

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



TOURIST SERVICE: AIRBNB TOURIST SERVICE

SERVICIO TURÍSTICO: SERVICIO DE ALOJAMIENTO PARA TURISTAS

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ABSTRACT

This project proposes the creation of *AIRBNB* an eco-friendly lodging initiative located in Cerro Verde National Park, one of El Salvador's most iconic natural destinations. The general objective is to promote nature and adventure tourism through the development of a self-sustainable that offers quality accommodation to both national and international visitors. The AIRBNB aims to provide a safe, comfortable, and welcoming environment while fostering a deep connection with nature through activities such as hiking, volcano exploration, and guided tours.

The project also prioritizes environmental conservation and community development by integrating local products and services, creating jobs, and hosting cultural and educational events. With rustic architecture, sustainable practices such as solar energy use and waste management, and spaces designed for relaxation and reflection, the Airbnb seeks to offer more than just lodging it offers an experience of well-being and environmental awareness. *AIRBNB* will serve as a model for responsible tourism in El Salvador, balancing visitor enjoyment with the preservation of natural and cultural heritage.

INTRODUCCION

Nature and adventure tourism has gained increasing global relevance, driven by travelers seeking authentic, sustainable experiences that diverge from traditional mass tourism. In this context, El Salvador holds great potential due to its rich ecosystems, cultural diversity, and the warmth of its people. One of the country's most attractive natural destinations is Cerro Verde National Park, located in the western region. This ecological enclave, known for its scenic beauty and biodiversity, offers ideal conditions for the development of responsible tourism initiatives.

Within this framework, the proposal to establish *AIRBNB* emerges a tourism project designed to offer eco-friendly lodging and complementary services that foster a meaningful connection with nature, promote visitor well-being, and stimulate local economic growth. This chapter introduces the foundation of the project, beginning with the definition of its general and specific objectives, followed by a justification grounded in social, environmental, and economic factors, and a detailed description of the proposed tourism product.

The aim is to provide a solid foundation for understanding the importance and feasibility of the initiative, aligned with current trends in ecotourism, sustainability, and human development. Through the construction of environmentally friendly infrastructure, the promotion of responsible practices, and collaboration with local stakeholders, *AIRBNB* aspires to become a national benchmark in sustainable tourism in El Salvador.

CHAPTER I

TOURIST SERVICE PROFILE

1.1 OBJECTIVES

To become a national benchmark in nature and adventure tourism, recognized for our hospitality, environmental commitment, and ability to provide unforgettable moments of peace and well-being in one of El Salvador's most iconic destinations

1.1.1 GENERAL OBJECTIVE

To develop nature and adventure tourism through the *AIRBNB* in Cerro Verde National Park, offering accommodation to national and international tourists, in a self-sustainable manner.

1.1.2 SPECIFIC OBJECTIVES

- To offer safe, clean, and welcoming lodging services that meet the rest and wellness needs of visitors to the park and its surroundings.
- To promote sustainable local development through job creation and the integration of community products and services in the operation of the hostel.
- To encourage direct contact with nature through activities such as hiking, family walks, and visits to the Ilamatepec and Izalco volcanoes, taking advantage of the park's privileged natural surroundings.

1.2 JUSTIFICATION

Nature and adventure tourism has gained increasing global relevance, especially among travelers seeking authentic, sustainable experiences far from conventional tourism. In this context, the creation of the AIRBNB located in Cerro Verde National Park, represents a strategic opportunity to meet this growing demand while promoting the economically and environmentally responsible development of one of El Salvador's most valuable natural areas.

The project is founded on a clear proposal: to offer eco-friendly, comfortable, and affordable lodging that allows national and international tourists to enjoy a privileged environment surrounded by volcanoes, scenic trails, and biodiversity. Beyond physical rest, the AIRBNB aims to provide visitors with a meaningful emotional experience, encouraging connection with nature and holistic well-being in a rustic, welcoming, and harmonious setting.

In addition, the AIRBNB will actively contribute to local development by creating jobs, utilizing local artisanal and agricultural products, and promoting the cultural identity of the region. Through themed workshops, guided tours, and a shop offering community-made goods, the project will help strengthen the local economy and encourage more inclusive and conscious tourism. In this way, the *AIRBNB* will not only position itself as a tourist destination, but also as a transformative initiative that balances visitor enjoyment with environmental conservation and community empowerment.

1.3 PRODUCT DESCRIPTION

The main idea is to create a tourist *AIRBNB* in the Cerro Verde National Park area, one of the most iconic and beautiful natural destinations in El Salvador. This project seeks to promote adventure and nature tourism by offering a lodging alternative that allows visitors to experience an authentic, natural experience. At the same time, it aims to boost the region's economic development through job creation, local consumption, and the promotion of the country's environmental wealth. The *AIRBNB* will serve as a meeting point for travelers who wish to explore the area's volcanoes, trails, and viewpoints, within a welcoming and sustainable environment.

1.3.1 NAME OF THE TOURIST SERVICE

AIRBNB

1.3.2 LOCATION

The *AIRBNB* will be located within Cerro Verde National Park, an area of great ecological and tourist value in El Salvador. Its strategic location will allow visitors to enjoy a cool climate, stunning views, abundant flora and fauna, and direct access to some of the country's most popular hiking trails. The location also promotes responsible tourism, as it is located in a

protected area where sustainability and harmonious coexistence with the environment are prioritized.

1.3.3 PRODUCTS ATTRIBUTES

1. Eco-Lodging

- Private and shared rooms.
- Clean bathrooms with hot water.
- Rustic architecture integrated into the natural environment.

2. Guided Tours

- Hikes to the Ilamatepec Volcano, the Izalco Volcano, and park viewpoints.
- Birdwatching and endemic flora.
- Interpretive night walks (with certified guides).

3. Common Rest Areas

- Areas with hammocks, fire pits, and terraces with forest views.
- Reading, yoga, or meditation corners.
- Gardens with trails.

4. Local Product Shop

- Handicrafts, healthy snacks, local coffee, organic honey, etc.

5. Themed Events and Workshops

- Workshops on sustainability, nature photography, and local cuisine.
- Ecotourism gatherings or "digital detox" weekends.

6. Healthy Eating

- Traditional breakfasts and vegetarian/vegan options.
- Use of fresh, local ingredients.

7. Commitment to the Environment

- Use of solar energy and responsible waste management.
- Reforestation campaigns and environmental education for guests.

1.3.4 TOURISTIC SERVICE

1. Eco-friendly Accommodation
2. Food
3. Room service and laundry
4. Guided Tours
5. Additional services
6. Tours
7. Local Products Shop 8. Events & Workshops

1.4 TOURISM TYPOLOGY

- Ecotourism
- Adventure tourism
- Gastronomy tourism
- Cultural tourism

1.5 APPLICATION OF STRATEGY FOR HUMAN DEVELOPMENT AND SUSTAINABILITY

1. Environmental Conservation: This involves the protection of natural resources, biodiversity, and the rational use of ecosystems. Tourist destinations must promote the use of renewable energy, reduce their carbon footprint, and responsibly manage waste.

2. Social and Cultural Benefits: Tourism must respect and promote cultural diversity, supporting local communities. This implies preserving indigenous traditions and customs, avoiding mass tourism that could have a negative impact on communities.

3. Economic Viability: Tourism must generate sustainable income for local communities and suppliers, thereby fostering balanced local economic development. This also involves supporting small local businesses, creating jobs, and promoting indigenous products and services.

SUSTAINABLE TOURISM STRATEGIES

Sustainable tourism is not just a concept, but a practice that involves a series of strategies to ensure that tourism is developed responsibly. Some of these strategies include:

1. Green Infrastructure Development

The development of tourism infrastructure should focus on sustainability. This includes the construction of eco-friendly accommodations, the use of local and natural materials, graywater recycling, and the use of renewable energy. Examples of this infrastructure include hotels and hostels that feature solar panels, water recycling systems, and sustainable building materials.

2. Promoting Responsible Tourism

Tourism businesses can promote responsible practices among travelers, educating them about the impact of their actions on the environment and local communities. This can include campaigns on the importance of reducing plastic use, respecting local wildlife, and supporting local products during their visits.

3. Promoting Ecotourism

Ecotourism is a form of sustainable tourism that seeks environmental education and appreciation of nature, while promoting ecosystem conservation. Activities can include guided hikes in natural parks, birdwatching, and visits to ecological reserves, always with a focus on respect and learning about the natural environment.

1.5.1 GLOBAL WARMING

Unique combination of comfort, adventure, and sustainability.

Authentic local experience

Promotes well-being and environmental responsibility.

Located in one of El Salvador's top nature spots.

1.5.2 ONE PLANET

This project adopts the principles of the One Planet approach as a conceptual foundation for its sustainability strategies. This involves promoting tourism that uses resources efficiently, reduces environmental impact, and generates economic and cultural benefits for the local community.

AIRBNB aims not only to attract visitors but also to actively contribute to the sustainable development of Cerro Verde National Park and its surroundings.

CHAPTER II

CONDITIONING ELEMENTS FOR THE DESIGN

OF THE TOURIST PRODUCT OR SERVICE

2.1 HISTORY OF TOURISM.

Tourism is a social, cultural, and economic activity that involves the temporary movement of people outside their usual environment for leisure, business, or other purposes. Its history is as old as civilization itself, evolving over time in response to the historical, cultural, technological, and economic contexts of each era.

1. Origins of Tourism

In its earliest forms, human movement was not related to leisure but rather to the search for food, safety, or better living conditions. During prehistoric times, people traveled for survival. In early civilizations, travel began to be undertaken for educational, religious, and commercial purposes.



Granger Historical Picture Archive. (s. f.). Images of Sati [Archivo fotográfico en línea].

<https://www.granger.com/images-of-sati.html>

2. Tourism in Antiquity

During the Greek and Roman civilizations, early forms of tourism associated with leisure and culture began to develop. In Greece, young men traveled as part of their education, visiting places like Olympia and Delphi. In Rome, wealthy citizens traveled to destinations such as Baiae or Pompeii to enjoy thermal baths and cultural events. These practices reflect the early human interest in discovery, recreation, and cultural exchange.



Anónimo. (s. f.). [Imagen sin título] [Fotografía].

<https://share.google/images/5x8uYUIsYcOcKCWgk>

3. Tourism in the Middle Ages

In the Middle Ages, tourism was primarily centered on religious pilgrimages. Places like Jerusalem, Rome, Santiago de Compostela, and Canterbury became key destinations for pilgrims traveling to fulfill religious vows, seek forgiveness, or gain spiritual merit. Despite the dangers of travel, pilgrimage helped strengthen hospitality infrastructure, such as inns, hospitals, and pilgrimage routes, laying the groundwork for future tourism developments.

4. Tourism in the 19th Century

The 19th century marked a turning point in tourism due to the Industrial Revolution. Improvements in transportation—such as railways and steamships—and the rise of the middle class made travel more accessible. New forms of tourism emerged, such as the Grand Tour (a cultural journey for European elites), health tourism in spa towns, and colonial tourism to European-occupied territories. Urban, coastal, and amusement tourism also developed during this time.



Spitzweg, C. (≈1835). Englishmen in Campagna [Óleo sobre lienzo]. Recuperado de <https://www.artsy.net/artwork/carl-spitzweg-englishmen-in-campagna>

5. Early 20th Century Tourism

In the early 20th century, automobiles, trains, and the beginning of commercial aviation revolutionized tourism. Rising prosperity and increased leisure time led to the growth of mass tourism. The consolidation of health resorts, the expansion of colonial tourism, and the professionalization of tourism services (accommodation, transport, food) characterized this era.



Biblioteca Nacional de Chile. (s. f.). Club Hípico [Fotografía]. Memoria Chilena.

<https://www.memoriachilena.gob.cl/602/w3-article-93429.html>

6. Tourism in the Second Half of the 20th Century

After World War II, tourism experienced unprecedented growth. Commercial air travel became more affordable, allowing people to access distant destinations. New forms of tourism emerged, including eco-tourism, cultural tourism, adventure tourism, and sun-and-beach tourism. Many major tourist destinations were developed, and the industry became increasingly diversified and professionalized.

7. Tourism Today

In the 21st century, tourism continues to grow and adapt to changing trends. The use of digital technologies has revolutionized the way people plan and book their trips. Interest in sustainable and responsible tourism has increased due to growing environmental and social awareness. New forms such as gastronomic tourism, wellness tourism, and experience-based tourism are also gaining popularity. Although the COVID-19 pandemic significantly impacted the industry, recovery is underway with a focus on safer and more sustainable practices.

Tourism has evolved from being an activity reserved for elites to a global and accessible phenomenon. Its development has been shaped by technological, social, economic, and cultural factors, and it continues to transform to meet the changing needs and expectations of travelers. Understanding its history highlights not only its economic value but also its ability to foster cultural understanding and human connection.



Anónimo. (s. f.). [Imagen sin título] [Fotografía].

<https://share.google/images/5x8uYUIsYcOcKCWgk>

2.2 HISTORY OF TOURISM IN EL SALVADOR

Tourism is an economic, social, and cultural activity that has significantly evolved in various historical and territorial contexts. In the case of El Salvador, its development has been shaped by structural factors such as government institutions, modernization processes, armed conflict, and local reconstruction and development strategies.

In its early stages, tourism in El Salvador was conceived as a tool to promote the country abroad, during a period when agriculture and industry were also being encouraged. Throughout the 20th century—particularly from the 1960s—the Salvadoran state began investing in tourism

infrastructure, modernizing roads, airports, and recreational centers, which led to the creation of a more structured tourism offering. This period laid the foundation for modern tourism and positioned the country as an emerging destination in the region.

However, the outbreak of internal armed conflict in the 1980s marked a turning point in the sector's development. Tourism was among the most affected activities due to widespread violence, the country's deteriorating international image, and the destruction of tourism infrastructure. During this time, tourist arrivals almost completely ceased, and visitors were primarily limited to humanitarian organizations, journalists, and international personnel covering the conflict.

The signing of the Peace Accords in 1992 opened a new phase for tourism in El Salvador. The return of political stability made it possible to reactivate tourism flows, modernize services, and diversify the experiences offered. Since then, tourism segments such as cultural tourism, historical tourism, ecotourism, and community-based tourism have gained prominence. These models responded not only to global trends but also to the need to generate development in historically excluded and conflict-affected areas.

In this context, local initiatives emerged in rural areas that integrate natural heritage and historical memory as key elements of their tourism offerings. Regions such as Chalatenango—and particularly the area of La Montaña—have become representative examples of alternative tourism, where organized communities actively participate in service provision, environmental conservation, and the construction of narratives about the recent past.

The evolution of tourism in El Salvador shows how this activity can play a strategic role in social reconstruction, the strengthening of local identities, and the economic revitalization of marginalized areas. It also highlights that tourism must not be understood solely from a

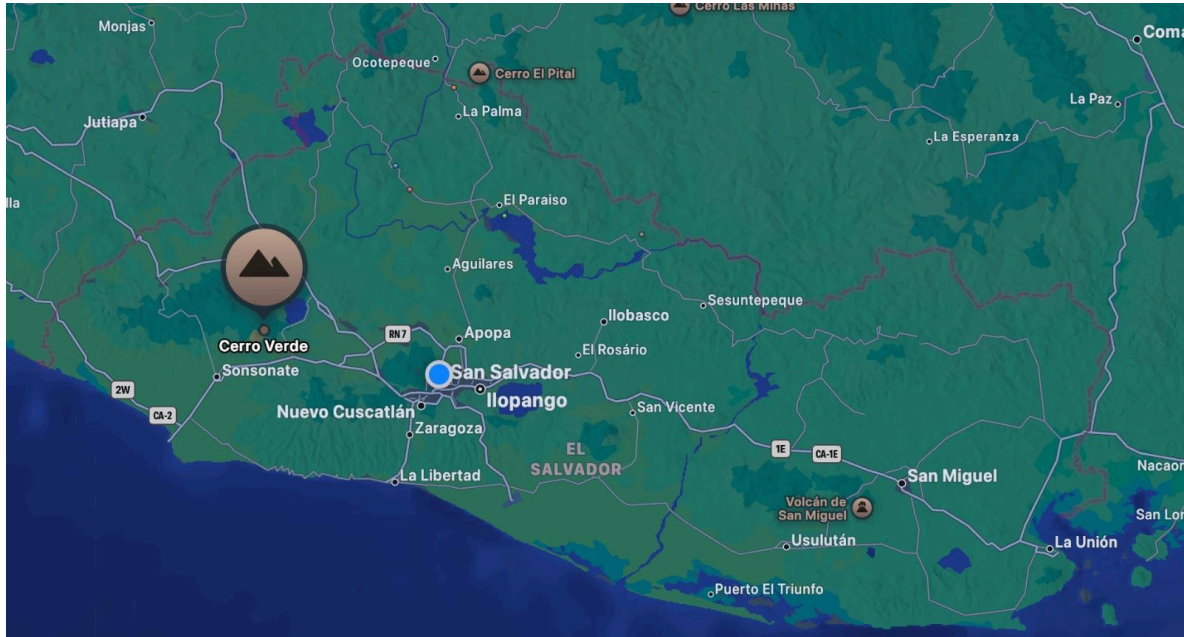
commercial perspective, but rather as a comprehensive phenomenon closely linked to territory, history, and community dynamics.



Autor desconocido. (s.f.). *Collage de destinos turísticos de El Salvador* [Fotografía].

Recuperado de <https://www.google.com/imghp> ElSalvadorINFO. (2023). *Turismo en Chalatenango, El Salvador* [Figura 1]. Recuperado de <https://elsalvadorinfo.net/turismo-en-chalatenango>.

2.3 MAP OF LOCATION AND NATURAL RESOURCES



Cerro Verde National Park, Carretera al Cerro Verde, Santa Ana, El Salvador"

Optional coordinates: $13^{\circ}49'36.13'' N$, $89^{\circ}37'26.98'' W$

Cerro Verde, located in El Salvador, is an area rich in natural resources and biodiversity.

Wikimedia Commons. (s. f.). *Cerro Verde visto desde el volcán de Santa Ana, El Salvador*

[Fotografía].

Recuperado

de

https://commons.wikimedia.org/wiki/File:Cerro_Verde_El_Salvador.jpg

Mountain Forests: Cerro Verde is surrounded by cloud and montane forests, which host a wide variety of tree and plant species. These forests are crucial for water conservation and carbon capture.



Tripadvisor LLC. (2025). *VOLCÁN DE IZALCO (Santa Ana) – Qué saber antes de ir* [Reseña de atracción turística]. Recuperado de https://www.tripadvisor.es/Attraction_Review-g656475-d6740532-Reviews-Izalco_Volcano-Santa_Ana_Santa_Ana_Department.html

Biodiversity: The area is home to a great diversity of flora and fauna. You can find endemic and endangered species, including birds such as the quetzal and the woodpecker, as well as mammals, reptiles, and amphibians.

Izalco Volcano: Very close to Cerro Verde lies the Izalco Volcano, known for its volcanic activity and dramatic landscape. This volcano, along with others in the region such as Cerro Verde itself and the San Salvador Volcano, forms part of a volcanic complex that is significant for local geology and culture.



Salvadorean Tours. (s. f.). *El mejor tour de El Salvador: Combo Volcanes, lago y sitios mayas* [Página web]. Recuperado de <https://salvadoreanontours.com/es/el-mejor-tour-de-el-salvador/>

Wilton Landscape Supplies. (s. f.). *[Imagen de turf underlay]* [Fotografía]. Recuperado de <https://wiltonls.com.au/turf-underlay/>

Water Sources: The area also features rivers and streams that provide fresh water, vital for wildlife and local communities. These water sources are important for agriculture and for supplying water to the inhabitants of the region.



Salvadorean Tours. (s. f.). *El mejor tour de El Salvador: Combo Volcanes, lago y sitios mayas* [Página web]. Recuperado de <https://salvadoreanatours.com/es/el-mejor-tour-de-el-salvador/>

Wilton Landscape Supplies. (s. f.). *[Imagen de turf underlay]* [Fotografía]. Recuperado de <https://wiltonls.com.au/turf-underlay/>

Fertile Land: The mixture of volcanic ash and other nutrients in the soil makes the land near the volcanoes very fertile, supporting local agriculture.

Ecotourism Trails: Cerro Verde offers trails and routes that allow visitors to explore the natural environment, promoting ecotourism and conservation.



Salvadorean Tours. (s. f.). *El mejor tour de El Salvador: Combo Volcanes, lago y sitios mayas* [Página web]. Recuperado de <https://salvadoreanontours.com/es/el-mejor-tour-de-el-salvador/>

Wilton Landscape Supplies. (s. f.). *[Imagen de turf underlay]* [Fotografía]. Recuperado de <https://wiltonls.com.au/turf-underlay/>

Culture and Traditions: The region is also enriched by the culture of the surrounding communities, including traditions related to nature and its conservation.



Salvadorean Tours. (s. f.). *El mejor tour de El Salvador: Combo Volcanes, lago y sitios mayas* [Página web]. Recuperado de <https://salvadoreanatours.com/es/el-mejor-tour-de-el-salvador/>

Wilton Landscape Supplies. (s. f.). *[Imagen de turf underlay]* [Fotografía]. Recuperado de <https://wiltonls.com.au/turf-underlay/>.

Cerro Verde is not only an attractive tourist destination for its natural beauty, but it also plays an important role in the ecology and economy of El Salvador, making its conservation a priority.

2.4 TYPE OF SOILS

Sandy soil:

- Mainly formed by sand.
- Loose and rough texture.

- Does not retain water well.
- Ideal for crops that do not require much moisture.



Garden Patch. (s. f.). *The different types of garden soil* [Artículo web]. Recuperado de <https://www.gardenpatch.co/the-different-types-of-garden-soil/>

Clay soil:

- Mostly composed of clay particles.
- Fine and sticky texture when wet.
- Retains a lot of water but may have poor aeration.
- Suitable for crops such as rice.



Vecteezy. (s. f.). *[Fotografía de mano sosteniendo turba/musgo como materia orgánica para mejorar el suelo]* [Fotografía]. Recuperado de <https://es.vecteezy.com/foto/7814194-mano-sosteniendo-turba-musgo-materia-organica-mejorar-suelo-para-la-agricultura-planta-organica-cultivo-ecologia-concepto>

Silty soil:

- Rich in silt (particles smaller than sand but larger than clay).
- Very fertile and smooth.
- Retains moisture better than sandy soil but drains better than clay soil.



Modelo Sostenible Consulting. (2024, noviembre 1). *[Imagen de la conferencia en conmemoración al Día del Suelo]* [Fotografía]. Recuperado de <https://modelosostenible.com/conferencia-en-conmemoracion-al-dia-del-suelo/>

Loamy soil:

- A balanced mixture of sand, silt, and clay.
- Ideal texture for agriculture.
- Good water and nutrient retention, and good drainage.



Shutterstock. (2016, abril 19). *Rocky soil: Close-up view of small grey gravel stones scattered on the ground* [Fotografía]. Recuperado de <https://www.shutterstock.com/es/image-photo/rocky-soil-stony-ground-background-718835920>

Stony soil:

- Contains many stones and rocks.
- Drain water quickly.
- Not very fertile, but can be useful for certain types of resistant plants.



Ridge Vineyards. (s. f.). *Our farming philosophy* [Página web]. Recuperado de <https://www.ridgewine.com/about/sustainability/our-farming-philosophy/>

Limestone soil:

- Rich in calcium carbonate (lime).
- Light in color.
- Tends to be dry and not very fertile if not properly amended.



Ridge Vineyards. (s. f.). *Our farming philosophy* [Página web]. Recuperado de <https://www.ridgewine.com/about/sustainability/our-farming-philosophy/>

2.5 CULTURAL IDENTITY.

2.5.1 FESTIVITIES

The Jocote Corona Fair is an annual event held at Cerro Verde National Park in the department of Santa Ana, El Salvador. Its main objective is to highlight the importance of the jocote corona, a fruit native to the western region of the country, valued both for its culinary versatility and cultural significance. The jocote corona (a variety of *Spondias purpurea*) is known for its crown-like shape and sweet-sour flavor, and it is commonly used in the preparation of traditional foods such as atoles, jellies, sweets, sauces, and wines. The fair is not just a gastronomic showcase but also a space for community engagement and cultural celebration, where local producers and entrepreneurs participate by offering products derived from jocote corona and traditional Salvadoran cuisine. The event also includes music, children's activities, guided nature walks, and performances by local artists, creating a comprehensive experience that connects food, culture, and nature. According to the Salvadoran Institute of Tourism (ISTU), the 2024 edition included more than 35 entrepreneurs and generated around 160 temporary jobs, contributing to local economic development. As a result, the fair serves as a platform for sustainable use of natural resources and the creation of added-value products, promoting rural income generation and strengthening local identity.



Aguinada, E. [@enyaguinada]. (2025, octubre 8). *Llega nuestra “Feria del Jocote de Corona”* ... Fecha: 08 de octubre. Lugar: Parque Natural Cerro Verde [Publicación de Facebook]. Recuperado el 30 de octubre de 2025, de <https://www.facebook.com/enyaguinada/posts/llega-nuestra-feria-del-jocote-de-corona-fecha-08-de-octubre-lugar-parque-natura/681669303983380/>

@jeisy_photolegacy. (2021, octubre 14). *Se viene la XVI edición del Festival del Jocote Corona, a realizarse el sábado 19 y domingo 20 de octubre en el Parque Natural Cerro Verde* [Foto]. Recuperado el 30 de octubre de 2025, de <https://www.instagram.com/p/DA4BdqgShA6/>

2.5.2 GASTRONOMY

The gastronomy at Cerro Verde is characterized by restaurants offering panoramic views and local dishes, taking advantage of the natural beauty of the surroundings. Some notable places include Los Volcanes Bistro Café and Crater Restaurant & Coffee Shop, which offer gourmet coffee and dishes made with regional ingredients. Additionally, there are options like Dos Alas

Restaurant at Finca Campo Bello, which combines stunning views with a unique culinary experience.

Gastronomic options at Cerro Verde:

Los Volcanes Bistro Café: Located within Cerro Verde National Park, it specializes in gourmet coffee and dishes made with local ingredients.



Los Volcanes Bistro Café Cerro Verde. (2022, julio 1). *#elsalvador_impresionante – Lo que necesitas está a la puerta de un clic, solicita may...* [Vídeo]. Recuperado el 30 de octubre de 2025, de <https://www.facebook.com/losvolcanesbistrocafe/videos/304194824372121/>

Crater Restaurant & Coffee Shop: Offers spectacular views, ideal for enjoying coffee or a meal in a natural setting.



Cabañas Campo Bello. (s. f.). *Cabañas Campo Bello, El Salvador* [Página web de alojamiento].

Recuperado de <https://www.booking.com/hotel/sv/cabanas-campo-bello.es-mx.html>

Instagram User. (s. f.). *[Fotografía publicada en Instagram – ID DBfFbOuSgnh]* [Foto].

Recuperado el 30 de octubre de 2025, de <https://www.instagram.com/p/DBfFbOuSgnh/>



Crater Restaurant & Coffee Shop. (2024, mayo 27). *Desayuno Buffet todos los domingos de 7 AM a 11 AM* [Foto]. Recuperado el 30 de octubre de 2025, de <https://www.instagram.com/p/CjbqbEJjiXm/>

There are other restaurants in the area, such as Kal-tepet, Paso del Alaska Resort, and 1961 Los Naranjos Bar - Cafe & Store, which offer a variety of culinary options.

El Cerro Verde (also called Parque Nacional Cerro Verde) is surrounded by legends that mix indigenous beliefs, mysterious happenings, and the mystique of the volcanoes around it.

“La Novia del Cerro Verde”

According to the legend, many visitors and forest guards have claimed to see the figure of a mysterious woman dressed in white wandering around the park, especially in the misty trails at dusk.

She is described as very beautiful, with long hair and a calm expression, but when people try to follow her, she suddenly disappears into the fog. Some say she is the spirit of a bride who died tragically on her wedding day near the volcano. Others believe she is a protective spirit of the forest, warning visitors not to stray too far.

Locals recommend not following her—because whoever does might get lost in the dense forest and never return.

“La Cueva del Diablo”

Another legend tells of a hidden cave in the Cerro Verde area, known as La Cueva del Diablo. People say it’s an entrance to the underworld and that strange noises, chains, whispers, or cries can be heard coming from inside.

According to old tales, anyone who dares to enter the cave at night risks being trapped forever by the devil himself. Some stories claim treasures are hidden there, but only those willing to make a pact with dark forces could ever find them.



Muth, L. (2016, noviembre 14). [*Imagen de La Llorona – The moaning woman*] [Fotografía]. Recuperado el 30 de octubre de 2025, de https://blog.walkingwithelsalvador.org/2016/11/the-legend-of-la-llorona-moaning-woman_14.html

Because of this legend, locals have always feared exploring too deeply in certain parts of Cerro Verde, believing the cave holds a dangerous, supernatural power.

These legends add mystery to Cerro Verde, making it not only a natural wonder but also a place full of cultural and spiritual stories.

Cerro Verde is also tied to lighter stories and folk tales that mix fantasy with nature.

The Hummingbird and the Flowers of Cerro Verde

Long ago, the Cerro Verde was said to be gray and lifeless. The gods wanted it to be beautiful, but no one knew how. One day, a tiny hummingbird flew up the mountain, carrying the colors of the rainbow on its wings.

The bird flitted from bush to bush, touching the dry plants with its beak. Wherever it stopped, flowers of all colors bloomed red, yellow, purple, and white. Soon, the whole Cerro Verde was covered with blossoms, and the forest became alive with beauty.

The people say that's why today Cerro Verde is always filled with colorful flowers and hummingbirds. It's a gift of joy and life left behind by that magical little bird.

The Friendly Giant of Cerro Verde

According to the story, long ago a giant lived in the forests of Cerro Verde. Despite his enormous size, he was kind and loved protecting the animals and plants. He used to help farmers by bringing rain. He would clap his big hands, and clouds would gather around the volcanoes.

One day, enemies tried to invade the villages around the mountain. The giant stamped his feet so strongly that the ground shook like an earthquake, and the invaders fled in fear. After that, he decided to lie down and rest forever, turning into part of the hill itself.

The tale says that if you look at Cerro Verde from a distance, you can see the shape of a giant lying on his back watching over the people, the volcanoes, and the forest.



Autor del grupo. (s. f.). *[Imagen tomada del grupo de Facebook]* [Publicación en grupo].

Recuperado el 30 de octubre de 2025, de

<https://www.facebook.com/groups/814508846578741/posts/1544693160226969/>

PatePerro. (s. f.). *[Imagen del Parque Nacional Cerro Verde, El Salvador]* [Fotografía].

Recuperado de

<https://pateperro.app/el-salvador/parque-nacional-cerroverde/#:~:text=El%20Cerro%20Verde%20o%20Cuntetepeque%20es%20un,lago%20de%20Coatepeque%2C%20y%20pueblos%20como%20Juay%C3%BAa>

2.6 PRINCIPLES OF SUSTAINABLE TOURISM.

Sustainable tourism is defined as tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities (World Tourism Organization [UNWTO], 2004; UNEP & UNWTO, 2005). Its main goal is to balance economic growth, social well-being, and environmental protection.

According to the World Tourism Organization (UNWTO), sustainable tourism must address three fundamental dimensions:

- Environmental sustainability tourism should make optimal use of natural resources, maintain essential ecological processes, and help conserve natural heritage and biodiversity (UNWTO, 2004).
- Sociocultural sustainability tourism should respect the authenticity of host communities, conserve cultural heritage, and promote intercultural understanding and local identity (UNEP & UNWTO, 2005).
- Economic sustainability tourism must ensure long-term economic viability, providing fairly distributed benefits to all stakeholders, including stable employment, income-generating opportunities, and poverty reduction (UNEP & UNWTO, 2005).

UNWTO (2004) also emphasizes that sustainable tourism aims to improve the quality of life of host communities, provide visitors with high-quality experiences, and preserve the quality of the environment on which both locals and tourists depend.

Moreover, the UNWTO and UNEP policy guide highlights that sustainable tourism should:

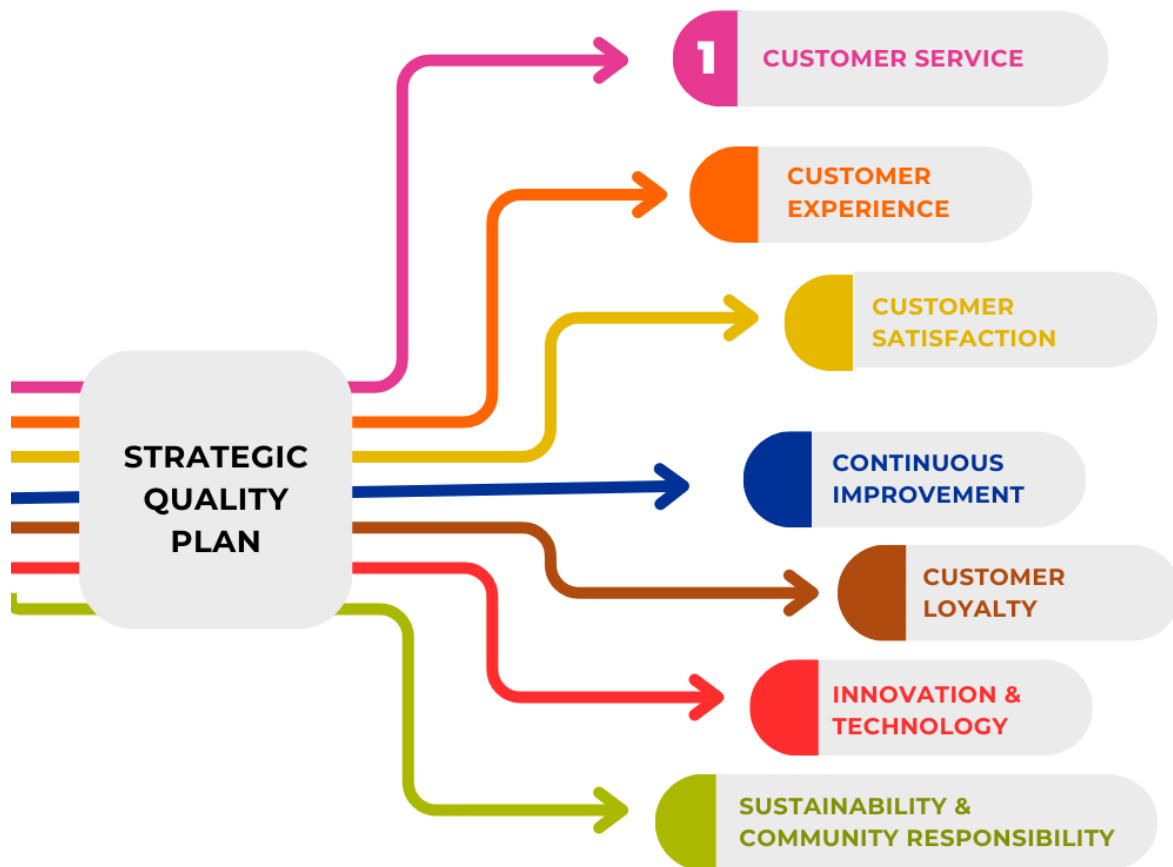
- Optimize the use of natural resources for development.
- Protect and promote sociocultural authenticity.
- Generate stable socioeconomic benefits fairly distributed across communities.

A key principle is the active participation of all stakeholders, combined with strong political leadership, continuous monitoring of impacts, and the implementation of preventive or corrective measures when needed (UNEP & UNWTO, 2005). Achieving sustainable tourism is therefore seen as a continuous process rather than a fixed goal.

In summary, the principles of sustainable tourism revolve around:

- The conservation and responsible use of natural resources, ensuring ecological balance.
 - The protection of cultural heritage and local authenticity.
 - The long-term economic viability and fair distribution of benefits through employment and income generation.
- The active involvement of host communities, supported by policies, monitoring, and adaptability.

2.7 STRATEGIC QUALITY PLAN



1. Customer Service

- Set up a multichannel service system: reception desk, WhatsApp, social media, and phone.
- Offer 24/7 assistance with at least one staff member or on-call manager for emergencies.
- Provide continuous staff training in hospitality, languages, cultural sensitivity, and conflict resolution.
- Define clear response time standards (quick check-in under 5 minutes, messages within 2 hours).
- Ensure inclusive service (information in English/Spanish, accessible facilities for diverse travelers).

2. Customer Experience

- Create personalized stay options (backpacker packages, group discounts, tours for solo travelers, eco-friendly options).
- Provide welcome kits (maps, local recommendations, community events).
- Offer common-area experiences (movie nights, cooking classes, walking tours).
- Ensure fast Wi-Fi, lockers, clean bathrooms, and a safe environment, as core hostel expectations.
- Use social media and WhatsApp groups to keep guests informed about activities and offers.

3. Customer Satisfaction

- Place QR codes for quick feedback in common areas and rooms.
- Run end-of-stay surveys (NPS, CSAT).
- Monitor reviews on Google, Hostelworld, Booking.com, TripAdvisor, and respond proactively.
- Establish a complaints & suggestions logbook at reception with personalized follow-up.

- Recognize staff who receive positive mentions in reviews.

4. Continuous Improvement

- Hold monthly staff meetings to review guest feedback and propose improvements.
- Conduct mystery guest stays (invite a traveler to test the hostel and give feedback).
- Keep facilities updated (beds, showers, kitchens) and adapt to traveler trends (e.g., co-working spaces).
- Track key indicators: occupancy rates, average rating, response time, complaint recurrence.

5. Customer Loyalty

- Implement a loyalty card or digital program (e.g., stay 10 nights = 1 free night).
- Offer discounts for repeat guests or for those who book directly through the *AIRBNB*.
- Create a referral program (guests who bring a friend get a discount).
- Celebrate guest birthdays, return visits, or long-term stays with small gestures (cake, free drink).

6. Innovation & Technology

- Use property management software (PMS) to streamline bookings and check-ins.
- Offer contactless payment options.
- Keep an updated and mobile-friendly website with direct booking capability.
- Use social media as a customer service channel (answer questions, promote events).

7. Sustainability & Community Responsibility

- Apply eco-friendly practices (recycling bins, solar water heating, refill water stations, no single-use plastics).
- Partner with local guides, restaurants, and artisans to offer authentic guest experiences.
- Organize volunteer opportunities or cultural exchanges with the community.
- Communicate the hostel's sustainability mission to attract eco-conscious travelers.

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Customer satisfaction :

ACTION	ROLES	IMPROVEMENTS
<p>To implement effective guest communication such a quick response through social media (Facebook, Instagram, WhatsApp and to check reservation systems (Booking.com, Hostelworld, own website, etc.)."</p>	<p>Katia Barahona Hostel Manager Responsible for customers' communication and optimizing the hostel's digital presence to ensure visibility, this includes booking platforms like Booking.com, Hostelworld, Airbnb, and social media channels such as Instagram, WhatsApp and Facebook.</p>	<p>-Offer a 20% discount for guests who book at least 30 days in advance. Great for improving low-season occupancy. - Give guests a 10% discount if they refer to the hostel with their friends. -Offer a free walking tour, drink, or dinner if they book directly via website.</p>

<p>To offer gentle, family-friendly hikes through Cerro Verde's misty cloud forest, guided by local experts, with stops at panoramic viewpoints showcasing breathtaking views of the volcanic complex and Lake Coatepeque. This accessible and soothing activity promotes relaxation, reduces stress, and stimulates circulation, especially in the cool climate ranging from 15–25°C, ideal during the dry season from November to April.</p>	<p>Roxana Marielos Flores Activities coordinator</p> <p>Responsible for creating meaningful, fun, and engaging activities that connect travelers with the local nature, culture, and community.</p>	<ul style="list-style-type: none"> - If it's the tourist's birthday, give them 25% off on their favorite meal. - If the tourist joins the free sunrise yoga class, give them 20% off breakfast that day. - If the tourist joins the volcano hike, he will get a free snack.
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<p>To organize more challenging excursions that combine the 45-minute moderate hike around Cerro Verde's crater with ascents to nearby volcanoes like Santa Ana or Izalco, always accompanied by official guides for safety. These hikes enhance physical endurance, release endorphins, and improve mood, thanks to the natural surroundings, stunning views, and physical activity in a healthy environment.</p>	<p>Ofelia Tatiana Maldonado Receptionist</p> <p>Provide warm, professional, and efficient service to guests during their arrival, stay, and departure, ensuring a positive experience at the <i>AIRBNB</i>. Manage reservations, payments, tourist information, and provide support in the overall operation.</p>	<p>--If the tourist stays 3 nights, he will get the 4th night at 50% off.</p> <p>-If the tourist books directly on our website , he will get a free welcome drink or breakfast.</p> <p>- If the tourist tags the <i>AIRBNB</i> in his Instagram story and shows his post, he will receive a free coffee.</p>
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CHAPTER III

LOCAL DEVELOPMENT THROUGH A TOURIST
PRODUCT

3.1 DEFINITION OF ENTREPRENEUR

An entrepreneur is an individual who creates a new business venture, bearing the majority of the risks and enjoying most of the rewards. They are fundamentally characterized as innovators who recognize market opportunities, mobilize resources (capital, labor, and knowledge), and develop a business plan to bring a new product, service, or business model to fruition.

3.1.1 CHARACTERISTICS AND COMPETENCES

Successful entrepreneurs typically exhibit a combination of innate personality traits (characteristics) and learned skills (competencies).

Area	Characteristic (Trait)	Competency (Skill)
Drive & Mindset	Self-Motivation / Passion: Internal drive to work long hours and overcome setbacks.	Visionary & Strategic Thinking: Ability to define a clear, long-term vision and set achievable goals.
Risk & Resilience	Risk-Taking: Willingness to take calculated risks, not reckless ones.	Resilience & Adaptability: The capacity to bounce back from failures and quickly pivot strategies in response to market changes.
Innovation	Creativity & Curiosity: Constantly seeking new ideas, solutions, and improvements.	Problem-Solving & Decision-Making: The ability to analyze complex situations and make informed, timely decisions.

Area	Characteristic (Trait)	Competency (Skill)
Business & People	Persistence / Grit: Tenacity to follow through on an idea despite obstacles.	Leadership & Communication: Skills to inspire, delegate, and effectively convey ideas to customers, employees, and investors.
Execution	Proactiveness: Taking initiative rather than waiting for things to happen.	Financial Literacy & Management: Understanding budgets, cash flow, funding, and general business operations

3.1.2 TYPES OF ENTREPRENEURS

Entrepreneurs can be categorized based on their goals, approach, and the type of business they create:

Type of Entrepreneur	Primary Focus	Example
Small Business	Opening a business to serve a local market and provide a comfortable income for themselves and their family.	A local bakery, a single-location restaurant, or a retail store.
Scalable Startup	Creating a high-growth company designed to disrupt an industry and	Founders of technology companies like Google or Uber.

Type of Entrepreneur	Primary Focus	Example
	expand rapidly, often relying on venture capital.	
Social	Focusing on solving a social, cultural, or environmental problem, prioritizing positive impact over maximum profit.	A company that hires and trains homeless individuals, or a business providing clean water technology to developing areas.
Innovator	Introducing entirely new products, services, or business concepts that create new markets.	The person who invents a new type of sustainable packaging.
Imitator	Adopting a successful concept or business model from one market and applying it to a different market or improving it slightly.	Opening a successful franchise in a new region.
Intrapreneur	An employee within a large, established company who develops new ideas or ventures for the company using its resources.	A project manager at a large tech firm who successfully pitches and leads the creation of a new internal product division.

3.1.3 ENTREPRENEUR'S RESPONSIBILITY

Beyond legal compliance and profit-seeking, a modern entrepreneur has a social responsibility, often referred to as Corporate Social Responsibility (CSR). This means the entrepreneur must consider the impact of their decisions on a broader group of stakeholders:

- To Customers: Providing safe, quality products/services at fair prices, and being honest in all marketing and sales.
- To Employees: Providing fair wages, safe working conditions, opportunities for growth, and fostering a respectful, ethical workplace.
- To the Community: Creating jobs, supporting local initiatives, and paying correct taxes to contribute to local welfare and economic stability.
- To the Environment: Minimizing the company's environmental footprint through sustainable practices, waste reduction, and ethical sourcing.

3.1.4 CHALLENGES AND OPPORTUNITIES

Challenges

Securing Funding: Accessing the necessary capital (seed money, loans, investment) to start and grow the business.

Market Competition: Competing against established businesses with greater resources and brand recognition.

Regulatory & Legal Hurdles: Navigating complex laws, obtaining licenses, and ensuring compliance with industry-specific regulations.

Hiring & Team Building: Finding, training, and retaining skilled employees who share the company's vision and passion.

Time Management & Burnout: Managing the demanding workload, high stress, and long hours that can lead to personal exhaustion.

Adapting to Change: Quickly adjusting the business model or product in response to unexpected shifts in the market or economy.

Key Opportunities

Innovation & Disruption: The chance to introduce groundbreaking ideas that fundamentally change an industry or create a new market entirely.

Wealth Creation: The potential to generate significant personal wealth and build a valuable, long-term asset.

Job Creation: The opportunity to contribute directly to economic growth by providing employment for others.

Personal Freedom & Control: The ability to be one's own boss, make all key decisions, and follow a personal passion.

Social Impact: For social entrepreneurs, the chance to design a business model specifically to address pressing societal problems like poverty, healthcare, or climate change.

Continuous Learning: The dynamic nature of the role forces constant learning, development, and skill refinement across diverse fields.

3.2 Market Niches: Definition

A market niche is a clearly defined and specialized segment within a larger market that targets a specific group of customers with unique needs, preferences, or interests. Instead of trying to appeal to everyone, businesses that operate within a market niche focus on understanding and satisfying the particular demands of this smaller audience.

Companies often develop products, services, and marketing strategies tailored to the characteristics of their niche customers, which helps them stand out from larger competitors who serve broader markets. By doing so, they can build stronger customer loyalty, achieve higher profit margins, and establish a distinctive brand identity.

3.2.1 The importance on focusing on niches

Concentrating on market niches is essential because it enables companies to direct their time, energy, and resources toward a clearly defined group of consumers whose needs may not be satisfied by larger businesses. This approach allows organizations to design customized products, services, and marketing campaigns that connect more effectively with their target audience.

As a result, companies can develop stronger connections with their customers, increase satisfaction, and foster long-term loyalty. In addition, focusing on a niche market helps companies set themselves apart from competitors and create a distinct brand image. Because niche markets usually have less competition, it becomes easier for a business to position itself as a specialist or leader in that specific field.

Moreover, niche marketing can lead to greater profitability, as customers are typically willing to pay more for solutions that are tailored to their particular preferences. In short, concentrating on

market niches allows businesses to distinguish themselves, make better use of their resources, and build a committed customer base through specialized offerings and expertise.

3.2.2 Types of market niches

Niche Demographics: Based on characteristics such as age, gender, income, education, marital status, etc. Example: Specialized beauty products for women over 50 years old.

Geographic Niches: Focused on a specific area, such as a city, region or country.

Example: Products designed for tropical climates, such as light clothing and sunscreens.

Psychographic Niches: Based on lifestyles, personalities, values and attitudes.

Example: Vegan and organic products for consumer

Untapped market niches

1- Theme restaurant

These establishments offer immersive experiences with menus and decoration inspired by a specific theme (cinema, fantasy, history), a concept that is still little exploited in Spain.

2- Green event planner: Specialized services for sustainable weddings, communions or birthdays, reducing waste and using local and eco-friendly products.

3- Custom 3D printing services

From medical prosthesis to industrial parts or unique decoration. A tailor-made service with great potential and low competition.

4- Fuel at home

Vehicle refueling directly at home or at the office, ideal for company fleets or customers looking for convenience.

5- Healthy vending machines

Healthy snacks such as fruit, nuts or salads in workplaces, gyms and hospitals, a niche in high demand.

6- Home gymnastics for the elderly

Trainers who travel to the home of elderly people to help them stay active with adapted routines.

7- Rental of baby items

Strollers, cribs or clothing by subscription or rental, avoiding high expenses on products of very short use.

8- Nursery for plants

Plant care service while the owners are away, designed for urban nature lovers.

9- Healthy fast food restaurant

Fast-food based on fresh, balanced ingredients and vegan or vegetarian options.

10- Leisure activities for seniors

Excursions, workshops or classes designed for seniors who want to stay active and social.

11- Segmented tourist accommodations

Specialized hotels: adults only with pets, pet-free for allergy sufferers or experiences for singles.

12- Sustainable mobility solutions Electric charging points, bike or scooter rentals and classic car to electric car conversion services.

13- Sustainable and ecological fashion

Garments and footwear with recycled materials, fair trade or local production, a growing niche.

14- Health Technology (HealthTech)

Telemedicine apps, medical wearables or management software for clinics and hospitals.

15- Accounting advice for freelancers and startups

Online and economic services specialized in freelancers and small businesses.

16- Services for new parents

Consultancy on breastfeeding, infant sleep or subscription boxes with products adapted to each stage of the baby's life.

17- Premium pet services

Luxury daycare, physiotherapy or gourmet food, designed for owners who are looking for the best for their animals.

18- Inclusive and adapted fashion

Clothing and accessories designed for people with disabilities or reduced mobility, combining functionality and style.

19- Online therapy and mental wellness

Psychological consultations via video call, mindfulness apps and support programs accessible remotely.

20- Services for digital nomads

Coworkings in well-connected towns, visa assistance and local experiences for remote workers.

21- Sustainable sportswear

Clothing made from recycled or sustainable materials for consumers who practice sports and are concerned about the environment.

22- Educational toys for children with special needs

Products designed to aid in the development and learning of children with disabilities or particular conditions.

23- Cruelty-Free beauty products

Cosmetics that have not been tested on animals for ethically conscious consumers.

24- Gourmet pet food

High quality, gourmet food for pet owners who want to provide the best for their pets.

25- Adventure travel for singles

Tour packages designed for single people looking for adventure and meeting new people.

26- Online courses for retirees

Online educational programs tailored to seniors who want to learn new skills or knowledge.

3.2.3 Benefits of Niche Marketing

Niche marketing offers several advantages for businesses that focus on serving a specific segment of the market. Some of the main benefits include:

1. Less Competition:

By targeting a smaller and more specific audience, companies often face fewer competitors. This allows them to stand out more easily and capture customer attention within their niche.

2. Stronger Customer Loyalty:

Niche marketing helps businesses build closer relationships with their customers. Because products and services are tailored to meet particular needs, customers are more likely to feel understood and stay loyal to the brand.

3. Better Use of Resources:

Marketing efforts can be more focused and efficient since companies target a well-defined group. This reduces wasted spending on audiences who are unlikely to be interested in the product.

4. Higher Profit Margins:

Customers in niche markets are often willing to pay premium prices for specialized or unique products that meet their exact needs.

5. Expert Reputation:

Serving a niche allows businesses to position themselves as specialists or leaders in that field, increasing their credibility and trustworthiness.

6. Improved Customer Satisfaction:

By addressing specific needs, niche businesses often provide higher-quality products and more personalized customer service.

7. Easier Market Entry for Small Businesses

New or small companies can enter the market more easily by focusing on a smaller segment, avoiding direct competition with large, established brands.

In summary, niche marketing helps businesses stand out, connect deeply with customers, and achieve sustainable growth by offering specialized value and expertise.

3.2.4 Key Elements for Selecting a Market Niche

Choosing the right market niche is an essential step for any business that wants to achieve success through specialization. The following are the key elements to consider when selecting a market niche:

1. Customer Needs and Preferences:

Identify a group of customers with specific needs or problems that are not being fully addressed by existing competitors. Understanding what they value most is crucial for offering relevant solutions.

2. Market Size and Growth Potential:

The niche should be large enough to be profitable but small enough to limit competition. It's also important to evaluate whether the niche has potential for future growth.

3. Competition Level:

Analyze how many competitors are already serving the niche and what their strengths and weaknesses are. Entering a market with low competition often provides better opportunities.

4. Profitability:

Assess whether the niche can generate sufficient income. Customers in niche markets are often willing to pay higher prices, but the overall demand should still ensure financial sustainability.

5. Accessibility and Reach:

Consider how easily the target audience can be reached through marketing channels such as social media, online advertising, or local promotion.

6. Alignment with Business Strengths:

The niche should match the company's expertise, resources, and values. A business is more likely to succeed in a niche that fits its capabilities.

7. Long-Term Viability

Evaluate whether the niche is sustainable over time or just a short-term trend. Choosing a niche with stable or growing demand helps ensure long-term success.

In conclusion, selecting a market niche involves analyzing customer needs, competition, profitability, and alignment with the business's strengths to ensure sustainable growth and a strong market position.

3.3 LOGO AND SLOGAN



The volcano: It is the central element, symbolizing the iconic location of Cerro Verde and its volcanic surroundings. The sun and smoke: They bring warmth, life, and energy, conveying a welcoming and natural atmosphere. The tree: Reinforces the connection with nature, freshness, and ecotourism. The cabin: Represents the *AIRBNB* a place of rest and hospitality within a natural environment. The colors: Greens and browns convey sustainability, tranquility, and harmony and a rustic feel that connects with the experience of staying amidst nature. Final interpretation: The logo reflects a tourist space in harmony with nature, where visitors can enjoy the peace of the mountains, the freshness of the forest, and hospitality in the unique environment of Cerro Verde.

3.4 MISSION

To provide lodging and sustainable tourism experiences in Cerro Verde, offering comfort, hospitality, and contact with nature and the local culture.

3.4.1 VISION

To position itself as a leading tourist accommodation in El Salvador, standing out for its excellent service, innovative experiences, and respect for the environment and local culture.

3.4.2 VALUES

- Respect
- Responsibility
- Honesty
- Solidarity
- Hospitality
- Sustainability

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