

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



TOPIC:

TOUR OPERAROR TOURIST SERVICE

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ABSTRACT

Pata de chucho tours is an enterprise developed for Salvadorans who want to dare to have an extreme experience in a safe and fun way in a place with a pleasant climate and that has a diversity of fauna and flowers that is highly appreciated nationally and internationally. The objective of our experience is to offer the opportunity to discover beautiful places in El Salvador. And to achieve our idea in an organic and sustainable way, we have investigated not only the history of tourism in the country, but also its customs and traditions to delve more fully into the world of tourism. In addition, we detail step by step the concept of our product as well as a profile of what we as entrepreneurs need to successfully complete a tourist experience or any other business idea. On the other hand, we specialize in the laws and regulations that will guarantee us legibility to operate in this area. The most important detail about our enterprise is that our main objective is to provide tours at a suitable cost in comparison to the competitors and in addition, we desire to help small and local merchants. As a company we want to put into practice corporate responsibility both with society and the environment. Likewise, the area in which our company is located has been thoroughly investigated and all laws have been taken into account to be able to implement it. In this way, our clients will be sure that it is a company committed to complying with the laws established by the country.

***Keywords:** experience, tourism, sustainable, responsibility, traditions, legibility, and history*

INTRODUCTION

Tourism is a social, cultural and economic phenomenon that involves the displacement of people to countries or places outside their usual environment for personal, professional or business reasons¹. These people are called travelers (who can be either tourists or excursionists; residents or non-residents) and tourism encompasses their activities, some of which involve tourism expenditure. (Organización Mundial del turismo, s.f.)

It is part of life to dedicate a little leisure time to disconnect for a moment from the daily routine. Doing tourism is one of the most common ways to put stress aside and enjoy some activities that we are interested in doing and that is why we decided to undertake this entrepreneurship called Pata de Chucho Tours.

In the first chapter, we will find the profile of a touristic product, which is a description of the product and the places to visit in our tours. There will be the typology of tourism, which describes the type of activities that we can enjoy depending on the type of tourism. We find the collective participation from all the member of the group, the adaptation, and the importance of having a strategic for doing a good product also consolidate the open and participatory tourism planning model from the inside and promote the tourism as an option to create business in El Salvador.

In the second chapter, we describe the culture of El Salvador, starting with gastronomy all the options that we can find in this country, as well the culture and origin and characteristics, it is said that idiosyncrasy is the set of inherited or acquired characteristics in a certain way that define the distinctive temperament and character of a person or a society. We mention the myths and legends the places to visit in our tours, as well as the religious traditions. One of the most important things in this chapter is history of tourism in El Salvador and the policies.

¹¹ UNWTO. Glosario de términos de turismo. España, Organización Mundial del Turismo, <https://www.unwto.org/es/glosario-terminos-turisticos#top>

Chapter three describes the entrepreneur profile and the entrepreneur concept, type of entrepreneur and entrepreneur ecosystem and characteristics of an entrepreneur. As well all the responsibilities of the entrepreneur and finally the definition of quality of tourism product. Tourism competitiveness strategies in today's world have contributed to highlight the role of destinations for the agency it is very important that we have all the necessary quality requirements to satisfy our clients, this is reason why we are going to have the best plans and places to visit. In this chapter we talk about strategic plan. As Pata de chucho tours we looked for a couple of marketing strategies that would help us to reach and maintain our clients. As well we talk about barriers to entrepreneurship success factors and the importance of the responsibility.

Chapter VI. In this chapter you will have the work of the Slogan and Logo, our mission and vision as well as our values as a company. In addition to that, you will find the cost table that specifies the raw material we will need and its cost. Finally, on chapter V we found all the bibliography that we included.

CHAPTER I PROFILE OF A TOURIST PRODUCT

Objectives

General objective:

To promote national tourism with the different routes created exclusively to facilitate the process for travelers and help small merchants generate income with the support of visitors.

Specific objectives:

To describe the different routes that the company will provide travelers with important details regarding the full day of the trip, which will be developed in an itinerary for each tourist route in order to inform travelers of everything that is included in each route.

To help small businesses to take advantage of tourism through the consumption of their services and/or products, in this way, we also ensure travelers the option of enjoying a trip by investing less money than usual.

Justification

The reason why it has been decided to carry out this project of planning a tour operator is because we are aware of how important it is to do leisure activities for health and as a tour operator we intend to facilitate the process for those interested in carry out these activities knowing places of interest through tourist routes in groups.

As indicated by Arroyo (2017), a specialist in health psychology, realizing accompanied leisure activities helps to promote the social capacities of people such as communication and solidarity². It refers to dedicating time to implement an activity that is going to be enjoyed and will help the person disconnect from work or academic obligations (Arroyo, 2017).

Therefore, it can be concluded that the activities performed on a tourist route help human development and as a company it is intended to offer people the different options they have to choose that perfect place in which they want to satisfy their needs and at the same time enjoy a unique coexistence. There is a huge amounts of places we can visit in El Salvador and we would like to help people discover those amazing places by provided tours at low cost in comparison to the competitors.

On the other hand, it is important to mention that it is intended to make a difference by supporting small businesses in the tourist area to visit, something that will be of benefit to those who have economic limits. Our services can be enjoyed by the whole family, including children and the elderly if they wish.

² Arroyo, Andrea. La importancia de un ocio saludable. España, Quiero Cuidarme, 2018, <https://quierocuidarme.dkv.es/ocio-y-bienestar/la-importancia-de-un-ocio-saludable>

The reason we decided to implement this entrepreneurship is because as trilingual people with an specialization in tourism, we have the knowledge and skills to develop this project and our dream would be to implement this adventure.

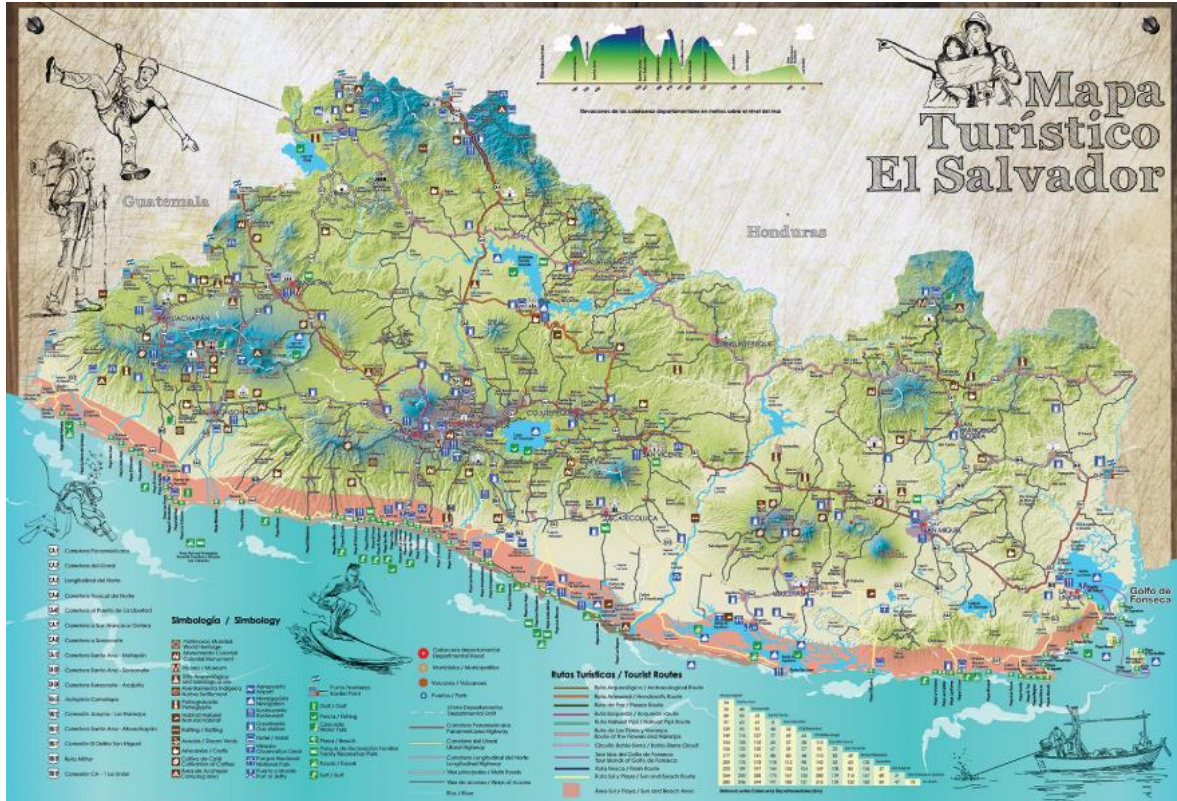
Service description

Company name: Pata de chucho tours

Location: Colonia y Avenida Libertad Edificio Comercial B, San Salvador, San Salvador.

Figure 1

Tourist map of El Salvador



Note: The image shows the tourist places of El Salvador. Taken from (Scribd, 2016).

Attribute of the tourist service: As a company, we want to promote tourism taking care of the pocket of hikers through tourist routes at an affordable price compared to the competition. This will be achieved with the association that will be created with people who have small businesses in the tourist area to visit. For example, instead of going to a fancy restaurant for

lunch, a smaller, cheaper and warmer place will be taken into account. In this way, we will be helping these people to generate economic income and benefit from internal tourism.

Playa los Cóbano

Rate \$12



Figure 2. Playa los cóbano. Image provided by us.

- Departure from Puma Gas Station on Bulevar de Los Héroes 05:00 am
- Arrival at Los Cóbano beach 07:00 am (Free breakfast)
- Transfer to the cabins for accommodation
- Lunch (free)
- Departure from Los Cóbano beach 03:00 pm
- Visit to Paseo San Julián to taste typical
- Arrival in San Salvador at approximately 05:30

Parque recreativo Amapulapa
Rate \$13

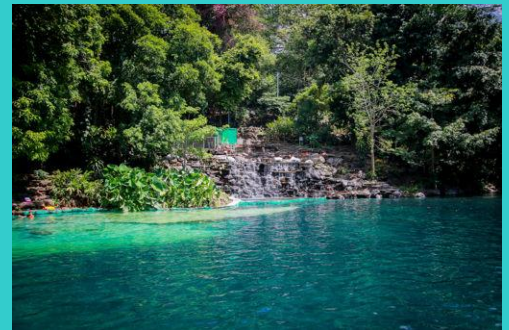
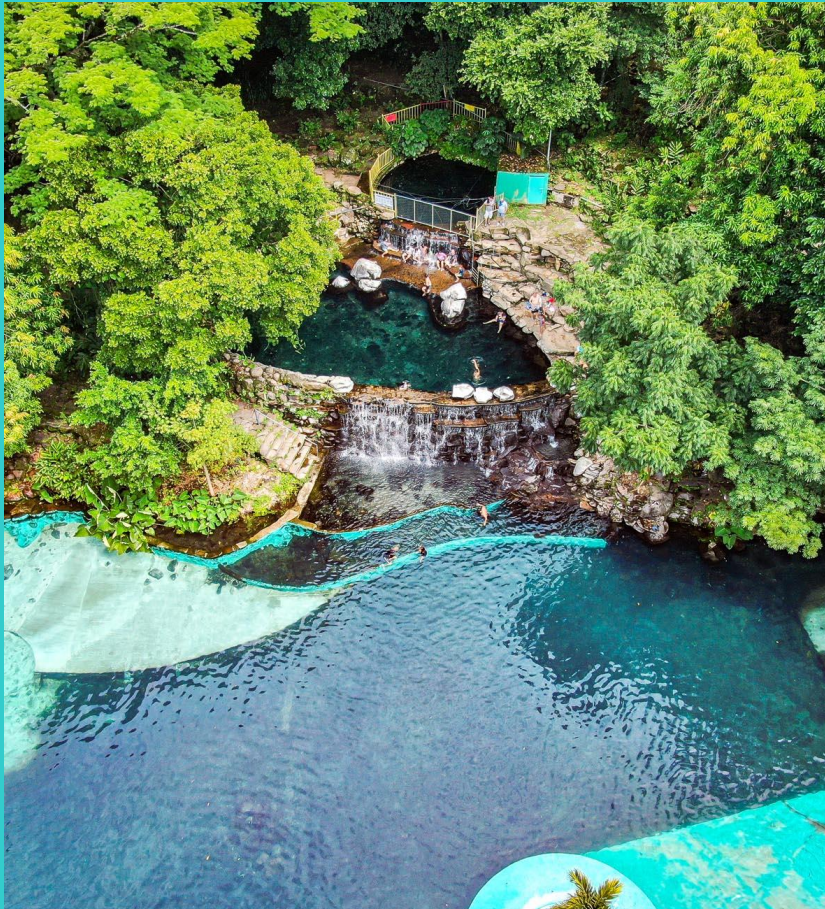


Figure 3. Parque recreativo Amapulapa. Image provided by us.

- Departure from Puma Gas Station on Bulevar de Los Héroes 06:00 am
- Visit the San Vicente detour for breakfast
- Arrival to the tourist center 8:00 am
- Return to the San Vicente detour for lunch
- Departure from Amapulapa 04:00 pm
- Stop on Carretera de Oro to taste typical
- Arrival in San Salvador at approximately 06:30

Turicentro Rio Sumpul
Rate \$16



Figure 4. Turicentro Río Sumpul. Image provide by us.

- Departure from Puma Gas Station on Bulevar de Los Héroes 06:00 am
- Free breakfast on the way
- Arrival to Turicentro 08:30 am
- free lunch
- Departure from Turicentro 03:00
- Arrival in San Salvador at approximately 05:30

Cuevas de de Moncagua + Alegría

Rate \$19

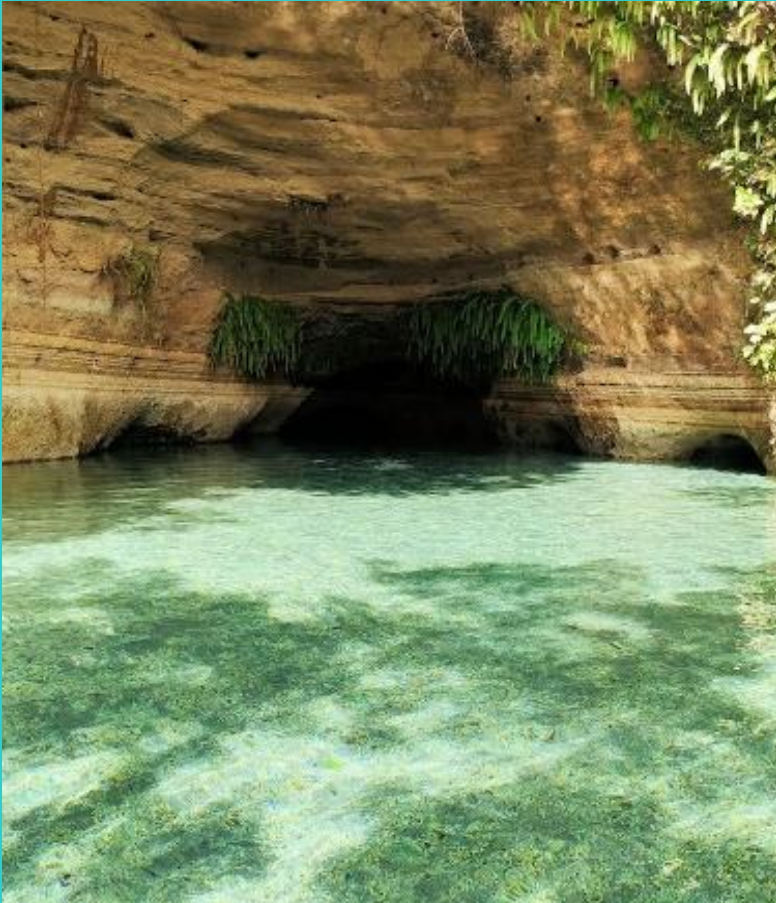


Figure 5. Cuevas de Moncagua + Alegría. Image provided by us.

- Departure from Puma Los Héroes Gas Station 05:00am
- Free breakfast at San Rafael Cedros detour 06:00 am
- Arrival at Cuevas de Moncagua 08:00am
- Arrival at the viewpoint of the 100 degrees + Lunch 11:30 pm
- Arrival at Alegría 12:15
- Visit to the Cristal viewpoint 01:30 pm
- Arrival at Laguna de Alegría 03:00
- Departure from Laguna de Alegría 04:00
- Arrival in San Salvador 06:30

Entre montañas + Ruta de las Flores



Figure 6. Entre montañas y ruta de las flores. Image provided by us.

- Departure from Puma Los Héroes gas station 06:00am
- Arrival at Entre Montañas restaurant for free breakfast 08:00 am
- Short hike to El Encanto Waterfall 10:00am
- Departure to the labyrinth 11:30
- Arrival at the labyrinth 11:45
- Departure to Ataco 01:15 pm
- Arrival to Ataco for free lunch 01:30
- Departure to El Bosque square 03:30
- Arrival at Plaza el Bosque 04:15
- Departure to San Salvador 05:15 pm
- Arrival in San Salvador 06:45pm

Typology of tourism

Given the multiple factors that can affect a tourism event, there are different criteria to elaborate a typology and classify each one (Reali). In this section we will present the most important types of tourism and we will classify our tourist service in which it best fits.

Among the most important classifications we have:

The World Tourism Organization (WTO): Governed by the United Nations, it is the main organism that watches over the growth, development, sustainability and promotion of tourism at international level (WTO, s.f.)

Erick Cohen: Founding member of the international academy for the study of tourism and winner of the Ulysses award for excellence in the creation and dissemination of knowledge for the advancement of tourism in 2012 (Press, 2012)

According to Motivation: This criterion was granted by Valene Smith, founder of the career of tourism at California State University, anthropologist of tourism and author of the book "Hosts and guests (1977) " (Turismo, 2020)

According to type and purpose of travel: The UNWTO points out the high potential of this category as a sustainable activity to boost the development of local economies and promote inclusion³.

Types of tourism according to the wto

The World Tourism Organization (WTO, s.f.) defines in its glossary three basic types:

- ✓ Internal Tourism: this refers to the activities that a person carries out within his or her country of residence as part of a tourist trip.

³ WTO. Turismo responsable y sostenible. España, Organización Mundial del Turismo, <https://www.unwto.org/es/acerca-de-la-omt>

- ✓ Inbound Tourism: carried out by a non-resident tourist at the destination as part of a tourist trip.
 - ✓ Outbound Tourism: tourism activities carried out outside the country of residence.
- These types combine with each other and give rise to other categories:
- ✓ Domestic Tourism: combines domestic and inbound tourism, as it encompasses the activities that both foreigners and nationals carry out within the borders of a country.
 - ✓ National Tourism: Combines domestic and outbound tourism, since it includes trips made by residents of the same country both within and outside its borders.
 - ✓ International Tourism: it is carried out both by residents outside their country of residence (emitter) and foreigners within the borders (receiver).

Beyond this categorization, there is a sociological approach, in which Erik Cohen, sociologist and winner of the UNWTO Ulysses Prize for his contribution to the knowledge of tourism, defines different types of tourism associated with the organization of the trip, as well as the type of interaction with the destinations⁴.

Types of tourism according to cohen (Press, 2012)

Institutionalized

- ✓ Individual mass: this is the tourist who goes to an agency in search of a tourist package.
- They make individual trips taking advantage of the infrastructure of the destination established for mass tourism.

⁴ Reali, Cristóbal. The different types of tourism, Mize, <https://www.hotelmize.com/blog/the-different-types-of-tourism-according-to-cohen-unwto-motivation-and-type/>

- ✓ Organized mass: these travelers adopt organized tours where all details are considered and there are no surprises of any kind. It is usually a family tourism without too many variations.

Non-institutionalized

- ✓ Drifter: this is the independent tourist who travels backpacking. They do not depend on the infrastructure and have little influence on the destination, since they interact with the environment and usually mimic it.
- ✓ Explorer: He is the one who seeks new experiences, often extreme, off the beaten track. The definition they use is "off the beaten track". They prioritize the experience and can give up comforts.

Types of tourism according to motivation

Valene Smith, a key figure in the Anthropology of Tourism (Turismo, 2020), defines in her introduction to "Hosts and Guests" the following types of tourism, according to the motivation of the trip:

- ✓ Recreational, Cultural, Ethnic, Environmental, Historical.

And later, on it expands the classification according to types of Tourists, where it distinguishes:

- ✓ Explorers. They get involved with the destination's environment and agree to adjust their behavior to the environment. They choose to visit less explored places and do not wish to be considered as tourists.
- ✓ Elite tourists. They also travel in small groups and accommodate themselves to local life, but for a limited time. They demand greater amenities.

- ✓ "Off-beat" tourists. These are independent tourists who escape from traditional itineraries and seek to see new places. They are users of guidebooks such as the Trotamundos in search of tips.
- ✓ Unusual tourists. They travel with organized packages or on tours to visit indigenous communities. Their interest in local cultures is contemplative, and they demand the comforts of development so as not to take risks in the exchange.
- ✓ Incipient mass tourists. Although they do not have a considerable volume, these groups are beginning to demand infrastructure in the destinations they visit.
- ✓ Mass tourists. They do not renounce the comforts of their country of origin and expect to be served in their own language.
- ✓ Charter tourists. They buy their tours for short periods of time, demand high quality services and make almost no exchanges with the local environment.

The Inter-American University for Development (UNID), through a paper, makes an interesting distinction between "Classification" and "Typology" in which it defines eight types of tourism according to the form that can in turn be subdivided into types.

Types of tourism according to type and purpose of the trip.

Beyond these approximations, there is a series of categories approved by the (WTO, s.f.) that is defined by the destination and purpose of the trip, and can be summarized as follows:

- ✓ Rural Tourism. It is carried out in destinations with low population density where agriculture and forestry prevail. The main objective is to experience nature, culture and productive activities. Examples: Angling tourism, observation tourism.

- ✓ Ecotourism. The basis is the responsible contact with natural environments, where the tourist observes and carries out outdoor activities. Examples: Bird watching, observation of autochthonous species.
- ✓ Adventure Tourism. The tourist in contact with nature, involves physical dexterity to perform activities that are generally carried out outdoors. Examples: Climbing, Tyrolean traverse, Diving, Trekking, Sport fishing.
- ✓ Cultural Tourism. It is carried out to destinations that have a remarkable cultural heritage and preserve it in value. The objective is to discover and enjoy these values and traditions⁵. Examples: Study trips, Artistic performances, Festivals or other cultural events, Visits to places and monuments, Folklore, Art, Pilgrimage.
- ✓ Gastronomic Tourism. The trip should involve culinary experiences at the destination, which can range from enjoying a meal to learning how to cook.
- ✓ Coastal, Maritime and Inland Water Tourism. Includes all water-related activities. The most relevant category is Sun and Beach Tourism. However, the following should not be forgotten: Cruises, Navigation on internal rivers, and inland waterways.
- ✓ Urban Tourism. This is an activity that takes place in an environment with a non-agricultural economy. Urban destinations offer a great number of experiences related to art, architecture, commerce, social activities and good connectivity in terms of transportation.

⁵ WTO, Erik Cohen recibe el Premio Ulises de la OMT por su contribución al conocimiento del turismo. Madrid, Epturismo, 2015, <https://www.europapress.es/turismo/mundo/noticia-erik-cohen-recibe-premio-ulises-omt-contribucion-conocimiento-turismo-20121115110917.html>

- ✓ Health tourism. It is related to the benefit that travel can offer for physical, mental or spiritual health, obtained through specific activities. Examples: Medical Tourism, Wellness Tourism, Spiritual Tourism, Mountain Tourism.

The condition of the trip is given by the relief of the destination. It is not related to adventure activities, but to enjoy the attributes of the environment.

- ✓ Educational Tourism. The objective is focused on acquiring new skills and knowledge. Examples: Exchange trips, language courses, tours for school groups,
- ✓ Sports Tourism. It is oriented to those who are going to enjoy or watch a sport activity. Examples: Ski Trips, Attendance to Football World Cups, Attendance to Olympic Games, Sports Delegation Trips.

Given the above and knowing the diversity of typologies that exist with respect to tourism, we categorize our tourist service as follows:

- ✓ Domestic Tourism: we will provide coverage within our country El Salvador.
- ✓ Ecotourism. The main destinations of our tours are natural environments, where the tourist observes and performs outdoor activities.
- ✓ Coastal, Maritime and inland water tourism. It includes all the activities related to the waters and is our second most popular destination within the tours offered.
- ✓ Gastronomic Tourism. We will cover the local gastronomy of each destination to support its own economy.

Implementing strategies for human development and sustainability

According to the UNWTO, guidelines for sustainable tourism development and sustainable management practices apply to all forms of tourism and in all types of destinations, including mass tourism and the various tourism segments⁶. Accordingly, there are different principles of sustainability that refer to the environmental, economic and socio-cultural aspects of tourism development. Taking all aspects into account, an appropriate balance must be established between the three fundamental dimensions to ensure its long-term sustainability (Organization, s.f.)

- ✓ Environmental resources: are a fundamental element of tourism development, maintaining essential ecological processes and helping to conserve natural resources and biological diversity.
- ✓ Socio-cultural resource: the aim is to conserve cultural and architectural assets and their traditional values, as well as to contribute to intercultural understanding and tolerance of tourism.
- ✓ Economic resources: these should bring well-distributed socioeconomic benefits to all stakeholders, as well as provide opportunities for stable employment, income and social services for host communities, and contribute to poverty reduction.

Within natural resources we can mention:

- ✓ Biological diversity

⁶ UNWTO. Desarrollo sostenible. España, Organización Mundial del Turismo, <https://www.unwto.org/es/desarrollo-sostenible>

- ✓ Climate change
- ✓ Global initiative on tourism and plastics

Within economic resources:

- ✓ Energy Solutions for Hotels (SEH).
- ✓ ONE PLANET

Within the socio-cultural resource:

- ✓ UNWTO tourism observatories.
- ✓ Efficient use of resources in tourism
- ✓ Small Island Developing States (SIDS)
- ✓ Travel facilitation

Based on the above, the following strategies will be taken into account to achieve sustainable tourism development, taking into account the principles and aspects that should be established to achieve the right balance and ensure long-term sustainability.

Climate change.

According to reports from 2019, climate change would be receiving low CO2 emissions, continuing with the measures and strategies taken into account. We join this strategy by making known our own, where we intend to reduce the number of vehicles used to transport people on tours, as well as using 4x4 vehicles to facilitate and contribute even more to the strategy carried out.

Global initiative on tourism and plastics.

Many organizations have joined this strategy to contribute to sustainability and reduce the volume of plastics and make them recyclable or reusable. As an operator we will take this strategy by carrying different bags on each tour and thus classify the plastics generated on each route. In this way we will be able to recycle and reuse the plastics obtained from the tourists and contribute to the growth of recycling and the decrease of plastics in our country.

**CHAPTER II
CONDITIONING
ELEMENTS OF THE
TOURIST PRODUCT
OR TOURIST
SERVICE.**

History of tourism.

Tourism is a social and economic phenomenon which details the movement of people to other countries or places outside their usual environment. This phenomenon can be done for personal, business or professional purposes (WTO, s.f.). Tourism has to do with the activities they perform during the trip and since the moment they are far away from their casual area, they are called visitors.

We can say that the origin of the modern concept of tourism back to the 17th century, when nobles from European countries made what was called the Grand Tour, which consisted on a trip around Europe⁷. The reason this trip was created was because they wanted to know about the history, art and cultural heritage about those countries (Rodríguez, 2020). Then, by the 18th century, this custom was widespread to other parts of the world.

The Industrial Revolution, which began in the second half of the 18th century, produced a big impact in the technological transformation since it led to the development in transport. Therefore, there were more forms of entertainment and travel (Rodríguez, 2020).



Figure 7. The image describes a group of tourists having a good time with friends or family. Taken from (Rodríguez, 2020)

⁷ Rodríguez, Carmen. Travelling for pleasure: a brief history of tourism. España. Europeana, 2020, <https://www.europeana.eu/en/blog/travelling-for-pleasure-a-brief-history-of-tourism>

After the World War II, the governments became interested in tourism as a tool of diplomacy. Travel agencies were created and one of the pioneers was Thomas Cook & Son, which was the first organization, which offered excursions and holidays for groups. The trip included transport, accommodations and food tickets. As a result, that was the origin of what we know now as package holidays (Walton, 2023). Even though most of people prefer to travel to a different country, there is a whole group of people who prefer to travel inside the country⁸. From the 1920s Florida became a good destination even for American tourists traveling from different states in the USA.



Figure 8. Tourists at an airport waiting for their turn to start their trip. Obtained from (Rodríguez, 2020).

The tourism sector suffered a recession during the 1970s due to the energy crisis so the costs and prices had to be lowered⁹. At the beginning, traveling was considered something luxury

⁸ Walton, John. Tourism. Beritannica, 2023, <https://www.britannica.com/topic/tourism>

⁹ Walton, John. Tourism. Beritannica, 2023, <https://www.britannica.com/topic/tourism>

and for an exclusive group of people; however, it became a leisure activity within the reach of many (Walton, 2023). In the following decades, there was a notorious and progressive internationalisation of hotel companies, travel agencies and airlines.

The tourism sector has become one of the great economic engines in many countries, therefore, it has formed part of the international political agenda. In last years, there are many options at low-cost and alternative accommodations managed by online companies (Rodríguez, 2020).

History of tourism in El Salvador.

The development of tourism in El Salvador had its beginnings in the 19th century, with the construction of railway lines to install the railway throughout the country, allowing the massive mobilization of the Salvadoran population to different places (Menjivar).

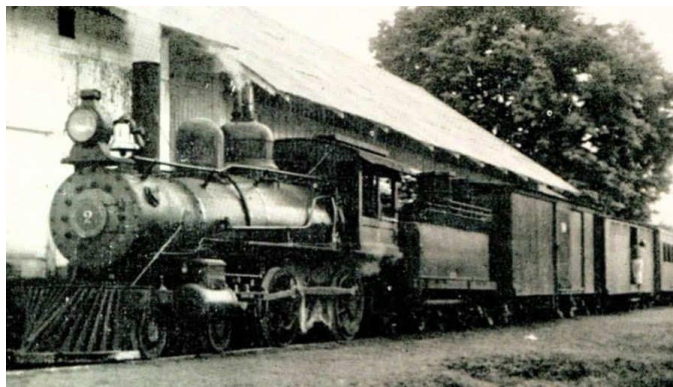


Figure 9. The arrival of the railway in El Salvador boosted trade and transformed the way of doing business at the time. Obtained from (Alfaro, 2019)

In 1947, tourism being an excellent means of development, the government joined with private companies to create the General Board of Tourism as a public utility, considering that it was the duty of the State to promote the material and cultural development of the country

(Menjivar). In 1948, the General Board of Tourism was created and the construction of a Network of Tourist Centers began throughout the country, in order to provide healthy recreation to Salvadoran families.

In 1961, the Instituto Salvadoreño del Turismo (ISTU) was created, which would have a direct relationship with the public powers through the Ministry of Economy. Among its main functions was the elaboration of projects for the promotion and development of tourism in El Salvador, the regulation of tourism companies, the management of tourism heritage and the protection and maintenance of tourist areas¹⁰.



Figure 10. Instituto Salvadoreño del Turismo logo. Obtained from (Instituto Salvadoreño del Turismo, 2018)

The main year of the tourism boom is 1978, since some factors were identified:

- ✓ A positioning strategy is established for El Salvador and marketing tactics were proposed to start the inclusion of our country on the international tourist map.
- ✓ A plan was proposed to promote the development of the coastal zone, taking as its main area the Estero de Jaltepeque on the Costa del Sol.

¹⁰ ISTU, Portal de transparencia. El Salvador, <https://www.transparencia.gob.sv/institutions/istu>

In the year 1979, a crisis arose as the socio-political problems that led to the outbreak of war became accentuated. The international press spread an image of El Salvador considering it a dangerous country for tourists, which reduced the influx of travelers (Menjivar).

Tourism during the war in El Salvador.

The peace agreements signed on January 16, 1992, between the Government and the FMLN, allowed numerous international observers to enter the country, this generated an expectation for future possibilities to open the doors of hope for the tourism sector (Menjivar).



Figure 11. In the picture, we can see the members of both parties: FMLN and ARENA during the signing of the peace agreements. Obtained from (ARPAS, 2020).

In this context, the Government, with the initiative of the private company, prepared a draft Law for the creation of the Tourism Development Corporation for El Salvador, which was presented and submitted to study by the Legislative Assembly of that period and by Legislative Decree number 779 is chosen the Corporación Salvadoreña del Turismo (CORSATUR), as the highest tourism authority in El Salvador.

Cultural identity in El Salvador

It is a set of values, traditions, symbols, beliefs and modes of behavior. The cultural identity of El Salvador is to know our traditions, Nahuat, Salvadoran folk music, legends, beliefs, religions, typical dishes, Mayan and Pipil culture, among other aspects¹¹.

As an endangered language, Pipil is threatened with the possibility of extinction within the next few years unless measures are taken quickly to keep it alive (Linares, 2017).

Cultural identity is what makes the people of a nation rich, that is why the State must invest in the rescue of its biodiversity, culture, traditions and gastronomy; we must revalue the legacy left by our ancestors and not allow what rightfully belongs to them to fade away¹².

The development of cultural identity arises from the interaction between the individual and his or her environment and is transformed throughout history. Subcultures and countercultures are formed by specific characteristics that distinguish their members from the dominant culture. National cultural identity encompasses diverse aspects such as language, religion, myths and artistic manifestations, and may vary among individuals within the same country. (Porto, 2023)

¹¹ Linares, Claudia. Identidad cultural de El Salvador. El Salvador, Prezi, 2017, <https://prezi.com/katf07c998oc/identidad-cultural-de-el-salvador/#:~:text=La%20identidad%20cultural%20de%20El,y%20pipil%2C%20entre%20otros%20aspectos>

¹² Linares, Claudia. Identidad cultural de El Salvador. El Salvador, Prezi, 2017, <https://prezi.com/katf07c998oc/identidad-cultural-de-el-salvador/#:~:text=La%20identidad%20cultural%20de%20El,y%20pipil%2C%20entre%20otros%20aspectos>

Legend of Los Cobanos.

The locals tell the legend of "Chasca", the goddess of fishing, a beautiful and charming princess who fell in love with Prince Acayet. Pachacuet, the young woman's father, had the suitor killed; Chasca, inconsolable, threw herself into the deep pool of the Barra de Santiago and was never heard from again.

However, on certain nights he appears in a white canoe, a sign of good fishing. The locals then intone these versus:

'Fisherman, the moon is out
Unwrap your fishing line
Tonight is a night of fortune
For the beautiful white canoe is coming
Do not be afraid, Chasca is good,
There is no one like Chasca." (Republica, 2011)



Figure 12. Chasca. The virgin of water. Taken from <https://guanacos.com/chasca-la-virgen-del-agua-leyenda-de-amor>

Gastronomy at Los Cóbános.

Food is an important point in Los Cóbános beach, for this reason the hotels have restaurants that offer a la carte dishes, with recipes based on seafood, such as shrimp, fried fish, meat and chicken, grilled and barbecued¹³.

Of course, there are also some independent restaurants, where you can eat at low costs and try different dishes, including the typical dishes of El Salvador, to please all tastes.

(viajar.com, 2022)



Figure 13. Gastronomy at Los Cobanos. Photo by El Salvador viajar. Obtenied from <https://diarioelsalvador.com/los-cobanos-un-paraiso-prottegido/213830/>

Amapulapa Gastronomy

“River where the amates sink”

Enjoy a meal in a different environment. In addition to all the above features, Amapulapa Park has areas dedicated to food. The first of these is the cafeteria of the tourist center, which offers typical food of the country¹⁴.

¹³ Playa Los Cóbános: descubre que ver y hacer. El Salvador, El Salvador Viajar, 2022, <https://elsalvadorviajar.com/playas/los-cobanos/>

¹⁴ Amapulapa. El Salvador, El Salvador mi país, 2022, <https://www.elsalvadormipais.com/amapulapa>

It also has a total of 12 picnic areas where you can sit and enjoy the typical flavors. Even if tourists want to have a more natural experience, they can access the picnic areas of the place.

(pais, 2022)



Image 14. Amapulapa gastronomy. The cafeteria obtained from <https://www.laprensagrafica.com/salvadorenisimo/FOTOS--VIDEOS-Aguas-frescas-comida-toboganes-y-muchomas-encontraras-en-Parque-Acuatico-Amapulapa-20220415-0016.html>

Legend of Sumpul River

The tiger of sumpul

The legend refers to Nahuilism. It tells that the Tiger of the Sumpul was a black man and he was recognized by the three feathers of guara that he carried in his forehead. He hid behind a tigüilote tree near a river and there in the darkness of the night he would assault and rob his victims¹⁵. One night he killed an Indian named Malinalli, very dear to the Pipil tribe, with a

¹⁵ Hernández, María. Relatos mitológicos salvadoreños. El Salvador, El Profe, 2018

poisoned dart thrown with a blowgun, but he did not die at the moment and they struggled for a while and he killed him with an obsidian knife. Legend has it that Malinalli was avenged by his nahual, a masacuat snake. (Hernandez, 2018).



Image 15. The tiger of Sumpul. Obtenied from <https://leyendasdeelsalvador.com/el-tigre-del-sumpul>

Gastronomy at “Las Cuevas de Moncagua”

As for the gastronomy, the menu is loaded with entrees such as meats, chicken, hotdog, soups, potatoes, sandwiches and a variety of foods that range from \$2.50 to \$5. The place also has the famous pupusas de San Miguel, where their curtido has mayonnaise¹⁶. At the same time, the place offers the possibility of bringing your own food already prepared or you can also order food from any nearby establishment. (Minero, 2023)

¹⁶ Jaime Minero, Ella.sv. El Salvador, 2023



Figure 16. Pupusas and curtido with mayonnaise. Obtained from <https://www.laprensagrafica.com/elsalvador/Pupusas-con-mayonesa-y-salsa-negra-una-peculiar-tradicion-miguelena-20220108-0046.html>

Entre Montañas Gastronomy

In this place you can taste different dishes, either as a starter, main course or typical dish.

The gastronomy includes from pupusas, beans, eggs, vegetables, etc, to chicken soup, pork rinds, meats and cocktails. Prices vary from \$3 to \$6 and different combos for groups of people (restaurante, s.f.)

Desayunos

Horario:
 7:30 a.m. a 11 a.m.



PARA COMPARTIR

Desayuno para todos 🍳
 4 pupusas revueltas o frijol con queso, huevos con vegetales, frijoles fritos o borrachos, plátano frito, queso, curtido y salsa, 4 tazas de café o chocolate. **\$ 21.95**

Compartiendo lo nuestro
 8 Pupusas de Maíz: revueltas o frijol con queso, curtido y salsa, 4 tazas de café o chocolate. **\$ 12.95**

PLATO INDIVIDUAL

El Tamalero
 Tamal de elote, frijoles fritos o borrachos, plátano frito, queso, crema, 2 tortillas y café con refilil o chocolate. **\$ 5.95**

El Típico
 Frijoles fritos o borrachos, huevos al gusto, queso, plátano, 2 tortillas y café con refilil o chocolate. **\$ 5.50**

Súper Típico 🍳
 Frijoles fritos o borrachos, huevos al gusto, chorizos, queso, plátano, 2 tortillas y café con refilil o chocolate. **\$ 6.25**

El Infaltable 🍳
 3 Pupusas de maíz o arroz, a elegir (Revueltas o frijol con queso), curtido y salsa y café con refilil o chocolate. **\$ 4.25**

El Básico
 Frijoles fritos o borrachos, huevos revueltos con vegetales, 2 tortillas y café con refilil o chocolate. **\$ 3.75**

Esponjosos
 3 Pancakes glaseados, acompañados con miel de abeja, mermelada, marshmallows y café con refilil o chocolate. **\$ 4.90**

Los precios no incluyen el 10% de servicio



**ENTRADAS
PARA
COMENZAR**

Mucha Boca

El Sopón

Sopa de gallina completa y 2 tortillas **\$4.25**

La Sopita

1/2 sopa de gallina y 2 tortillas **\$3.25**

La Choricera

8 Chorizos o longanizas, curtido, escabeche y 2 tortillas **\$6.50**

El Cóctel

Coctel de camarón en salsa roja o rosada **\$7.25**

Las Papas

Orden de papas fritas con queso rallado y salsa de tomate **\$3.00**

Las Únicas

Orden de papas fritas con queso cheddar, frijoles borrachos, chorizo y queso rallado **\$4.25**

La Chicharroneada

Chicharrones, escabeche, curtido, y 2 tortillas **\$6.75**

La Cuajada

Orden de cuajada, con frijoles fritos o borrachos y 2 tortillas **\$3.75**

Mucha Boca

Lomo de res, lomo de cerdo, costilla, pechuga de pollo, chorizos, cuajada, aguacate, tortilla frita en porciones para boca
 Mediano **\$19.95**
 Grande **\$25.95**

Los precios no incluyen el 10% de servicio

Figure 17. Gastronomy at Entre Montañas. Taken from <https://www.instagram.com/entremontanas.sv/>

Table 1.

Strategic plan: Quality control and customer satisfaction
Quality control

Action	Responsible	Improvement
<p>Provide a tour operator service that meets the expectations of people. Firstly, offering a service with a cost within everyone's reach</p>	<p>Debora Viana: She will be in charge of looking for small entrepreneurs in the hotel and gastronomy sector to ensure an economical stay and food at a very good price</p>	<p>Unlike other tour operators, we will not be looking for an association with large businesses, but on the contrary, we will take into account small entrepreneurs in the tourism sector to support them in their venture.</p>
<p>Create a profile on the most used social networks; Instagram, Facebook and WhatsApp. Means through which customer questions will be answered.</p>	<p>Doris Cerón: She will create the profile on social networks and will be in charge of creating content for advertising our service. In addition to this, she will be interacting with clients responding to every concern they have.</p>	<p>We will take care of having a service on social networks 24 hours a day. In this way, customers will not have to wait hours to get an answer to their questions.</p>
<p>Creación de sitio web en el cual se detalle de igual forma toda la información de la tour operadora tal como la información de contacto, los detalles de todos los destinos turísticos brindados.</p>	<p>Creation of a website in which all the information of the tour operator is detailed in the same way, such as contact information, details of all the tourist destinations provided.</p>	<p>Through the website and social networks, special promotions will be detailed for Father's Day, Mother's Day and World Tourism Day which is celebrated every September 27. A raffle will be held where one person will be the lucky one to travel to any of our all-inclusive destinations to enjoy that special date.</p>

Note: The table shows the actions that we plan to perform and the person in charge of it to have an excellent customer service experience.

Customer satisfaction

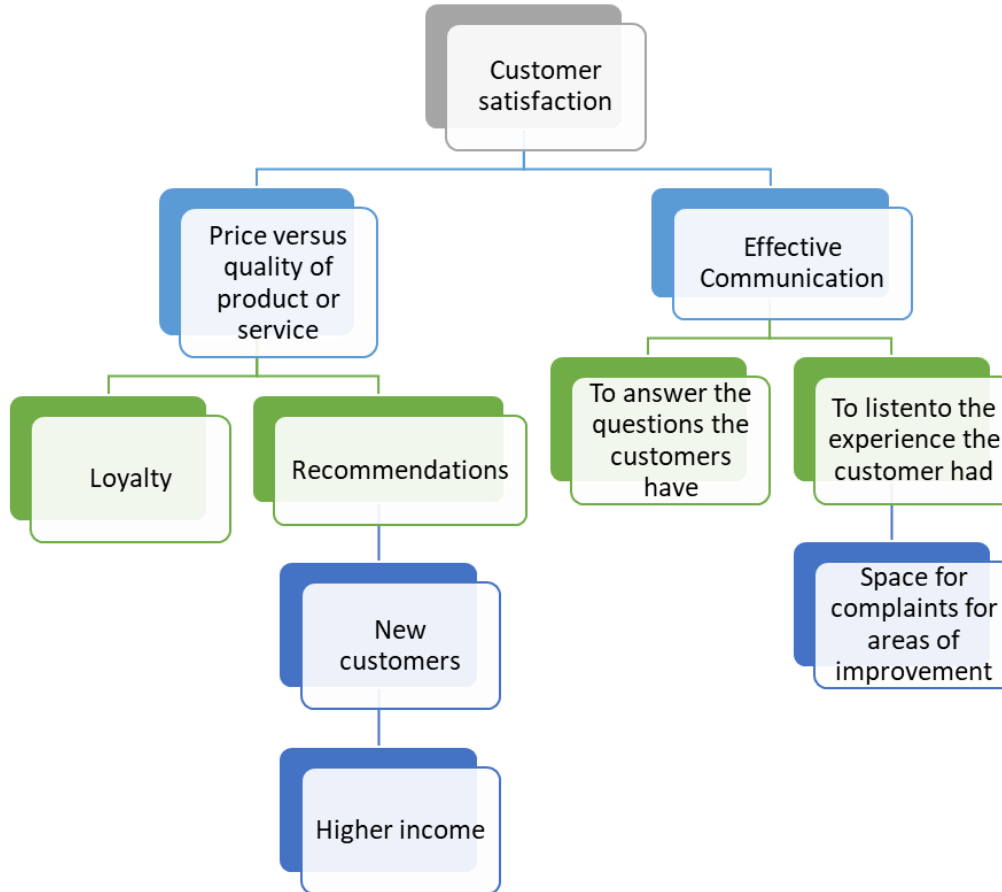


Figure 18. Customer satisfaction scheme. Figure provided by us.

The schematic shows an example of how to achieve customer satisfaction. First of all, we know that a client always makes a comparison between the price and the quality of the service and effective communication is also important. By maintaining service quality, customer loyalty is obtained, who will make recommendations with friends or family. Consequently, that will generate more customers and more income for the business.

Communication between the client and the business is important to answer any questions they have and listen to the experience they had. The opinion of the clients will give us the opportunity to work on the areas of improvement.

CHAPTER III
LOCAL
DEVELOPMENT
THROUGH A
TOURISM
PRODUCT

Entrepreneur profile.

Entrepreneur concept.

Sanchez (2020) considers that an entrepreneur is any person who, by gathering, identifying and using all or most of the characteristics of an entrepreneur (leadership, personality, commitment, persistence, vision, strategy, among other complementary ones) finds or consolidates the resources necessary to initiate and materialize an innovative idea or project (that you have designed individually or in a group), where you implement the attitudes, to provide a service or product (starting from a new or existing idea), which finally capitalizes and turns it into your source of income and subsistence, which will improve and over time strengthen it until it is consolidated as a company and/or brand¹⁷.

Type of entrepreneur.

After reviewing, analyzing and understanding the types of entrepreneurs that are documented through the “Entrepreneurship Manual” - INCUNA JICA Project, as support to the subsidiaries of the National University of Asunción for the implementation of the entrepreneur program and creation of innovative companies.

The types of entrepreneurs that we identify with are: “Opportunity Entrepreneurs” (directly, in accordance with the purpose of our project) and complementing with the other type of entrepreneur due to its definition that frames us as “Entrepreneur in the agribusiness sector.”

Identification with the type of entrepreneur, indicated above. It is based on the fact that, as the reason for our project / undertaking, we have identified and are ensuring that the tour

¹⁷ Sanchez, Javier. Emprendedor. Economipedia, 2020, <https://economipedia.com/definiciones/emprendedor.html>

operator market, today and increasingly, is orienting tourist packages or destinations towards targeted consumerism, towards establishments that demand a lot of budget for the tourist or user/client.

Increasing the prices and costs involved in a trip, whose purpose is recreation and tourism in groups (family or friends, colleagues).

That is why, after experimenting and learning the opinion of many tour operator users, we have identified deficits and dissatisfaction in these strategies. And, we consider that we can offer with our project an option that allows tourists additional needs during their trips, at a low price and accessible.

Capitalizing on the above, the deficit or dissatisfaction that many tourists/users expose after evaluating the cost of the tourist package and the rest of the additional expenses they had to incur, because the guides establish establishments that have been previously agreed upon and leaving them with minimal options. of consumption to users.

Concluding with the main justification, of the type of entrepreneur under which we define ourselves with the project underway, to this process, all the necessary innovation will be applied to make it attractive for a market that demands both low-priced and high-quality tourism packages. more demanding and valuable. In the case of destinations that establish/require it.

Entrepreneurial ecosystem

The entrepreneurial ecosystem seeks to balance all the conditions that surround the environment to generate new ideas and develop them, all around tourism for the creation of new entrepreneurs (Bóveda, 2015)

In our tourism idea we can take into account different points to balance the environment around a tour operator, such as human capital, support, finances, culture, market and politics¹⁸. In many of them we find different strategic points such as telecommunications, training, financial capital, laws, networks of entrepreneurs and dissemination channels, etc.

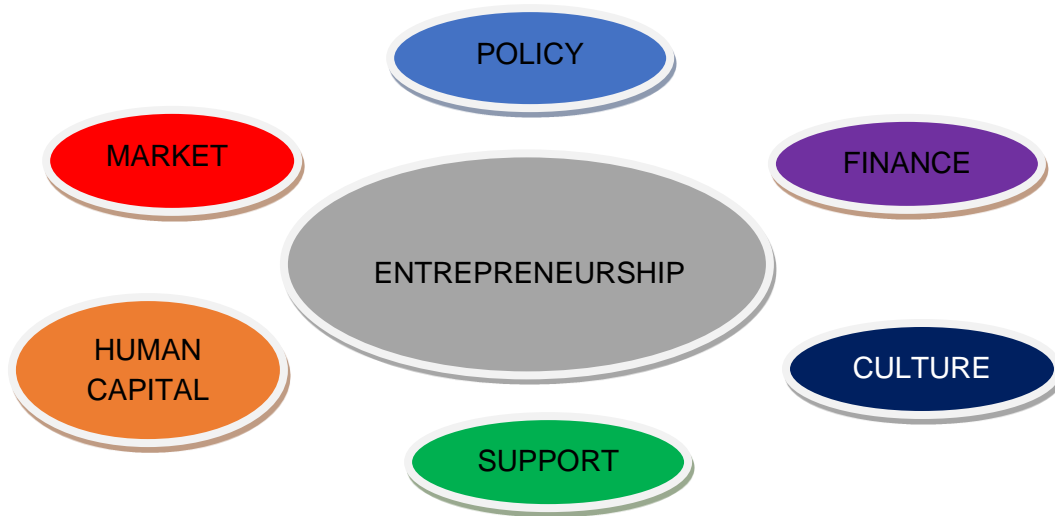


Figure 19. *Entrepreneurial ecosystem. Figure provided by us.*

Market: This aspect includes the client portfolio that is acquired. In addition, different social networks will be used to publicize the venture, as well as develop it through different digital platforms.

Policy: This area will be in charge of creating the necessary alliances with the different authorities. In addition, verifying the entire legal framework and being aware of the laws within the environment. Our quality regulations would be the following:

General regulation of the tourism law.

General obligations

¹⁸ José Bóveda. Ecosistema emprendedor. Pág 15-16. Asunción, 2015

Art. 11.- Tourism companies, as established in articles 12, 13 and 14 of the Law, will be subject to compliance with the following obligations:

a) Show your clients and visitors the price of your products or services, as well as the taxes and special contributions that affect them and the currency in which they must pay;

b) Comply with hygiene, safety, health and environmental standards and other legally established ones;

c) Display in a visible place the regulations, general conditions of service and use of the establishment's facilities;

d) Respect the rights of the visitor as a consumer according to current regulations;

e) Comply with other legal obligations according to the nature of the establishment

Art. 26.- Information tourism companies are considered to be those commercially dedicated to carrying out intermediation activities for inbound tourism and those dedicated to providing information services or guided tours to tourists.

Art. 27.- The following are considered tourist information companies, depending on their characteristics and services:

a) Incoming tourism operators: Company that designs or integrates tourist products, services or carries out intermediation activities between tourists and providers of tourist services, travel, packages, tours or tourist circuits within the national territory.

ISO 20611

Adventure trip. Good Practices for Sustainability. Requirements and Recommendations.

This standard provides requirements and recommendations to achieve sustainability practices in adventure tourism activities with the purpose of mitigating negative impacts in these

areas, especially on fragile ecosystems. The standard not only promotes the conservation of natural habitats, but also promotes respect for the communities that receive tourists.

ISO 18065

Tourist Services and Related Services. Tourist Services for Public Use Provided by the Authorities of Protected Natural Areas. Requirements.

The central theme of this regulation is the preservation and care of protected natural spaces such as parks, reserves, forests, lagoons, among others. In most cases, its implementation goes hand in hand with compliance with national, regional and local laws that are in force in each context. Tourists can experience the natural environment while respecting it and learning more about the importance of conservation.

Finance: in this aspect we will mainly rely on the initial financial capital, as well as links with different entities in support of development such as financial cooperatives, non-governmental organizations and others related to the development of SMEs.

Culture: the entrepreneurial culture will be responsible for maintaining the sustainability of the enterprise, since it will maintain creativity and the ability to think innovatively to solve problems and develop solutions to these problems.

Support: This aspect is essential as it includes a wide range of resources, services and advice. Here we will have links with different organizations to provide the development of entrepreneurship through training programs in all the aspects it requires.

Human capital: in this aspect, human talent is taken into account, those who are in charge of the venture. In our case, we are responsible for Karina, Debora and Doris, who will put into practice the knowledge, skills and experiences to become a team committed to the growth and sustainability of our venture.

Skills and characteristics as an entrepreneur.

Within the competencies and characteristics of each entrepreneur, the attitudes, skills and values of each person must be taken into account, with the aim of bringing ideas to reality (Adalberto Oviedo, 2015) In addition, keep in mind that a successful venture is due to the combination of skills, knowledge and experience that will allow it to prosper and adapt in the best way in the market.

Within each competence we have different characteristics that will help us, as entrepreneurs of a tour operator, to highlight and strengthen the entrepreneurship in an effective way¹⁹.

1. ACHIEVEMENT:

The competencies of an enterprise linked to achievement are focused on the ability to establish and achieve goals and objectives effectively. These skills and attitudes will be essential to measure and demonstrate the progress and success of our venture.

The characteristics related to this competition are:

- Establishment of Clear and Measurable Goals: Be able to define specific, quantifiable and achievable goals for the business.

¹⁹ Oviedo, Adalberto. Perfil del emprendedor, competencias y características. Asunción, 2015

- Strategic Planning: Develop detailed plans that show how established goals and objectives will be achieved.

- Creativity and ingenuity: To undertake is to have an idea, since from this is where new projects arise and the market or sector can be revolutionized.

- Empathy: Putting yourself in the shoes of others to understand their needs will help create bonds with people and contribute to the creation of new market ideas.

2. COMMITMENT:

Oviedo (2015) also indicates that the competencies of a venture linked to commitment focus on dedication and dedication to the entrepreneurial project. This will help you overcome challenges and maintain motivation (Adalberto Oviedo, 2015).

The characteristics related to the commitment of our enterprise are:

- Passion: To undertake, you need to have motivation. The only way to face and deal with the difficulties that arise along the way is by loving what you do.

- Vision: It is not enough to just have ideas or dreams, it is important to find the means to carry them out.

- Determination and Perseverance: Be willing to overcome obstacles and continue moving forward even when things get difficult.

- Responsibility and Compliance with Commitments: Comply with assigned responsibilities and tasks consistently and on time.

- Teamwork and Collaboration: Foster a collaborative work environment where all team members feel committed and valued.

3. LEADERSHIP:

Oviedo (2015) states that entrepreneurship competencies linked to leadership are essential skills and qualities that an entrepreneur needs to guide, motivate, and drive toward success.

The characteristics related to the leadership of our venture are:

- Leadership: You have to learn to detect opportunities and take advantage of them at the right time.
- Patience: Facing adversity and trying again and again will be vital to achieving success.
- Decision: If we analyze the advantages and disadvantages of a situation, being as objective as possible, the decisions made will be correct.
- Trust and Respect: Foster a work environment based on trust and mutual respect among team members.
- Commitment to Continuous Learning: Be willing to learn and grow, seeking opportunities for personal and professional development.
- Time distribution: Know how to manage time effectively to focus on the most important tasks and activities.

Table 2. *Characteristics as an entrepreneur*

COMPETENCES	CHARACTERISTICS	
ACHIEVEMENT	Establishment of Clear and Measurable Goals	Be able to define specific, quantifiable and achievable goals for the business.
	Strategic Planning	Develop detailed plans that show how established goals and objectives will be achieved
	Creativity and ingenuity	To undertake is to have an idea, since from this is where new projects arise and the market or sector can be revolutionized.

	Empathy	Putting yourself in the shoes of others to understand their needs will help create bonds with people and contribute to the creation of new market ideas.
COMMITMENT	Passion	To undertake, you need to have motivation. The only way to face and deal with the difficulties that arise along the way is by loving what you do.
	Vision	It is not enough to just have ideas or dreams; it is important to find the means to carry them out.
	Determination and Perseverance	Be willing to overcome obstacles and continue moving forward even when things get difficult.
	Responsibility and Compliance with Commitments	Comply with assigned responsibilities and tasks consistently and on time.
	Teamwork and Collaboration	Foster a collaborative work environment where all team members feel committed and valued.
LEADERSHIP	Leadership	You have to learn to detect opportunities and take advantage of them at the right time.
	Patience	Facing adversity and trying again and again will be vital to achieving success.
	Decision	If we analyze the advantages and disadvantages of a situation, being as objective as possible, the decisions made will be correct.
	Trust and Respect	Foster a work environment based on trust and mutual respect among team members.
	Commitment to Continuous Learning:	Be willing to learn and grow, seeking opportunities for personal and professional development.

Note: The table shows the different skills an entrepreneur has as well as its characteristics.

Our barriers to entrepreneurship.

It is no secret that undertaking is a difficult and fascinating process at the same time. As Samantha Alvarado indicates in her article, a person decides to start a business when they have

already found their passion and therefore, they work and strive for it. However, there are situations that may arise over time and may become an obstacle.

As entrepreneurs, we consider the following as barriers to undertaking:

Lack of financing: Alvarado (2019) specifies, financing is a crucial point to undertake since funds are needed for the initial investment of the venture. Banks usually have very high interest rates that are above the expectations of entrepreneurs and they do not have the financial capacity to take on such responsibility.

Limitations in supply: Lopez (2022) establishes that it is important to consolidate the reliability of the supplies that as entrepreneurs will be needed, that is, ensure the availability of raw materials. As entrepreneurs we consider it a barrier since it is considered that at the beginning, it will be difficult to ensure the number of transport units necessary to cover the tourist routes and in addition, probably the first experiences with suppliers will not be good due to the lack of knowledge in that field.

Lack of administrative knowledge: This is usually a very common obstacle for entrepreneurs, according to Huerta (2022), since they usually have different training than administration and therefore, they do not know how the legislation works when setting up a company. As entrepreneurs, we consider this as a barrier since none of the members of the company have administrative and/or legal knowledge to carry out the venture and then keep it afloat in accordance with those established by law.

Success factors.

As Johanna Rodríguez indicates in her article, success factors are key and necessary points for a company to achieve the objectives it has set. As a tour operator, we have listed the following success factors:

Motivation and attitude. As Hancock (2017) indicates, it is important to be aware that starting a business requires time and effort. Furthermore, it is necessary to have passion and maintain a positive attitude during the process to not lose motivation and achieve business success. As a team, we have a lot of positivity and we are sure that with patience and effort we will achieve our goals.

Strategy: Rodriguez (2021) explains that it is necessary to have a strategic approach where there is planning for everything related to entrepreneurship. That is why we will have a strategy that indicates the goals and deadlines to meet them. In this way we will determine the path to follow according to the resources we have.

Knowledge of the competition: Claire Hancock (2017) details that it is necessary to know the market in which you are operating since there will be other companies that are already offering the same product or service. As entrepreneurs, we are aware of the competition and therefore we have been creative when designing routes to stand out from the rest of the competitors.

Responsibility as entrepreneur

Responsibility with our clients. It is important to provide a high quality service to satisfy the customers' needs, and at the same time, a good customer service. This way, the company will get more credibility and customers.

Responsibility with our employees. Entrepreneurs should provide a good work environment so that the employees can feel as though they were at home. They have to give the employees the opportunity of getting feedback about the company to see if there are areas of opportunity that can be changed so that they can feel that they are valued for the company.

Responsibility with the society. A business will not be run by a single person. It is necessary to have a team work so that every member can work in the area they are knowledgeable at. Therefore, this means that entrepreneurs generate more employment and give the opportunity to generate income.

Responsibility with the environment. As entrepreneurs, we would like to be an eco-friendly company that will work with the 3R, which are Recycle, Reduce, Reutilize.

Responsibility with ourselves. Rather than running a business for the only fact of generating money, we want to be entrepreneurs who are passionate about what we do. It is just amazing to think that our business can generate happiness to others. There is no greater thing than seeing a smile on others.

Social responsibility as an entrepreneur

The social responsibility of an entrepreneur refers to the contribution to human development, through the commitment that the company has not only with the employee, but with everything that is related to the employee's environment. As Jesenia Martínez indicates, a

company that truly has corporate responsibility is one that ensures the well-being of the people and environment that surrounds the employee, that is, taking into account their family and society in general. The main objective of reflecting this responsibility is that the positive impact becomes a more competitive company, since providing the best conditions to employees will have a positive effect on their performance and effectiveness, thus achieving the work environment dreamed of by every worker.

Yesenia Martínez (2022) also mentions that social responsibility even implies protection of the environment, that is, the company is concerned about maintaining sustainability and avoiding or reducing, as soon as possible, activities or processes in the company that could lead to a negative consequence with environment.

In conclusion, the social responsibility as entrepreneurs will be to create and maintain a working condition with the members of the company, their family and with the community in general. In this way, employees will be happy and satisfied with their environment and, consequently, the results in their development will be better.

Way in which social responsibility will be implemented in our enterprise.

As a tour operator we want to implement social responsibility in different ways to ensure that we can positively influence the lifestyle of our workers and their environment, as Yessenia Martínez (2022) points out, responsibility must be fulfilled with society in general and the environment.

Firstly, we want to practice social inclusion by recognizing the abilities that people with some type of disability possess by assigning work that is under the conditions to be able to

complete them. In this way we would be supporting a group of society that is usually excluded from the world of work.

On the other hand, we aim to educate people about sustainability. Contributing to the environment is extremely important since it is the environment that surrounds us, therefore we must make sure we take care of it. As a tour operator, we will have biodegradable bags for the garbage generated within the transportation to be used. And consequently, they will be educated to place garbage in its proper place in each tourist place they visit.

Additionally, we will try to use the greatest transportation capacity to make the trips, or adapt the transportation to the number of clients that will be available for a specific trip. For example, a bus with a capacity of 40 people would not be used to transport only a group of 15 people. In this way we will be collaborating with the environment and avoiding emissions of polluting gases when they can be avoided.

Market niches.

Definition

To answer the question and structure a comprehensive definition, it is possible to rely on the multiple existing definitions, but every meaning must have an etymological origin that allows it to be interpreted in a simpler and more analytical way, the word composed of two conceptual words in itself (Veschi, 2020). Therefore, and considering the above, it is necessary, before adopting a definition, to understand the following:

“from Latin as *mercātus*, as the meeting where merchants and consumers met were called in ancient Rome, governed largely by an idea of exchange in the absence of formal economic development, coming from the verb *mercari*, referring to buying, based on the forms *merx*,

mercis, understanding the merchandise, on the root of the Etruscan *merk, around the context and action of buying”

Starting from the etymology of both words, we can now develop our own concept, or one that is closer to the purpose of our project.

Niche Market then, is a part of a prior segmentation of the universe that for our project, is the market of consumers, clients or people (foreign or local tourists), who are looking for products, services or to exchange with a supplier or company (entrepreneurship) that provides what you are looking for, but the market will always be so large that it will not be possible to supply or meet all the needs of a person or a group. Therefore, segmentation and typifying niches will be necessary and given this dimension (Veschi, 2020). The identification of niches will group needs and offers to meet them. From the above, it is necessary that these segments open up and generate niches (synonymous with a gap, like a space or a void) that will always need to be seen and attended to. Once a niche is outlined and identified, a Market Niche is obtained and addressed, which conceptually we will finally have:

“A market niche is a portion of a market segment, which is made up of a small group (either of people or companies) that has certain common characteristics and needs.”

Blue Ocean Strategy formulated by W. Chan Kim and René Mauborgne applied to identify our market niche.

In consideration of the strategy defined by W. Chan Kim and René, and, specifically, the project under development, definitely the tourism market niche and everything related to tourism operator ventures, currently, is already a Red Ocean, they have existed since a long time now, specialized industries or industries that have outlined and are exploiting this market, that it is not

possible to become a direct competitor of them, such as: Airlines, Hotel Chains, Resorts, Tourist Destinations, among others, which already They provide an entire package or necessary logistics from the starting point of the home to the destination, and the return (Pensemos, 2023).

But considering the above, within the Red Ocean, as the authors indicate, it is possible to go beyond the established boundaries of said industry and approach, and explore what else exists in the market segment (and within it, new niches), specifically find and profile the market niche, to create or navigate the Blue Ocean, exploit and profile it, what we must not lose sight of is that this does not imply creating the processes, but rather, taking them, tropicalizing them and improving them , to a market strategy, with an optical, economic, simple but complete (Pensemos, 2023).1. Providing tourists, clients or people (foreigners / locals) with a new, economical and priority-friendly option during a family or personal outing.

In this sense, it is important to compare the fundamental characteristics of its adoption (for our project the blue ocean strategy), which are:

RED OCEAN STRATEGY	BLUE OCEAN STRATEGY
Compete in existing market space	Create uncontested market space
Beat the competition	Make the competition irrelevant
Exploit existing demand	Create and capture new demand
Make the value-cost trade-off	Break the value-cost trade-off
Align the whole system of a firm's activities with its strategic choice of differentiation or low cost	Align the whole system of a firm's activities in pursuit of differentiation and low cost

Figure 20. Blue and red ocean strategy comparison. Obtained from <https://www.cascade.app/blog/blue-ocean-vs-red-ocean-strategy>

Because our interest and attention will be directed entirely to:

-Create undisputed market spaces. Like any undertaking that is not social or charitable, profitability will always be sought when providing a service, since the necessary means and supplies are acquired, not donated, therefore, in many cases, the term “low cost” ” is not so attractive, because it is considered that then, there will not be enough profit margin in such a strategy, but, for this, it is very illustrative to consider a strategy that Apple and Steve Jobs applied, when they created their playback device, known like iPod.

He created the Apple Music music store and songs were worth only \$0.99, a low price at the time and today, considering that a playback CD was worth an average of \$15 to \$20 at the time.

But, music sales and purchases skyrocketed exponentially, since the client could buy 15 or 20 songs at that price, but structuring his musical taste. Therefore, such a low-cost strategy could have been evaluated as bad, on the contrary, it was successful.

-In the market segment, competition will never be an irrelevant factor, since there will always be new ways to innovate the service, but, if it is possible to become very competitive in low-cost quality, which can still capture customers or people, niche market in the Red Ocean, who acquire entrepreneurial services at low cost.

-Create and capture new demand, which will grow when this new option for tourism and travel services is disseminated and promoted. At low cost and empathetic with resources that will always be limited or the best possible savings will be sought.

-Break the value/cost interdependence. Very critical indeed, not considering that every effort or undertaking does not seek to capitalize its investment, time and costs. But, the mission of the project is, mainly, to make profitable that "low-cost" market niche, which will always exist. And, which will finally become a coherent option for tourism trips, the interested party is the one who will directly evaluate the value or cost, versus the purpose. It is worth highlighting currently a company that is within these market niches. And more and more airlines are following the strategy.

As a final conclusion, the strategy presented by the authors is assertive and consistent with our project, therefore, we are focusing the effort on our own Blue Ocean, which has originated from the saturation of the Red Ocean, of the tourism market. and companies that are dedicated to these services.

Elements to identify a market niche



I help people interested in tourism who have a low budget to carry out tourist activities through economic tours with the consumption of products from local entrepreneurs and the opportunity to bring their own products.

My market niche

Leticia Calvo explains that a market niche is a specific group of consumers that have characteristics, needs and problems in common that are not being solved by any corporation today (Calvo, 2022).

From the consumers' point of view, it is equally beneficial to be part of a niche market, because they are able to satisfy a very specific need or desire that they could not satisfy in any way before. This allows for a large number of products in the market, making fewer and fewer problems that cannot be solved and making life easier for many people. In addition to creating a healthier business ecosystem, where not everyone offers the same thing all the time and where competition does not become rivalry (Hernandez, Pablo, 2009).

As entrepreneurs, we identify our market niche as people interested in internal tourism who have a low budget to carry out these tourist activities, also we will offer tours for groups and specific destinations. Likewise, our niche market will be directed to ecotourism and gastronomic tourism lovers, due to the different tourist destinations that we will offer as part of the tours.

Characteristics of my market niche

Characteristics of our market niche of the tourist product or service.

The main objective of the market niche is to identify and satisfy the needs of a specific group in the market. In our case, specifically in our tour operator we will take into account the following characteristics:

- ✓ Highlight destinations and activities that promote conservation and respect for the natural environment.
- ✓ Focus on tours that promote sustainability and respect for the environment and local culture.
- ✓ Provide affordable packages within people's budget.

✓ To guarantee the total satisfaction of our clients in every tour package they purchase.

✓ Collaborations with hotels, restaurants and high-quality service providers.

Customer management.

The definition of customer management is the processes, practices, systems, and applications that a company uses to manage its relationships with existing customers and new prospects (Haughey, 2023).

A customer management strategy can build lasting customer relationships and grow your business.

Haughey explains that building relationships with customers is typically accomplished with marketing campaign management tools such as CRM (Customer Relationship Management) and others. A successful CRM strategy combined with customer management strategies results in customer success.

Effective customer management is not just about attracting new customers, but maintaining and strengthening relationships with existing customers. This can lead to greater retention and increased customer base.

Personalize customer service: We will offer individualized and close treatment, listening to needs and providing solutions.

Communication with clients: Detailed information about tours, itineraries, costs and policies will be provided, ensuring clients fully understand.

Strategic alliances.

As indicated by the Corporate Finance Institute (CFI), Strategic alliances are agreements between two or more independent companies to cooperate in the manufacturing, development, or sale of products and services, or other business objectives.

They illustrate the meaning in the following example: in a strategic alliance, Company A and Company B combine their respective resources, capabilities, and core competencies to generate mutual interests in designing, manufacturing, or distributing goods or services.

Vertical strategic alliances.

These alliances unite companies that are in different phases of the value chain (Quintana,2021). Typically, these are collaborative alliances between customers and suppliers. A good example of this type of alliance is that of Tesla (car manufacturer) with Panasonic (supplier of batteries for electric cars).

As a tour operator, the strategy of creating alliances with university students with careers related to tourism who have the necessary requirements to begin their social service has been analyzed to carry them out with our operator. The role that will be assigned to them will be that of tourist guides. In this way we will be collaborating with the universities that offer these careers so that their students have one more option to carry out their social service.

Alliances between local producers. Since one of our objectives as a tour operator is to provide tourist tours within everyone's reach, we want to create alliances with local producers to promote local culture and gastronomy. That is to say that instead of associating with luxury restaurants, we opt for small merchants who will give us the same quality of the product, but at a lower cost.

On the other hand, since as a tour operator the safety of our tourists is essential, that is why we will also have an alliance with the Tourism Police Division, which is a unit specialized in tourist security. In this way our tourists will be calm when carrying out tourist activities.

**CHAPTER IV PATA
DE CHUCHO
TOURS COST PLAN**

Logo



Slogan:

“Because we all can travel”

Mission and vision



Values



Figure 21. Values for our company. Figure provided by us.

Table 3. *Cost table*

Direct Costs	Indirect costs
Transportation payment	Depreciation of the electronic device
Guide payment (public institution student (internship))	
Tourist Location Package	
Entrepreneur salary	
Other operating costs	Gastos vinculados con el servicio
Internet	Per diem of the entrepreneur
Advertising	First Aid Kit

Note: The table shows the different costs that we will have when operating. Figure provided by us.

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