cuscatlán, 47 km from San Salvador, integrates various natural resources that enhance the visitor experience. In addition, Lake Suchitlán stands out as the main water resource, offering an ideal environment for lovers of recreational activities such as boat trips, kayaking, bird watching, and nature contemplation. In addition, the natural environment surrounding the village consists of mountains and trails that allow for guided hikes and experiences in contact with the flora and fauna. These resources not only favor outdoor activities, but also promote sustainable and responsible tourism, which encourages respect for and connection with the environment. The following figure shows the location of the town of Suchitoto, where the Cozy Tourist Corner hostel will be located. See figure 3.

Figure 3

Location map of the town of Suchitoto in El Salvador



Note: Map of El Salvador (Google maps, 2025).

Soil types in El Salvador

El Salvador has a diversity of soils due to its volcanic origin and variations in climate and topography. The main soil types are:

1. **Alluvial soil:** found in coastal areas and river valleys. They are fertile and suitable for agriculture due to their nutrient content.
2. **Red clay latosols:** located on hills and mountains, these soils are reddish in color and moderately fertile, although they require proper management for agriculture.
3. **Andisols:** derived from volcanic ash, these are young, deep soils with good water retention capacity, ideal for crops and forests.
4. **Lithosols:** stony, shallow soils with low agricultural yield, common in mountainous areas.
5. **Regosols:** sandy, poorly developed soils with low natural fertility, present in various regions of the country.
6. **Calcareous soil:** located in regions with limestone rocks, such as some areas in the east of the country.

In El Salvador, due to its volcanic origin and tropical climate, we have several types of soil. The predominant type of soil is andisols, which are ideal for lush vegetation and abundant water. Thanks to this type of soil, the waterfalls and springs we know are formed in this area. The other types are volcanic, very fertile and suitable for agriculture; alluvial, ideal for agriculture, formed by river sediments; calcareous, with a high lime content; reddish clay latosols,

each with specific characteristics that influence their use and management; and eroded soils, degraded by misuse of the land. The fertility and physical properties of these soils determine which crops can thrive in each area. This diversity directly influences agriculture and the country's development (Alemán, 2018). The following figure shows the types of soil in El Salvador. See figure 4.

Figure 4

Types of soil in El Salvador



Note. Types of soils in El Salvador, (slideshare the crip, 2025).

2.4. Cultural identity, intangible tourism resources: festivities, celebrations and syncretisms

2.4.1 Cultural identity

Suchitoto's historical city image that preserves its traditions is one of its main tourist attractions. In recent years, tourism has become more relevant in Suchitoto, especially in the city's downtown, which is home to the city's historical infrastructure, restaurants, hotels, and

services. In 2008, the area was named the second-place winner of the Minister of Tourism's "Mejor Municipality Turístico" award (Morán & Ortiz, 2009).

Indigo, the colour that identifies Salvadorans

Due to its historical and economic importance, along with cocoa, corn and coffee, indigo is considered a symbol and emblem of El Salvador. The so-called 'blue gold' continues to resist disappearing thanks to the valuable work of artisans and producers.

For many years, indigo sustained El Salvador's economy as its main agricultural export product. Globally, its cultivation flourished due to demand from European and Asian countries, which provided a large workforce in the country, where mills were built on estates and large tracts of land were set aside for the cultivation of the plant, known as Jiquilite (*Indigofera*).

This activity cemented the agro-export structure in the 16th century, but with the advent of artificial dyes in the late 19th century, it undermined industry and left a tradition dormant, being replaced by a more promising crop: coffee. The following figure shows the indigo coloring. See figure 5.

Figure 5

Process of dyeing clothing with indigo



Note. Natural fibres with cotton is the ideal fabric for dyeing with indigo (Molina, 2023).

Today, indigo no longer has the same importance it had in centuries past, but it continues to be cultivated and produced in municipalities such as Santiago Nonualco and Suchitoto, which refuse to let this historical legacy disappear (Molina, 2023).

Suchitoto, cultural and historical destination

One of the most beautiful and best-preserved cities in Central America is undoubtedly Suchitoto, which still boasts an invaluable cultural and historical wealth that blends with nature and its breathtaking views, living up to its meaning in the Nahuatl language¹⁵, “place of birds and flowers”.

Located just 47 kilometres from San Salvador, the current capital, Suchitoto is a must-see destination during your visit to the country. Every corner of this small colonial town boasts well-preserved architectural charm. As you walk through its cobbled streets, you will appreciate the earthen tile roofs, beautiful balconies, and picturesque houses and doors that will transport you back in time. In addition, you will find many cultural centres, galleries, museums, craft shops, community development spaces, and more.

Suchitoto also has numerous tourist accommodations and boutique restaurants, cafés, and bars where you can sample different dishes of Salvadoran cuisine. This destination has many attractions to visit, so one day will probably not be enough to discover all its charms. Here is a guide to places of interest to visit in this beautiful and charming town.

The Central Square

The heart of the town. On Sundays, it fills with churros shops and stalls selling traditional food and crafts.

¹⁵Nahuatl (or Nawat) is the indigenous language of El Salvador. It is endangered but is still spoken in some areas in the west of the country.

Santa Lucía Church

Built in 1853 in the Central Square, it is one of the main attractions of Suchitoto due to its original colonial-era structure. The following figure shows the church of Santa Lucía. See figure 6.

Figure 6

Church of Santa Lucía, town of Suchitoto, El Salvador



Note. Church of Santa lucia, Suchitoto (Cortasur, 2022).

Don Alejandro Cotto House Museum

In this space, which was once the home of Salvadoran writer and filmmaker Alejandro Cotto, you can admire valuable works of pictorial art, a reliquary of religious art, and a beautiful view of Lake Suchitlán.

In addition, you can also visit (or enjoy a play if there is one on the bill) the Alejandro Cotto Theatre or check out some of the exhibitions and workshops offered by the Centre for Art for Peace.

The cultural development of Suchitoto has turned this small colonial town into the venue for major events such as the International Art and Culture Festival, held every year in February; the Suchitoto International Film Festival, held in November; the Indigo Festival, held in June; and the Corn Festival, held in August.

Once you have explored the squares and cobbled streets of Suchi, you can take the opportunity to stroll around and discover its nearby natural landscapes:

Lake Suchitlán

This impressive artificial lake was created in 1973 and can be explored on one of the boats that depart from the modern Puerto San Juan, a tourist complex offering a wide range of services. Lake Suchitlán is home to guapotes, mojarras, catfish and various species of pepescas, and tourist trips can be taken to the islands of “De Las Aves” and “Del Ermitaño”. The following figure shows Lake Suchitlán. See Figure 7.

Figure 7

Lake Suchitlán, town of Suchitoto, El Salvador



Note. Lake Suchitlán (Cortasur, 2022).

Los Tercios Waterfall

Los Tercios Waterfall is in Las Ánimas ravine, barely a kilometre and a half from the city centre.

Guazapa Volcano

Most of the volcano is covered with dry tropical forest, a fertile ecosystem with trees, plants and birds.

Hacienda la Bermuda and Ciudad Vieja

A place of great historical and cultural importance, as it was here that the town of San Salvador was established for the second time in 1528, bringing an end to the Pipil era (Corsatur, 2022).

2.4.2 Festivities, celebrations

Festival of Altars of the Cross, May

The Day of the Cross, celebrated on 3 May, is a date of profound significance for the inhabitants of Suchitoto and for many Salvadorans. This celebration heralds the arrival of the rainy season in the country. It also marks the beginning of the growing season for flowers and fruits, making it a way to celebrate the renewal of the earth and its crops. The celebration is linked to the arrival of Christianity and honours the cross as a symbol of redemption and hope. The altar festival is a traditional event, where residents decorate their homes, streets and squares with colourful altars featuring a jiote cross, decorated with flowers, fruits, sweets, candles, Chinese paper pennants and other symbolic objects (Suchitoto, 2024).

Corn Festival, August

Since its inception, the Corn Festival has sought to be much more than just a celebration. It began as a community and religious expression of gratitude to Mother Earth for her

fruits, promoted by the Santa Lucía and El Calvario Parish in dialogue with its grassroots communities, farmers, artisans, cooks, and local communities. Today, it remains one of the most important festivals in Suchitoto, bringing together families, communities and visitors around colour, music, food and ancestral traditions (Suchitoto, 2025). The following figure shows the corn festival in Suchitoto. See figure 8.

Figure 8

Suchitlán, town of Suchitoto, El Salvador



Note. Corn Festival (Suchitoto, 2025).

Indigo Festival, September

The Indigo Festival in Suchitoto, Cuscatlán, is a celebration that highlights and preserves the traditions and culture surrounding indigo in the central region of the country. This event attracts national and international visitors interested in learning more about this natural dye, which was of great economic importance to the country during the colonial era.

One of the most notable attractions at the festival is the unveiling of indigo-dyed curtains at the Santa Lucía Church, a visual spectacle that highlights the beauty of the colour in a space that showcases the architectural structure.

Visitors enjoy rides on a small train decorated with indigo details, which travels through the cobbled streets of the village, as well as boat trips on Lake Suchitlán, where the boats feature decorative touches of indigo (Corsatur, 2022).

Feast of Saint Lucy, December 13

In Suchitoto, patron saint festivals are not only an act of faith, but also a space for community gathering. Processions with the patron saint of Suchitoto (Saint Lucy) wind through the streets of the town amid singing and lit candles, reinforcing the inhabitants' sense of belonging and faith. This tradition, passed down from generation to generation, preserves the link with the past while adapting to the social and cultural changes of the present.

The word 'fiesta', derived from the Latin *festum*, highlights its celebratory and collective nature. Beyond their religious dimension, patron saint festivals are moments of social interaction, where the values, beliefs and collective imaginaries of the community are recognised and expressed. As Arguedas (1968) points out, these festivities represent a 'recognised time' that allows communities to reaffirm their identity in the face of the transformations of time and modernity (Suchitoto, 2025).

Film Festival

The charming village of Suchitoto is preparing to host the eleventh edition of the Suchitoto International Film Festival (FICS), an event that promises to delight lovers of the seventh

art with unmissable premieres, memorable galas and a variety of cultural activities (Granados & Granados, 2025).

2.4.3 Gastronomy

Gastronomic tourism

The history of Suchitoto's cuisine has deep roots that date back to the indigenous cultures that inhabited this region long before the arrival of the Spanish colonizers. The Pipil indigenous people, who occupied Salvadoran territory, cultivated corn, beans, cacao, and other agricultural products that became the basis of the region's diet. With the arrival of the Spanish in the 16th century, new ingredients such as wheat, rice, livestock, and various spices were introduced. These elements were blended with existing culinary traditions, resulting in a unique fusion of flavors and cooking techniques (Alberto, 2023).

The typical dishes of Suchitoto are as follows:

- **Enchipotlado fish**

Enchipotlado fish is one of Suchitoto's most representative dishes. It is prepared with fresh fish, which is slowly cooked in a chipotle and spicy sauce. The result is a spicy and flavorful dish that reflects Suchitoto's passion for intense flavors.

- **Corn tamales**

Corn tamales are a traditional delicacy in Suchitoto. They are made with tender corn dough, which is mixed with cheese, pork rinds, or beans, and wrapped in corn husks before being steamed. They are a popular choice for breakfast or a snack.

- **Pupusas**

Pupusas are El Salvador's most iconic dish, and in Suchitoto, they are prepared with a special touch. These stuffed tortillas can contain cheese, pork rinds, beans, squash, or a combination of these ingredients. They are served with curtido (cabbage salad) and tomato sauce.

- **Corn atol**

Corn atol is a warm and comforting drink made from tender corn. It is mixed with milk, sugar, cinnamon, and vanilla to create a creamy and delicious drink that is consumed throughout the country, especially during festive seasons. The following figure shows the gastronomy of corn atol. See figure 9.

Figure 9

Suchitoto prepares for the corn festival, gastronomy of Suchitoto, El Salvador



Note. Suchitoto prepares for the corn festival.

2.4.4 Syncretism

Day of the Cross

Today is May 3rd, the day on which the Day of the Cross is celebrated, an expression of syncretism according to anthropology. In anthropological terms, syncretism is the interpretation of events in which two or more cultures are expressed. On this day, in the Barrio de la Cruz neighborhood of Suchitoto, in addition to waking up the residents with fireworks, people place a cross made from the giote tree outside their homes and surround it with fruit and containers of corn kernels, beans, and maize already sprouted. People arrive, bow before the cross, and take one or more pieces of fruit. This expresses at least two cultures: on the one hand, that of the conquerors, expressed in the symbol of the cross, where criminals and those who did not

agree with the Roman emperor during the Roman Empire were hanged; and on the other hand, for the natives, the conquered expresses the beginning of planting crops, hoping for a good rainy season. (Arevalo, 2024).

Early morning offerings, a religious tradition in Suchitoto

In Suchitoto, syncretism is also reflected in the mixture of Catholic rituals and indigenous customs in festivities such as the Day of the Dead and patron saint festivals, such as the “early morning offerings” in honor of Saint Lucia. This very peculiar tradition is still alive among the people and has become a custom for several decades. These are the “early morning offerings,” a tradition celebrated during the municipality's patron saint festivities from December 1 to 13 in honor of its patron saint, Saint Lucia (Orellana, 2020).

Legends

- **The Treasure of Aguacayo:** Unlike other travel stories, this one tells the legend of a fabulous treasure in a district of Suchitoto, Aguacayo, which was the birthplace of the sweets and fruit preserves so popular at patron saint festivals throughout the country. (Suchitoto, 2020).
- **The legend of the hermit:** tragedy and nymphs on Suchitlán Island: “This is a journey through a place where one of us lived, one who chose to distance himself from everyone else in order to be himself, a hermit whose island is now increasingly difficult to visit because of the nymphs¹⁶” (Urquillo, 2017).
- **The legend of Los Tercios Waterfall:** Near Suchitoto, at Los Tercios Waterfall, it is said that a little golden fish turns into a mermaid and can trap men, a story that invites caution (Suchitoto, 2020).

¹⁶ The term “nymphs” in Lake Suchitoto refers to the water nymph (also known as water lettuce), a plant that has invaded the lake in large quantities, hindering fishing and tourism.

- **The Hedionda Cave in Suchitoto:** According to stories and legends told by our grandparents, this cave was used by our ancestors to cross from Cuscatlán to Chalatenango to engage in various types of trade (Admin, 2017).

2.5. Principles for sustainable tourism

Sustainable Development Goals

In 2015, the UN approved the 2030 Agenda for Sustainable Development, presenting an opportunity for countries and societies to embark on a new path to improve everyone's lives leaving no one behind. The agenda consists of 17 Sustainable Development Goals (SDGs). These emphasize that eradicating poverty must go hand in hand with strategies that foster economic growth and address social needs such as education, health, social protection, and employment opportunities while also combating climate change and protecting the environment. On this site, we showcase information about these goals and the efforts that the UN and its partners are undertaking to build a better world (Gamez, 2025).

According to Miliska (2020), these are the 17 Sustainable Development Goals:

Goal 1: ending of poverty

Eradicating extreme poverty defined as surviving on less than \$2.15 per person per day (based on 2017 purchasing power parity) for everyone worldwide by 2030 is a core objective of the 2030 Sustainable Development Agenda.

Extreme poverty has decreased significantly over recent decades. However, the emergence of COVID 19 marked a turning point by reversing these gains: the number of people living in extreme poverty rose by nearly 90 million, an increase not seen in an entire generation. Even before the pandemic, progress in poverty reduction was slowing. By the end of 2022,

immediate projections suggested that 8.4% of the global population around 670 million people could still be living in extreme poverty. This setback effectively erased roughly three years of poverty alleviation progress. If current patterns persist, an estimated 7% of the world's population (around 575 million people) could still be trapped in extreme poverty by 2030, with a significant concentration in sub-Saharan Africa. Alarming, hunger levels have returned to heights last seen in 2005, and food prices have continued to rise in more countries compared to the 2015 and 2019 period. This dual challenge of poverty and food insecurity poses a serious global concern.

Goal 2: End hunger

Goal 2 aims to create a world free of hunger by 2030. The global problem of hunger and food insecurity has surged since 2015, exacerbated by factors such as the pandemic, conflicts, climate change, and growing inequalities.

In 2022, approximately 735 million people or 9.2% of the world's population were suffering from chronic hunger, a sharp increase compared to 2019. Moreover, an estimated 2.4 billion people faced moderate to severe food insecurity in 2022, meaning they lacked access to sufficient food an increase of about 391 million compared to 2019.

The persistent rise in hunger and food insecurity driven by a complex web of factors demands urgent attention and coordinated global action to mitigate this critical humanitarian crisis.

Severe hunger and malnutrition remain barriers to sustainable development, trapping people into cycles of poor health and low productivity, which hinders their ability to earn more and improve their livelihoods. Globally, 2 billion people lack regular access to safe, nutritious, and

sufficient food. In 2022, 148 million children suffered from stunting, and 45 million children under age 5 experienced wasting.

Goal 3: health and well-being

In recent years, substantial progress has been made in improving global health. 146 out of 200 countries or regions have already met or are on track to meet the SDG targets for under-5 mortality. Effective HIV treatment has reduced AIDS-related deaths by 52% since 2010, and at least one neglected tropical disease has been eliminated in 47 countries. However, inequalities in access to healthcare persist. The COVID-19 pandemic and other ongoing crises have hindered progress on Goal 3: childhood vaccination rates have seen the biggest decline in three decades, while deaths from tuberculosis and malaria have increased compared to pre-pandemic levels.

The SDGs commit to ending epidemics of AIDS, tuberculosis, malaria, and other communicable diseases by 2030, aiming for universal health coverage and access to safe, affordable medicines and vaccines for all. To overcome setbacks and address persistent healthcare gaps, greater investment in health systems is needed to support recovery and build resilience against future health threats.

Goal 4: Quality education

Ensure inclusive, equitable, quality education and promote lifelong learning opportunities for all even before the pandemic, progress toward quality education was too slow. COVID 19 had devastating impacts, causing learning losses in four out of five countries surveyed. Without additional action, an estimated 84 million children and youth may never attend school by 2030, and around 300 million students could lack basic arithmetic and literacy skills essential for life success. In addition to offering free primary and secondary education to all children

by 2030, this goal seeks to ensure equitable access to affordable vocational training, eliminate disparities based on gender and wealth, and achieve universal access to higher quality education. Education is the key to unlocking many other SDGs¹⁷: it helps break the cycle of poverty, reduces inequalities, promotes gender equality, enables healthier and more sustainable lives, fosters tolerance, and supports the development of peaceful societies. Achieving Goal 4 requires prioritizing education financing, making schooling free and mandatory, increasing the number of trained teachers, improving basic school infrastructure, and embracing digital transformation.

Goal 5: Gender equality

Gender equality is not only a fundamental human right but also essential for building peaceful, prosperous and sustainable societies. While some progress has been made in recent decades, the world is far from achieving gender equality by 2030.

Women and girls make up half the global population, and thus half of its potential but gender inequality still hinders social progress. On average, women earn 23% less than men worldwide in the labor market and spend three times more hours on unpaid domestic and care work than men.

Sexual violence and exploitation, unequal unpaid care burdens, and discrimination in public office present persistent obstacles. The pandemic worsened these issues: reports of gender-based violence increased; women assumed additional care responsibilities due to school closures; and 70% of the health and social workforce worldwide are women.

¹⁷ The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

At the current pace, it's estimated that it will take: 300 years to end child marriage, 286 years to close legal protection gaps and eliminate discriminatory laws, 140 years to achieve equal representation in positions of power and leadership in the workplace, and 47 years to achieve equal representation in national parliaments. Attaining Goal 5 requires political leadership, investments, and comprehensive policy reforms to dismantle systemic barriers. Gender equality must be embedded across policies, budgets, and national institutions.

Goal 6: Clean water and sanitation

Access to safe water, sanitation, and hygiene is a basic human need fundamental to health and well-being. Unless progress is quadrupled, billions will still lack access by 2030. Population growth, urbanization, and increasing water demand from agriculture, industry, and energy sectors are driving up water needs. Globally, half the population currently faces severe water scarcity for at least one month per year, and climate change–driven warming is expected to increase this scarcity further. To ensure universal access to safe, affordable drinking water by 2030, investments are needed in infrastructure and sanitation facilities, protection and restoration of water related ecosystems, and hygiene education. Improving water-use efficiency is also key to reducing water stress. Progress has been made between 2015 and 2022; The share of the global population with access to safely managed drinking-water services increased from 69% to 73%.

Goal 7: Affordable and clean energy

Goal 7 aims to secure access to clean, affordable energy as a foundation for agriculture, business, communication, education, health, and transport. The world is progressing toward sustainable energy targets but not nearly fast enough. At the current rate, around 660 million

people will still lack electricity access, and nearly 2 billion will continue relying on polluting fuels and technologies for cooking by 2030.

Everyday life depends on secure and affordable energy but energy consumption remains the leading driver of climate change, accounting for around 60% of global greenhouse gas emissions.

Access to electricity rose from 87% in 2015 to 91% in 2021. Achieving universal access to affordable electricity by 2030 requires investment in clean energy sources like solar, wind, and geothermal, as well as expanding infrastructure and improving technologies to deliver clean energy especially in developing countries.

Goal 8: decent work and economic growth

Goal 8 seeks to foster inclusive and sustainable economic growth, and secure decent work for all. Current global economic challenges threaten this goal. Real global GDP per capita growth is forecasted to slow in 2023, and harsh economic conditions are pushing more workers into informal employment. There has been an increase in labor productivity and a decline in global unemployment—yet more needs to be done to improve employment opportunities (especially for youth), reduce informal work and pay gaps, promote safe working conditions, and enhance access to financial services to sustain inclusive economic growth. As economies started recovering from the pandemic, global unemployment fell significantly in 2022 to 5.4%, down from a peak of 6.6% in 2020, and below the pre-pandemic level of 5.5% in 2019.

Goal 9: Industry, innovation and infrastructure

Goal 9 focuses on resilient infrastructure, sustainable industrialization, and innovation. Economic growth, social development, and climate action rely heavily on investment in

infrastructure, sustainable industry, and technological progress. In today's rapidly evolving global economy and widening inequalities, inclusive growth must be based on innovation and resilient infrastructure accessible to all. Global manufacturing, long a key engine of economic growth, has been in continuous decline due to tariffs and trade tensions, even before the pandemic. The pandemic-induced decline exacerbated global economic strain. These challenges stem from high inflation, fluctuations in energy prices, ongoing supply chain disruptions, and a slowing global economy.

Goal 10: Reducing inequalities

Inequality threatens long term social and economic development it impedes poverty reduction and undermines people's sense of fulfillment and dignity. In most countries, income among the poorest 40% of the population grew faster than the national average. However, preliminary data suggests COVID 19 may have reversed this positive trend of decreasing within country inequality.

The pandemic also triggered the greatest rise in inequality between countries in three decades. Reducing inequality requires equitable distribution of resources, investment in education and capacity building, social protection measures, combating discrimination, support for marginalized groups, and international cooperation for fair trade and financial systems.

Goal 11: Sustainable cities and communities

Goal 11 envisions cities and human settlements that are inclusive, safe, resilient, and sustainable. Cities are the future of global living. By 2022, the global population reached 8 billion, with over half living in urban areas and the figure is projected to grow to 70% by 2050. Currently, approximately 1.1 billion people live in slums or similar conditions with up to 2 billion more expected over the next 30 years.

Many cities are unprepared for this rapid urbanization: housing, infrastructure, and services are strained, leading to more informal settlements. Uncontrolled urban growth, air pollution, and lack of open public spaces persist. Progress has been made since the SDGs were adopted in 2015, the number of countries with national and local disaster-risk reduction strategies has doubled. Yet challenges remain until 2022; only half of the global urban population had access to public transport. Achieving sustainable development demands a transformative shift in how urban spaces are built and managed.

Goal 12: Responsible production and consumption

Goal 12 promotes sustainable consumption and production patterns critical to sustaining livelihoods now and for future generations. Earth's resources are dwindling while population grows. If the global population reaches 9.8 billion by 2050, nearly three Earths could be needed to sustain current lifestyles.

We must reduce consumption by changing habits, notably by shifting toward sustainable energy systems. However, global crises led to a resurgence in fossil fuel subsidies, which nearly doubled between 2020 and 2021. There are promising changes in business practices sustainability reporting has nearly tripled in just a few years, signaling increased commitment and awareness to prioritize sustainable operations. Food waste is another sign of overconsumption and it's urgent to tackle. Each year, a staggering 931 million tons of food are wasted, even while millions go hungry. Addressing this requires targeted data-driven policies and investments in technologies, infrastructure, education, and oversight.

Goal 13: Climate action

Climate change affects all people across every continent and climate catastrophe loom, and we are unprepared. Human activities drive climate change and threaten life on Earth as we

know it. With rising greenhouse gas emissions, climate change is progressing much faster than anticipated, triggering extreme weather events and rising sea levels. If unchecked, climate change could undo many recent developmental gains and spark mass migrations, instability, and conflict. To limit global warming to 1.5 °C above preindustrial levels, emissions must already be declining and need to be nearly halved by 2030 just seven years away. We are preindustrializing that goal. Urgent, transformative action beyond mere plans or promises is imperative. We must raise ambition, mobilize whole economies, embrace climate-resilient development, and chart a clear path to net-zero emissions. Time is running out and immediate action is vital to prevent catastrophic outcomes and safeguard a sustainable future for coming generations.

Goal 14: sustainable use of the oceans, seas, and marine resources

Goal 14 seeks the conservation and sustainable use of the oceans, seas, and marine resources. Human existence and life on Earth depend on healthy oceans and seas. Oceans cover three-quarters of the Earth's surface, hold 97% of its water, and represent 99% of the planet's living space by volume. They provide essential natural resources food, medicines, biofuels, and more help break down and remove waste and pollution, support coastal ecosystems that mitigate storm damage, and serve as the planet's largest carbon sink. Marine pollution has reached extreme levels: over 17 million metric tons of waste contaminated the ocean in 2021, and this amount could double or triple by 2040. Plastic is the most harmful marine pollutant. Currently, the ocean's average pH is 8.1, about 30% more acidic than pre-industrial levels. Ocean acidification threatens marine life, disrupts the food chain, and undermines ocean services vital to food security and human survival.

Goal 15: Protect, restore, and promote sustainable use of terrestrial ecosystem

Goal 15 aims to protect life on land. It seeks to safeguard and restore terrestrial ecosystems, manage forests sustainably, combat desertification, halt and reverse land degradation, and stop biodiversity loss. Terrestrial ecosystems are vital to human life they contribute to over half of the global GDP and carry immense cultural, spiritual, and economic value. But the world faces a triple crisis, climate change, pollution, and biodiversity loss. Between 2015 and 2019, more than 100 million hectares of healthy, productive land degraded each year, affecting 1.3 billion people.

Agricultural expansion is the direct driver of nearly 90% of global deforestation, closely linked to food systems. Palm oil production alone accounted for 7% of global deforestation between 2000 and 2018. Global and especially regional efforts to preserve forest ecosystems and their social, economic, and environmental functions are vital for developing and tropical countries. Achieving Goal 15 requires a fundamental shift in humanity's relationship with nature recognizing that nature is the foundation of life on Earth. The recently adopted Kunming-Montreal Global Biodiversity Framework offers renewed momentum, outlining four outcome-oriented goals for 2050 and 23 targets to be met by 2030.

Goal 16: Promote peaceful and inclusive societies, justice, and strong institutions

Goal 16 promotes peaceful, inclusive societies; access to justice for all; and effective, accountable, and inclusive institutions at all levels. People everywhere should live free from fear of violence and feel safe regardless of their background, religion, or orientation.

However, violent conflicts both new and ongoing are derailing global progress toward peace and SDG 16. Alarmingly, in 2022, civilian deaths related to conflicts increased by more than 50%, marking the first such rise since adoption of the 2030 Agenda mainly due to the war in Ukraine.

High levels of armed violence and insecurity have destructive consequences for development, while sexual violence, crime, exploitation, and torture remain widespread whether in conflict settings or where the rule of law is weak. Countries must act to protect at-risk groups.

Governments, civil society, and communities must collaborate to find lasting solutions to conflicts and insecurity. Strengthening the rule of law, promoting human rights, reducing illicit arms trafficking, fighting corruption, and encouraging inclusive participation are all essential components of this process.

Goal 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development

Goal 17 focuses on revitalizing the global partnership for sustainable development. The 2030 Agenda is universal requiring involvement from all countries, developed and developing alike, to ensure no one is left behind. It also calls for collaboration among governments, the private sector, and civil society. The SDGs can only be achieved through strong global partnerships and cooperation.

However, not all countries are starting from the same baseline. Low- and middle-income countries are grappling with massive debts that limit progress. Post-COVID-19, developing countries face unprecedented external debt levels, compounded by challenges like soaring inflation, rising interest rates, competing priorities, and constrained fiscal capacity highlighting the urgent need for debt relief and financial assistance. Although official development assistance (ODA)¹⁸ flows remain at historic highs, the increase in 2022 mainly stemmed from donor spending on refugees and aid to Ukraine.

¹⁸ Official Development Assistance (ODA) is government aid aimed at promoting the economic development and welfare of developing countries.

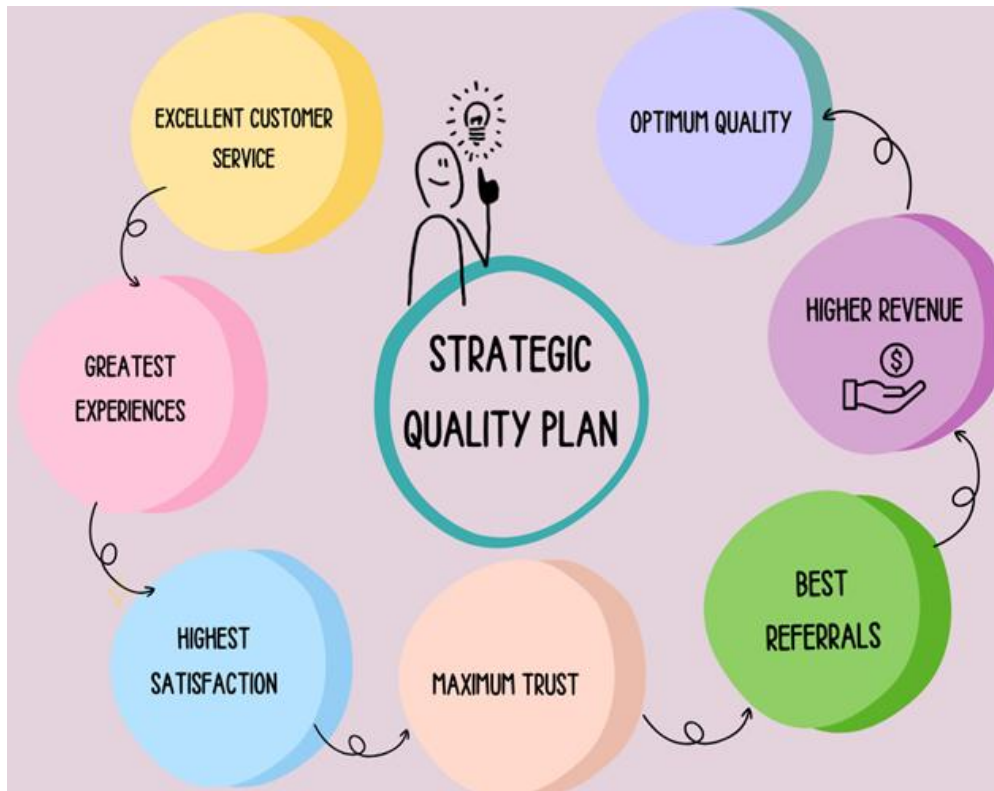
2.6. Strategic quality plan and action plan

Strategic quality plan

Achieving customer loyalty is one of the Cozy Tourist Corner main objectives, with the aim of gaining more customers and thus increasing profits. To this end, a strategic quality plan has been created that will facilitate the goal of “customer loyalty and increased business sustainability through seven steps”. An example of strategic quality plan is illustrated in Figure 10. See figure 10.

Figure 10

Strategic quality plan for the Cozy Tourist Corner hostel



Note. This illustration is own creation.

Description of the strategic quality plan for the Cozy Tourist Corner hostel.

- ✓ **Excellent customer service:**

Treat customers well, listen to them, and help them quickly. When they feel well taken care of, they will return and recommend the hostel.

✓ **Greatest Experiences:**

Make customers feel comfortable and satisfied when using the product or service, ensuring that everything is easy, enjoyable, and hassle-free.

✓ **Highest Satisfaction:**

That customers are happy with the service provided, so that they feel satisfied with the service our hostel offers.

✓ **Maximum Trust:**

That customers trust our hostel, providing good service so that customers prefer to visit us and make their reservations, feeling comfortable in our facilities during their stay.

✓ **Best Referrals:**

Those customers speak highly of the hostel, feeling satisfied with their stay and providing good references on our social media.

✓ **Higher Revenue:**

If good references are obtained, this would generate higher income for the hostel, as future customers would recognize the quality of service provided and, therefore, the Cozy Tourist Corner hostel would be one of the best options to choose from.

✓ **Optimal Quality:**

If we earn more income, we will be able to provide optimal quality so that our guests can receive the best quality care during their stay at the hostel.

Action plan

The description of the quality plan for the Cozy Tourist Corner hostel is as follows.

The following table shows the hostel's action plan. See table 2.

Table 2

Description of the quality plan for the Cozy Tourist Corner hostel

Action	Responsible	Improvement
Description: You will be responsible for recording, organizing, and confirming reservations both in person and online.	Yasmin Alvarado Reservations manager.	10% discount on all our rooms when booking 15 days in advance.
Description: Customers will be assisted by providing information about the hostel's services, prices, availability, and tourist activities in the area, ensuring quality customer service experience.	Yasmin Alvarado Customer service manager.	Your reservation for two rooms includes two complimentary traditional breakfasts.

<p>Description:</p> <p>You will be responsible for creating and publishing promotional content for the hostel cozy tourist corner on platforms such as Facebook, Instagram, and other social media, using attractive designs that catch the attention of tourists. In addition, you will respond promptly to questions, comments, and reservations received via WhatsApp, email, or social media, providing friendly and effective customer service to interested customers.</p>	<p>Rocio Rodriguez</p> <p>Responsible for designing and publishing promotions on social media and digital channels for the hostel, as well as responding to customer inquiries via WhatsApp, email, and social media.</p>	<p>Free participation in an express painting class or indigo class, subject to availability.</p>
<p>Description:</p> <p>Managing the Airbnb app so that foreign and local tourists can contact us and verify that our hostel is legitimate</p>	<p>Rocio Rodriguez</p> <p>Responsible for managing the app to respond to messages and make reservations. Similarly, updating all information on the app and sharing promotions for our hostel.</p>	<p>Customers who make their reservations online from Monday to Thursday will receive a 25% discount.</p> <p>Customers who subscribe to our website will receive a free tour of the town of Suchitoto.</p>

Note. This table is own creation.

CHAPTER III

“LOCAL DEVELOPMENT THROUGH A TOURISM PRODUCT OR SERVICE”

3.1 Entrepreneur profile

As Cozy Tourist Corner, it is important to identify the entrepreneur's profile in relation to their objectives and interests.

3.1.1 Definition of entrepreneur

According to research conducted in different sources of information on the concept of entrepreneur, as a team, we consider that the term entrepreneur refers to a person who identifies business opportunities or a need in the market and decides to create a product, service, or project. In addition, they are characterized by their creativity, initiative, and ability to take risks to achieve their proposed objectives. An entrepreneur also seeks to generate economic, social, or environmental value through their venture.

3.1.2 Characteristics of an entrepreneur

Being an entrepreneur and being a successful entrepreneur are two different things. Just as having a brilliant idea does not guarantee success, neither does doing it well without a good team, solution, or even momentum. The journey of an entrepreneur can be one of the most rewarding, but also one of the most difficult. It is a path that requires a combination of factors and resources, including the skills and qualities of those who travel this path.

Characteristics and skills of a successful entrepreneur

The business world is characterized by the presence of exceptional individuals who through their vision, determination, and unique skills, manage to stand out as successful entrepreneurs. What are the technical qualities and personal attributes that distinguish these visionary leaders?

- **Effective communication:**

An entrepreneur must certainly be a great communicator, capable of conveying ideas to those around them in a truthful, clear, and, of course, persuasive manner.

- **Leadership:**

Leadership skills are essential for making a good start as an entrepreneur, as they are fundamental for guiding, inspiring, and directing teams toward effective organizational decision-making.

- **Strategic vision:**

Entrepreneurs have a clear strategic vision, which includes the ability to anticipate and plan for the future of the company, identifying opportunities, anticipating challenges, and building long-term goals.

- **Teamwork skills:**

An entrepreneur must work harmoniously with others, because this allows them to capitalize on diverse skills, set shared goals, and build a solid foundation for business growth.

- **Passion:**

Passion is one of the quintessential qualities of entrepreneurship. In fact, passion promotes commitment and perseverance in achieving business goals.

- **Adaptability:**

Successful entrepreneurs have one thing in common: they can deal with a dynamic business environment, overcoming constant challenges and maintaining a focus on continuous learning.

- **Creativity:**

The ability to generate innovative ideas is essential to excel in competitive environments. It drives differentiation, continuous innovation, problem solving, adaptability, and the stimulation of entrepreneurship.

- **Motivation:**

Motivation is the quality that drives entrepreneurs to overcome obstacles and achieve goals. It also maintains their emotional well-being and contributes directly to business results.

- **Product or service knowledge:**

Mastering information about a company's product or service provides entrepreneurs with the tools they need to sell in an effective manner, provide excellent customer service, differentiate themselves in the market, and continue innovating for the sustained success of their company.

- **Negotiation skills:**

Negotiation skills are not only essential for closing business deals, but also contribute to establishing strategic alliances, resolving conflicts, obtaining resources, and adapting to a dynamic business environment all crucial factors for an entrepreneur's success.

3.1.3 Differences between an entrepreneur and a businessman

There is a big difference between those who see it clearly and those who don't. Basically, a businessman will tend to focus on managing and optimizing an established business, while an entrepreneur will constantly look for opportunities and take risks.

- **Focus and action:** Entrepreneurs initiate innovative projects and take significant risks, while the businessman manages and runs an existing business.

- **Objectives and strategies:**

Entrepreneurs look to innovate and create new markets, while the businessman focuses on operational efficiency and established management.

- **Roles and responsibilities:**

The entrepreneur designs, evaluates, and executes their ideas, while the businessperson establishes roles to fulfill specific responsibilities.

- **Focus on productivity:**

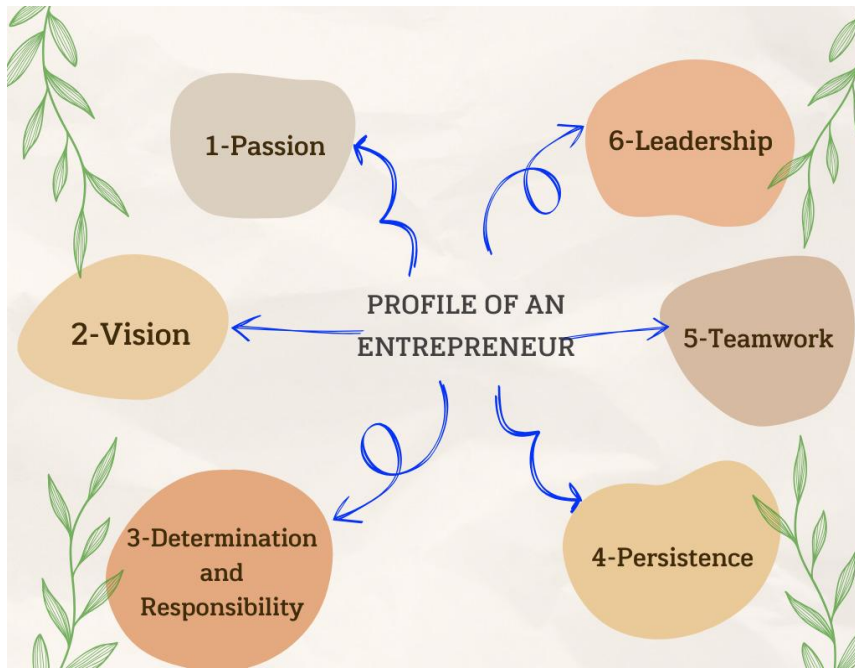
The business owner is more focused on employee productivity and business growth, while the entrepreneur focuses on developing a strong and profitable business (Yasmina, 2024).

3.1.4 Entrepreneur profile based on characteristics applied to our tourism service

The profile of an entrepreneur based on Cozy Tourist Corner hostel. The following figure shows the characteristics applied in our tourism service. See Figure 11.

Figure 11

Characteristics of an entrepreneur applied in Cozy Tourist Corner hostel



Note. This figure is own creation.

Description of the entrepreneur profile based on characteristics applied in Cozy Tourist Corner hostel.

The Cozy Tourist Corner hostel was born thanks to the initiative and vision of two entrepreneurs motivated by a passion for tourism and a desire to offer authentic experiences to visitors. We both share an innovative and creative spirit that encourages us to offer a welcoming place.

We both stand out for our entrepreneurial vision, projecting the hostel as a place that not only provides hospitality, but also contributes to the economic, social, and cultural development of the community. This vision motivates us to constantly innovate our services and stand firm in the search for new opportunities.

We are also known for our determination and sense of responsibility, qualities that allow us to work together in the management of our hostel, ensuring personalized service where every tourist feels welcome and valued.

Persistence is another of our most notable qualities, as we face challenges with determination, learning from difficulties and transforming them into new opportunities for growth. Thanks to this characteristic, we will be able to maintain our motivation and move towards achieving our goals.

Teamwork is the essence of our venture. One focuses on operational management and ensuring service quality, while the other directs efforts towards marketing, promotion, and the creation of strategic alliances. This complementarity allows us to enhance our skills and achieve better results.

Our commitment to sustainability and shared leadership makes us, the founders of Cozy Tourist Corner, an example of entrepreneurs: responsible, innovative, persistent, and dedicated to creating unique experiences, positioning the hostel as a tourist benchmark in the area.

3.1.5 Social responsibility of the entrepreneur

What is social responsibility?

Social responsibility refers to the duty of all individuals and organizations to have a positive impact on society. It means making decisions that influence people and the environment for the better. This requires a certain balance between profit and the good of humanity on the part of companies and entrepreneurs. Social responsibility includes sustainable development, ethical practices, and socially responsible corporate behavior.

Many companies are beginning to participate in Corporate Social Responsibility (CSR) initiatives. These range from charitable contributions to education and the promotion of equal opportunities. Companies that practice ethical behavior can earn the trust of customers and achieve long-term success.

3.1.6 Ethics and social responsibility of the entrepreneur

The ethical and socially responsible behavior of an entrepreneur is relevant to business. Entrepreneurs need to apply moral values to their businesses. Ethical business conduct encompasses integrity, fairness, and transparency in business operations.

Ethical entrepreneurs bring favorable publicity to their brands. They are viewed positively by consumers, employees, and investors. Ethical standards also limit legal liability risks and maximize potential profits in the foreseeable future.

- **Honesty and integrity:** they must maintain the truth about their products and services.
- **Fair Trade practices:** ensures that fair wages and safe working conditions are maintained for employees.
- **Environmental responsibility:** one should always try to minimize waste while adhering to sustainable business practices.
- **Customer respect:** one gains loyal customers through the delivery of good quality products and services.
- **Community involvement:** a person's dedication to local communities through charitable efforts is that of an ethical entrepreneur.

3.1.7 Benefits of social responsibility for entrepreneurs

However, the numerous benefits of social responsibility are reflected in the entrepreneur. Responsible companies attract customers, retain employees, and develop competitive advantages. Ethical standards and contributions to society will establish and generate trust in any industry.

Social responsibility goes beyond mere moral obligations; it is a strategic advantage. Entrepreneurs must incorporate social responsibility into their business models. They will experience growth, stability, and public goodwill. As consumers become more aware, companies that turn their backs on ethics and sustainability will go out of business in the long run.

- **Brand image and reputation:**

Customers prefer to do business with companies that care about social and environmental issues; a positive reputation leads to high customer satisfaction and trust; responsible organizations are positioned for long-term success; they meet the high expectations of today's society; and sustainability practices make companies more resilient and adaptable.

- **Increased employee satisfaction and retention**

Companies consider the well-being and ethical practices of their employees; they motivate and engage their employees, reducing turnover and increasing productivity; ethical companies attract responsible investors who seek sustainable and socially responsible businesses; these companies attract more publicly traded investors to support their long-term sustainability goals.

- **Improved customer relations and sales growth**

Customers are more likely to support companies that contribute to society. These initiatives have increased the probability that customers will choose a business that complies with ethical and social responsibility guidelines, reducing legal problems, multiple lawsuits, and the risk of the company going out of business. It is also crucial to ensure that the business operates legally within the parameters of the laws that govern its geographical operation.

- **Competitive advantage**

Socially conscious companies distinguish themselves from their competitors, making their brand stronger in the market. These companies can explore new markets, which generally results in a larger and more diverse customer base. Their sustainable and ethical products often appeal to conscious consumers.

- **Cost savings through sustainable practices**

Adopting environmentally friendly and energy-efficient processes reduces operating costs; renewable resources and waste reduction help improve the company's bottom line; a healthy commitment to the local community fosters goodwill; it can create a business environment that is advantageous for the future; it is better for health, depending on local hospitals and schools (Nandedkar, 2025).

3.2 Responsibility of entrepreneurs towards the local community of Cozy Tourist Corner

Entrepreneurs, when developing their businesses, have an ethical and social responsibility towards the community in which they operate. In the case of the Cozy Tourist Corner hostel, this responsibility is manifested in the commitment to generate a positive impact on Suchitoto, both economically, socially, and culturally.

- **Economically:**

The hostel contributes to the well-being of the community by generating local employment and supporting small producers and artisans in the village, ensuring that part of the income generated by tourism is reinvested in the local economy.

- **Socially:**

The hostel promotes labor inclusion and encourages community participation in tourism activities, strengthening the sense of belonging and social cohesion. It also raises visitors' awareness of respect for local culture and traditions, promoting responsible tourism that values the identity of the people.

- **Cultural and environmental:**

The hostel adopts sustainable practices, such as the responsible use of natural resources and protection of the environment, ensuring that future generations can enjoy the natural and cultural resources of Suchitoto.

In this way, Cozy Tourist Corner exemplifies how a business venture can balance economic profitability with responsibility toward the local community, contributing to sustainable development and the overall well-being of the town.

3.3 Market niches

3.3.1 What is market segmentation?

Market segmentation involves dividing the target market into smaller groups that share similar characteristics, such as age, income, personality traits, behavior, interests, needs, or location. These segments can be used to optimize products, marketing efforts, advertising, and sales.

Market segmentation allows brands to create strategies for different types of consumers, depending on how they perceive the total value of certain products and services. This enables them to deliver a more personalized message with the certainty that it will be well received (Parra, 2025).

Market niches

A market niche is a specific group of consumers with unique needs or preferences that are not fully met by large companies. By focusing on a specific segment, you can offer products or services perfectly tailored to those particular tastes and differentiate yourself from the general competition to create a more personalized experience for your audience. For example, the vegan beauty products market targets consumers who are looking for cosmetics free of animal-derived ingredients, in line with their ethical values and lifestyle. By catering to this specific audience, you have less direct competition and the possibility of setting premium prices due to the exclusivity of your offering. Furthermore, by meeting these specialized needs, you can build a loyal customer base that is committed to your brand (Islas, 2025).

3.3.2 Differences between market segments and niches.

When we talk about a market segment, we refer to a group of individuals who share identical characteristics in terms of desires, needs, lifestyle, or consumption habits, while market niches are found within each market segment and are much smaller groups of people.

This can also apply to companies, not just individuals who want to have the means to satisfy their needs. An example of this would be bicycles. Bicycles in general would be a market segment, while within this market segment there are different niche markets, such as lovers of high-performance bicycles, vintage bicycles, mountain bikes, children's bicycles, etc.

Each market niche has specific characteristics that differentiate it from other niches belonging to the same segment. Each one has very specific desires or needs. Having a well-defined market niche can bring numerous advantages to businesses in different market sectors (Virginiaeude, 2019).

3.3.3 Market segments and niches for the Cozy Tourist Corner hostel

Our market segments

Domestic tourists (weekend getaways)

Salvadoran individuals or families traveling from San Salvador or other nearby cities to spend one or two nights in a setting away from the city, or tourists who want to visit the town of Suchitoto and need accommodation to enjoy everything the town has to offer, such as relaxation, a change of scenery, visiting the lake, enjoying the historic center, and experiencing the town's art and cuisine.

Cultural tourists

Visitors interested in history, art, colonial architecture, festivals, museums, and local cultural life will find that Suchitoto is a town that offers all that and more. In addition, tourists can learn about heritage, participate in cultural events and workshops, or visit galleries and the theater.

International backpackers

Young travelers, mainly from the US, Europe, and neighboring countries (Guatemala, Honduras) who are traveling on a budget will find our hostel to be the best option for accommodation. In addition, they can interact with other tourists and learn about culture and nature.

Nature/ecotourism travelers

People looking for outdoor activities: hiking, photography, kayaking on Lake Suchitlán, bird watching, or waterfall viewing, who enjoy connecting with nature, tranquility, and sustainable tourism. The hostel is the best option and has the best location for experiencing and feeling ecotourism.

Our market niches

International backpackers

Young backpackers from Guatemala, Honduras, Nicaragua, or Costa Rica who are traveling through El Salvador on their way to other destinations and need an affordable place to stay. The hostel is in a tourist town where they can spend time and get to know the area. We can also create “backpacker packages” with discounts or agreements with other hostels along the Central American route (Santa Ana, La Libertad, Copán, Antigua) for those who want to learn about the history, art, and colonial architecture of Suchitoto, socialize, and relax for 1–2 nights.

Tourists who love art and local culture

Travelers from the US, Canada, or Europe, or domestic tourists interested in authentic culture, folk art, and workshops where they can enjoy artistic experiences, such as participating in indigo workshops, visiting galleries, attending festivals, and taking photographs of the colonial town. This is an opportunity to offer a “cultural package” (accommodation + indigo workshop + guided tour of the town + traditional dinner). The hostel offers a picturesque, peaceful, and safe environment for tourists.

Romantic getaways

Young or middle-aged couples are looking to disconnect for a weekend and connect with nature and local culture into a cozy space with private, romantic rooms for couples to relax, see the lake, enjoy the town, and sample local cuisine. Promotions such as “weekend couples” or “anniversary packages” are ideal for this niche market.

Rural digital nomads

Professionals who travel around El Salvador working online, seeking tranquility, nature, and a quiet environment where they can live temporarily in a picturesque, affordable setting with a good internet connection so they can always be on the go and working remotely. Where rooms can be adapted as mini-coworking suites or café-offices within the hostel for greater satisfaction.

Active seniors / wellness tourism

Seniors interested in physical and mental health want to do different activities such as gentle yoga, hiking, and healthy eating in outdoor spaces. Also retired adults who just want to enjoy a quiet moment in a peaceful town without noise or people bothering them, with comfortable and cozy rooms, offering gentle wellness retreats or active longevity workshops.

3.4 Logo and slogan

What is a logo?

A logo is simply the graphic or visual element that gives a company, business, product or service its identity. It is a symbol that appeals to visual memory and allows any type of entity to have a presence without the need for descriptions (Carrasco, 2024).

What is a slogan?

In marketing, a tagline is a catchy or memorable phrase or slogan designed to serve as a permanent expression of a company's purpose and mission. Taglines are enduring, instantly relatable to your brand, and aim to attract new customers and remain in the minds of your current audience (Robinson, 2020).

3.4.1 The logo and slogan of Cozy Tourist Corner hostel

The logo and slogan of Cozy Tourist Corner are shown in the following figure. See figure 12.

Figure 12

Logo representing the Cozy Tourist Corner hostel



Note. This figure is own creation.

Description of the logo and slogan of Cozy Tourist Corner hostel

The logo and slogan of the Cozy Tourist Corner hostel represent the essence and values that define our tourist service. Both elements were designed with the aim of reflecting the warmth, comfort, and hospitality we offer to every visitor.

- ❖ **Letter:** Cozy Tourist Corner's name was added to identify the name of the company, its purpose, and the service it provides to the public.
- ❖ **The logo:** shows the essence of the hostel as a warm place where tourists feel a part of Suchitoto, a modern and welcoming place where visitors feel welcome.

- ❖ **The sun:** represents the light that will accompany every tourist to every corner of the village.
- ❖ **The little house:** represents the hostel where every visitor will feel comfortable, as if they were at home.
- ❖ **The blue bird:** represents indigo, symbolizing the culture of the town of Suchitoto.
- ❖ **The flying bird:** represents a free spirit and traveler, just like tourists who decide to be free and explore the world.
- ❖ **The slogan:** “More than a hostel, a home in the heart of Suchitoto”. This slogan sums up our commitment to providing an authentic, peaceful experience close to the cultural heart of El Salvador, as it is not only a place to rest, but also a place where you can create unforgettable memories of the town, as it is the perfect place to relax and explore the streets, learn about the culture and traditions, and discover our most valuable natural resource, Lake Suchitlán.

3.5 Mission, vision, and values

3.5.1 Mission

To offer each visitor an authentic and comfortable experience. It is a welcoming space that combines local culture, relaxation, nature, and respect for the environment, creating unique experiences that reflect the essence of the town of Suchitoto, contributing to sustainable development and the well-being of both guests and the community.

3.5.2 Vision

To consolidate our position as one of the most welcoming, recognized, and preferred hostels for visitors in the town of Suchitoto, being a benchmark for our hospitality, warm

atmosphere, commitment to sustainable tourism, cultural preservation, and contributing to making each trip an unforgettable memory.

3.5.3 Values

The following figure represents the purpose of Cozy Tourist Corner, which is to be identified and recognized by the values listed below, which will be followed daily by the entire hostel. See figure 13.

Figure 13

Values represented by the Cozy Tourist Corner hostel



Note: This figure is own creation.

Description of the Cozy Tourist Corner's values

1. Hospitality:

At Cozy Tourist Corner, this represents our commitment to treating every visitor with warmth, respect, and kindness. This value is essential for creating a welcoming atmosphere where guests feel welcome and valued throughout their stay.

2. Passion for servicing:

Drives all hostel staff to offer authentic service and a commitment to guest satisfaction. This value reflects the dedication and enthusiasm with which we work every day to ensure personalized, high-quality service.

3. Innovation:

At Cozy Tourist Corner, innovation is understood as the constant pursuit of improvements in services, facilities, and tourist experiences. Through creativity and continuous updating, we strive to exceed visitors' expectations and adapt to new trends in sustainable tourism.

4. Authenticity:

This is a value that guides the promotion of Suchitoto's cultural and natural wealth. The hostel seeks to offer experiences that reflect the identity of the place, allowing visitors to learn about and appreciate the traditions, customs, and landscapes characteristic of the region.

5. Quality:

The value of quality is reflected in the guarantee of reliable, safe, and comfortable service. Every detail, from cleanliness to customer service, is carefully managed to ensure that guests enjoy a pleasant and satisfying experience.

6. Teamwork:

Foster cooperation, mutual respect, and communication among all members of the hotel staff provide efficient and harmonious service.

7. Responsibility:

To fulfill the commitments, we have made to our guests, the community, and the environment, always acting with dedication and professionalism.

8. Honesty:

Maintaining transparent and ethical conduct in all our actions, ensuring the trust and satisfaction of our visitors.

CHAPTER IV: BIBLIOGRAPHY

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