

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



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SERVICE TOURISTIC PROFILE: ENGLISH AND SPANISH FOR YOU

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ABSTRACT

Many people think that tourism is only to travel to another country, or has money to do it, however tourism is to go anywhere and exchange your culture and beliefs with others. Whether this place is near or far from home. This report presents the way to create a touristic service through four chapters. The name of it is English and Spanish for you (ES4U). This with the objective to create employment to the people who need it in the area and to provide the access to this tool to Chiltiupan, La Libertad. The tourism industry has been growing during the last years in El Salvador, but it is still important to contribute, so that, this service can provide English as a tool for those who want to work in restaurants. Moreover, language tourism is to spend one or more than one year in a place that is not your natural environment to learn and practice a language different from yourself. This proves that people are interested in learning new languages, whether English or Spanish. This means this academy can have a big impact Chiltiupan and the surrounded municipalities. To finish with, all the characteristics proved this is an entrepreneurship by opportunity.

Key words: Field trips ; academy ; touristic language ; tourism ; English.

INTRODUCTION

“A good traveler never despises his own country”, by Carlo Goldoni. Anywhere everybody is tourist, whether it is local or international, since it is shared and known about culture, history, traditions, food, and experiences. According to the date posted in the government pages, in 2019 before the pandemic covid 19, during the whole year the number of tourism was a lot, however with the international positioning of El Salvador due to the crypt coin Bitcoin, and the surfing sport, the quantity of tourism increased since what was received during the whole year in 2019 was received in the first semester of 2022. This report presents four chapters to develop a touristic product or service.

Thus, in the first chapter is the touristic service profile, in this section is presented the description of the touristic service in detail, this service offers two types of classes, English and Spanish, both have the basic, intermediate and advanced level. Then is the service description, in this fragment is presented the born of the service with was because all the academies to be able to learn another language is in rural area, this will be an advantage for all the community, as well as the opportunity to teach Spanish since foreigners that do tourism want to know a bit more about our culture. Last but not least is the sustainability of this service. Here are some characteristics of the service taking into account the ODS, for instance the since one of the aims is to reduce poverty, objective 8: Decent work and economic growth because it will provide jobs and English as a successful tool.

The second chapter describes the conditioning of the element of the product or service. First of all is presented some concepts which are important and used in this project such as tourism, cultural tourism, educational tourism, language tourism, touristic product, sustainability, entrepreneur by opportunity, academy. On the other hand it describes the history of the tourism in El Salvador, the natural sources and circuits, the cultural identity, the quality of the touristic service, the customer segmentation, characterization of the customer segment, customer segment issue, solution by customer segment, unique value proposition, and the collaborators.

The third chapter corresponds to the responsibility of entrepreneurs. This section starts with the concept of an entrepreneur, then is the type of entrepreneur which is by opportunity, the entrepreneur ecosystem, the skills and characteristics as an entrepreneur, the barriers of an entrepreneur, success factors, the responsibility as an entrepreneur, this include responsibility with customers, society employees, environment and with myself. Then there are the quality regulations. As a consequence, this part aims to present the strengths and weaknesses of this business, in order to improve.

The fourth chapter is the strategic plan. The first point is the quality of a touristic service definition, this is the perception customers have about a product. The mission, this is a description of the way to enhance students' lifestyle, the vision, this is to become recognized at a departmental level, and values of this service are commitment, quality, teamwork, honesty, respect, inclusion, and persistence. Last but not least are the cost tables that present the number of a depreciation so as to get the price of a class online, and table number two shows the description of a cost better known as production cost.

As a result, the tourism must start with knowing the country, then the tourism in the location where the service is located, and the way the tourism is acting, so that they think of an idea to develop a touristic product or service, then develop following the four chapters presented in this report. number one the touristic service profile, number two the conditioning of the element of the product or service, number three the responsibility of entrepreneurs, and lastly number four the strategic plan. As a conclusion this provides a touristic service, named English and Spanish For You.

CHAPTER ONE

OBJECTIVES

General objective: Explain the way to create a touristic product and why it is important to do tourism in this country.

Specific objective 1: To define the stages of developing a strategic plan and put into practice.

Specific objective 2: Design a touristic product taking into account the terminology and the type of tourism in this country.

JUSTIFICATION

Nowadays learning English is considered the best tool to get better job opportunities. Many people in El Salvador are trying to get jobs but those jobs require English in their curricula, so that they must first learn English and then apply to the job. Sometimes if they are working in a call center in Spanish then they want to apply to a Call Center in English or sometimes they want to get the benefits that the Call Center offers, since it is a good payment and insurance. On the other hand, we have the new law “learning English is mandatory from kindergarten in El Salvador” (Flores, 2021).

Meanwhile English is getting a great boom that's why everybody considers learning English to open doors. As well, Surf City is getting famous, El Zonte became popular for foreigners because of Bitcoin so many people around the world are visiting these beaches, usually these foreigners must have an interpreter since in restaurants and hotels not all the staff can speak in English. Therefore, English is necessary in this department La Libertad.

Nevertheless, creating this touristic service, English For you, is the best option since it allows clients to develop the ability to speak fluent English in 12 months. In turn, they will be able to apply to better jobs like: Receptionist in hotels, customer service, waiters, tourist guides, surfing teachers, interpreters and more. On the other hand, it generates a good memory of our country for foreign people.

As a conclusion, the opportunity to develop a sustainable community is open when creating new sources of employment starts, and this is also friendly with the environment since it is an Online service. This report enriches the point of view of those who want to enrich their knowledge in tourism areas, as well as terminologies that guide the way to start creating a touristic product or service.

TOURISM SERVICE PROFILE

1.1. SERVICE PRESENTATION

English For You (E4U)

English as a second language.

Basic course: This course is a basic level where the learners will develop the skill to communicate in English including basic greetings, presentations, exchange of personal information, talk about job and family and also talk about their daily routine in all the areas. This course develops the following topics: verb to be, simple present, present progressive, future simple, and past simple. This course is for beginners who know a bit or nothing of English and will be developed in four months.

Intermediate course: This course has a high level where the learner can use the English skill in different situations which happen in daily life; including expressing opinions and complaints in both oral and written skills, describing past experiences and talking about Salvadorian culture. The topics for this course are past progressive, present perfect, past perfect, present perfect progressive, past perfect progressive, modals, reported speech, used to, correlative conjunctions coordinating conjunctions, subordinating conjunctions.

Advance course: This course is the highest level where learners use the language to introduce themselves in advances discussions topics such as politics pollution, space, scientific, job, gossips, ETC, also there will be some grammars topics for instance future perfect, passive voice, coordinating conjunctions, subordinating conjunctions, correlative conjunctions, mixed conditionals, stative verbs. At this level learners can increase their vocabulary, can improve their speaking skill with fluency, coherence, and comprehension.

Spanish as a second language.

Basic course: This course is a basic level where the learners will develop the skill to communicate in Spanish including basic greetings, presentations, exchange of personal information, talk about job and family and also talk about their daily

routine in all the areas. This course develops the following topics: verb to be, simple present, present progressive, future simple, and past simple. This course is for beginners who know a bit or nothing of Spanish and will be developed in four months.

Intermediate course: This course has a high level where the learner can use the Spanish skill in different situations which happen in daily life; including expressing opinions and complaints in both oral and written skills, describing past experiences and talking about Salvadorian culture. The topics for this course are past progressive, present perfect, past perfect, present perfect progressive, past perfect progressive, modals, reported speech, used to, correlative conjunctions coordinating conjunctions, subordinating conjunctions.

Advance course: This course is the highest level where learners use the language to introduce themselves in advances discussions topics such as politics pollution, space, scientific, job, gossips, ETC, also there will be some grammars topics for instance future perfect, passive voice, coordinating conjunctions, subordinating conjunctions, correlative conjunctions, mixed conditionals, stative verbs. At this level learners can increase their vocabulary, can improve their speaking skill with fluency, coherence, and comprehension.

1.2. SERVICE DESCRIPTION

English For You, offers English language learning services, which was born of the need for children, youth, and adults to learn English.

Based on experience, learning English in San Salvador is difficult since people must invest on only in the study but also in both transportation and time so that these people let down, therefore this academy offers affordable prices and moves this tool closer to them.

On the other hand, (Salguero, 2016), due to this, parents consider children should learn English in kindergarten so this academy can be a good option for them. To finish with this, this tool can help many people working in hotels and restaurants to do a good service to foreigners or can help people who want to get a job.

Moreover, this academy offers Spanish English language learning. This came up since El Zonte is part of Surf City means that many people from different countries come here and many of them learn Spanish. This academy is in the Puerto de La Libertad.

1.3. SUSTAINABLE DEVELOPMENT

Tourism that takes full account of the current and future economic, social and environmental impacts to meet the needs of visitors, industry, the environment and host communities

The guidelines for sustainable tourism development and sustainable management practices apply to all forms of tourism in all types of destinations, including mass tourism and the various tourist segments. The sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and an appropriate balance has to be established between these three dimensions to ensure their long-term sustainability must:

1. To make optimal use of environmental resources, which are a fundamental element of tourism development, maintaining essential ecological processes and helping to conserve natural resources and biological diversity.
2. Respect the socio-cultural authenticity of the host communities, preserve their cultural and architectural assets and traditional values, and contribute to intercultural understanding and tolerance.
3. Ensure viable long-term economic activities, which provide well-distributed socio-economic benefits to all actors, including opportunities for stable employment and income-earning and social services for host communities, and which contribute to poverty reduction. (*Desarrollo Sostenible OMT*, n.d.)
4. When it comes to English For You is also related to the sustainable developments since one of the aims is to reduce poverty, as well as provide ways to get better jobs opportunities in Chiltiupan, La Libertad, since people can work in Call centers, as a tourist guide, as an interpreter, in a restaurant, and this academy can provide jobs for all of those who know English. Since

this academy is Online this does not affect the environment and provides knowledge for those who are ready to learn and improve their lives.

In line with the United Nations Framework for Sustainable Development Cooperation 2022-2026 in El Salvador and national development priorities, and in agreement with the Government of El Salvador, the Country Program Document 2022-2026 states that UNDP will work to: Promote social inclusion, the reduction of multidimensional poverty and inequality; promote economic transformation towards a sustainable model, decent work and livelihoods, strengthen democratic governance by ensuring the rule of law and inclusive political and civic participation; and risk management and climate change adaptation and mitigation. Focusing on objective 1 End poverty Objective 8: Decent work and economic growth. (PNUD).

CHAPTER TWO

CONDITIONING ELEMENTS OF THE SERVICE

2.1. THEORETICAL FRAMEWORK

Currently the tourism in El Salvador is increasing in La Libertad there are many changes like CORSATUR is investing in infrastructure to make a holiday resort (Salvador, 2021). Which is the opportunity to have sustainable development in our municipality Chiltiupan La Libertad through the ODS Objectives of Sustainable Development. (Goal 8, aim number 4: decent work and economic growth, 2022) is going to be a key in this service because if people in this town learn English they can apply to an English job since nowadays it is difficult to get a job. These people can have a second opportunity by learning English. As well the goal four (Quality education) aim four if people study English they get the opportunity to get a good education and at the same time can apply to any job they rather. The goal 10, aim 2 Reduction of inequalities. This means that people in San Salvador have more opportunities to study English and easily apply to a good job and they have better education than people in the countryside so with English For You they will have the same opportunities as others to get a good job, and good education so they can have a better lifestyle.

On the other hand, according to the Tourism Minister there are three more projects in La Libertad so that the number of foreigners in our country is increasing a lot. That means that restaurants, hotels, tour guides need to speak in English to communicate and provide a good service. Tourism Minister, Surf City (Infrastructure Projects, -). That also means that PIB in Surf City is increasing so the academy can help the PIB increase even more as well as develop local development. (*Local Development in El Salvador, 2020*), (*PIB, /*)

Tourism: Is an activity or fact of traveling for pleasure. A collection of human interactions, such as transportation, lodging, services, entertainment, teaching, derived from transitory, temporary or passersby displacements of strong population nuclei for purposes as diverse as human desires are multiple and spanning ranges derived from motivations. Tourism is the sum of the relationships and services resulting from a temporary and voluntary change of residence not motivated by business or professional reasons. Tourism is a social, cultural, and economic phenomenon related to the movement of people to places outside their usual place of residence for personal or business

professional reasons. These people are called visitors and tourism is about their activities, some of which involve tourism spending. Tourism is a social phenomenon that consists of the voluntary and temporary displacement of individuals or groups of persons who, primarily for reasons of recreation, rest, culture, or health, move from their place of habitual residence to another place of residence, in which they do not engage in any lucrative or remunerated activity, generating multiple interrelations of social, economic, and cultural importance.

Cultural tourism: Is activities carried out by a tourist to witness, study and learn the cultural characteristics that a geographical destination has and offers as a tourist product.

Language tourism: Is activities carried out by people during their travels and stays in places other than their natural environment for a consecutive period of time of less than a year, with the aim of making a linguistic immersion in a language other than their own”.

Educational tourism: Educational tourism also called edu-tourism is a subtype of the travel and tourism sector. Educational tourism could be referred to as an approach for pursuing education, carrying out research activities and knowledge acquisition.

Touristic product: is As defined by UNWTO, a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor

Sustainability: Means meeting our own needs without compromising the ability of future generations to meet their own needs. In addition to natural resources, we also need social and economic resources. Sustainability is not just environmentalism. Embedded in most definitions of sustainability we also find concerns for social equity and economic development.

Entrepreneur by opportunity: is defined as situations where products and services can be sold at a price greater than the cost of their production. An ‘entrepreneurial opportunity’, thus, is a situation where entrepreneurs can take action to make a profit.

Touristic product: is a combination between materials and unmaterial like natural sources, cultural, as well as touristic attractions, the facilities, services, and activities around a specific element of interest which represents the essences of destination's marketing plan and generates a comprehensive tourism experience with emotional elements for potential clients.

Academy: a place of study or training in a special field.

2.2. TOURISM HISTORY IN EL SALVADOR

Tourism started in El Salvador in the beginning of XIX century when the construction of railway lines took place in the whole country. allowing the mass mobilization of the Salvadoran population to the different places. Right after that in 1924, during the administration of Dr. Alfonso Quiñonez Molina, on June 20th of the same year the government became aware of the importance of tourism in El Salvador. So that they agreed to the creation of the First Board for the Promotion of Tourism and Agricultural and Industrial Advertising, on June 12, 1924, this Board had as its first President Dr. José Leiva.

In 1930, in view of the need to promote tourism in the country, the Legislative Assembly created, through Decree No. 135 of 14 August 1930, the National Tourism Board, which would serve as a liaison between the Government and the departmental boards of road. In 1939 the Board of Ornatos of the Roads, Spas and Public Gardens was created in each of the 14 departments of the country. In 1945 the Boards of Progress and Tourism were established, which would be in charge of all the relation, the progress and benefit when it comes to tourism.

In 1948 The construction of a network of Turicentros throughout the country began, in order to provide a place of healthy recreation to Salvadoran families. In 1967, the Law for the Promotion of the Tourism Industry was created, with the aim of stimulating the creation of companies and entities dedicated to this sector. In 1978 the tourism industry increased because of key factors such as 1- A positioning strategy was established for El Salvador and market contacts were proposed to initiate the inclusion of our country in the international tourist map.

2- A plan was proposed to promote the development of the coastal area taking as its main area the Estero de Jaltepeque on the Costa del Sol. In 1979, there was a crisis when the socio-political problems and a climate of violence that led to the outbreak of war became more acute, a year later, so the international press spread an image of El Salvador considering it a dangerous country for tourists, which generated a change of image on the outside, as well decrease the influx of tourists.

In the 80's decade, the tourism industry presented the lowest level in history because of the civil war that this country had. However, from 1989 a slight recovery was observed when The Strategic Plan for Tourism Communication was born. Moreover, the component that benefited this sector was the ethnic tourism. After peace agreements, we were observed so we received many visits. Aside from that in 1997 the tourism was reactivated by (FUSADES) Fundación para el Desarrollo Economico y Social de El Salvador.

The private enterprise motivated the creation of (CORSATUR) Salvadoran Tourism Corporation as a which was presented and submitted for study by the Legislative Assembly of that period and by Legislative Decree number 779. (Menjivar).

In 2004 the Ministry of Tourism was created to manage the politics of development in that area. Then in 2009 Pueblos Vivos borned as a pilot program in which about 56 municipalities participated, but due to its success it is already part of the government's strategy to promote "sustainable tourism" on an internal scale. Besides that, in 2015 The Ministry of Tourism (MITUR), through the Salvadoran Tourism Corporation (CORSATUR) and the Export and Investment Promotion Agency of El Salvador (PROESA), inaugurated this morning the third Tourism Investment Forum, El Salvador, The objective was to expose the investment opportunities in the tourism sector that El Salvador offers. (Menjivar)

In the last few years, the tourism has increased, however the pandemic affected this for a couple of years, nevertheless the arrival of international tourists to El Salvador in 2021 was 1.4 million which represent 54 percent of the levels before the pandemic. (CORSATUR).

2.3. NATURAL SOURCES AND CIRCUITS

The natural sources that will be near to this service are the circuit La Libertad, Tamanique, Chiltiupan, Teotepeque, and Jicalapa and the natural source la Libertad. Being specific, this service is in the Department of La Libertad, Chiltiupan Municipality, El Zonte Canton and Julupe Cantón.

1. LA LIBERTAD, TAMANIQUE, CHILTIUPAN, TEOTEPEQUE, JICALAPA CIRCUIT

One of the most renowned circuits for its beaches, in the circuit Cumbres del Mar you can enjoy the beauty of the coasts, internationally recognized for having some of the best surf waves in the world. In this circuit you can visit the Malecon of the Port of Freedom, where you will find the most varied offer of crafts and typical gastronomy of the area, including fresh seafood and freshly extracted from the sea.

For surf lovers, you can enjoy spectacular waves at Playa La Paz, El Tunco and El Zonte, where you can also find schools specializing in this sport. or just spend some free time and stay within the wide range of hotels and lodgings that I offer. (CORSATUR)

2. LA LIBERTAD AS A TOURISTIC SOURCE: La Libertad is a Salvadoran municipality with a homonymous department. The economy of the population is based on agriculture and, to a greater extent, on the services and fisheries sector. It stands out for being one of the places of leisure and fun, beach favorite of Salvadoran capitalines, due to its proximity and to that since the second half of the 19th century became the closest port to the City of San Salvador.

The Patron Saint Festivity is celebrated in the month of December in honor of the Immaculate Conception. The place name Tepehahpua has the meanings of "the hill of the holm oak" or "the hoes of the hill or the mountain" also It has a Tourist Complex that includes a boardwalk, restaurants and

amphitheater, apart from the seafood and handicrafts trade located on the pier. (CORSATUR)

2.4. THE CULTURAL IDENTITY

We define cultural identity as the set of values, traditions, symbols, beliefs, and modes of behavior that function as elements within a social group and that act so that the individuals who form it can base their sense of belonging. A sense of belonging that persists in the collective ideary and that passes the time that passes will always remain in the memory even not living in the municipality. (Manzano)

Chiltiupan in nahuatl means red temple, which comes from chil, chiltik, red, colorado, and tiupan, teopan, sanctuary, temple. Chiltiupan Municipality of Santa Tecla district. It is located in the southwest sector of the department of La Libertad, on the Pacific coast. Its boundaries are defined as follows: to the North by the municipality of Jayaque, to the South by the Pacific Ocean, to the East by the municipality of Tamanique, and to the West by the municipalities of Jicalapa and Teetepeque. It has a territorial extension of approximately 86.3 Kms², of which 1.6 Kms² corresponds to the Urban Area and 84.6 Kms². (Comisión de Mitigación pg6)

Chiltiupan is part of the Balsam Mountain range, where people cultivate corn, beans, balsam, and coffee. Also, people celebrate the corn festival, this in honor to god to show how thankful they are. Moreover, is a town with spiritual values, because people celebrate patronal feast in honor to San Marcos evangelist on April 25th (CASA DE LA CULTURA), some of the legends are El Cadejo, The Goblin, La Descarnada, La Siguanaba, the righteous judge of the night, the black bus, the woman in white, the schoolgirl, there is also a legend El Cerro del Malacate. (calameos) and last but not least there is a sing pose. (MI PAÍS TV).

2.5. QUALITY OF A TOURISTIC SERVICE OR PRODUCT DEFINITION

It can be defined as the perception a customer has about a product, or the mental focus a consumer assumes, with respect to compliance with that product or service. Also, the ability to meet the needs of the latter. It is considered a description of a product depending on whether it is good or bad. It is not a value, but on many occasions, they

can be confused with the satisfaction that the product is when consumed. This implies being able to reach the desires according to a lifestyle and adapt to the product in consumer roles according to their preferences. Likewise, the quality of the product is determined, depending on the customer's opinion.

2.6. THE CUSTOMER SEGMENT

The next section will describe the service, as well as the segmentation and strategy that will be used in this academy that pretends to open in Chiltiupan La Libertad, which will make it different from the rest. The segmentation strategy consists in first dividing the market of the company. Then group the consumers who have similar profiles all together, this to get two groups of customers. One is the people who want to learn English, number two people who want to learn Spanish, in order to provide the correct trade policy based on different tastes and necessities of each segment.

2.7. CHARACTERIZATION OF THE CUSTOMER SEGMENT

1. Geographic features, where are your customers?

The clients are located in the municipality of Chiltiupán, In Taquillo, El Majahual, El Tunco and El Zonte in the department of La Libertad.

2. Demographic Characteristics Who are your customers?

The age range of students for courses is:

- Courses for adults: 15 to 40 years
- Courses for children: 5 to 14 years

Revenue capacity for clients is people who work, people residing in other countries, and parents with a job. Adult students must have at least a sixth degree or university. That they are communicative persons.

3. Psychographic characteristics: Who are your customers?

Hardworking, responsible people, with a positive attitude and willingness to learn and take into account the advice given by the teacher.

4. Behavioral Features What do your customers like?

They like the English language, learn new things and mistakes, must have clear objectives and are willing to pay a monthly fee.

5. Defining Your Customer Segment

Based on the characterization The customer segments identified are:

1. Staff working in hotels and restaurants.
2. Persons that want to learn Spanish.
3. Natural and legal persons/companies in other areas of tourism.



2.8. CUSTOMERS SEGMENT ISSUE

CUSTOMER SEGMENT	PROBLEM IDENTIFIED
1. Staff working in hotels and restaurants.	<ol style="list-style-type: none"> 1. Communication skills with clients are scarce unless they have an interpreter. 2. Interpreters are scarce in the area. 3. The demand for tourists is too much.
2. Foreigne people who want to learn Spanish.	<ol style="list-style-type: none"> 1. Tourists need to know how to get around. 2. What places to visit. 3. Know our customs and traditions and above all security.
3. Natural and legal persons/companies in other areas of tourism.	<ol style="list-style-type: none"> 1. They need a job, but they don't have higher education. 2. They need to know English to get a job related to their studies. 3. They need to learn to make it less difficult in the future, or to travel.

2.9. SOLUTION BY CUSTOMER SEGMENT

Customer Segment	Product/Service you offer by segment	Special characteristics of the product/service according to segment.
1. Staff working in hotels and restaurants	Technical English classes for hotel and restaurant	Courses for 12 months that will guarantee that this person gets the skill to attend the customers properly in English, or to be able to communicate in this language in their work.
2. Forigne people who want to learn Spanish	Spanish classes and a lot of practice with natives.	It offers an hour and a half of class everyday at an established hour for 4 months to learn the basics and another 4 months to become intermediate, finally 4 months more to get fluency.
3. Natural and legal persons/companies in other areas, fura of tourism.	English class, and a lot of practice with natives.	It offers an hour and a half of class everyday at an established hour for 4 months to learn the basics and another 4 months to become intermediate, finally 4 months more to get fluency.

TYPE OF LANGUAGE CLASS	FROM 5-14	FROM 15-40
English classes	Yes	Yes
Spanish classes	Yes	Yes

Now that is already segmented English For You pretends to select the target that will focus on. This is first people for instance the differentiating element which will be of help to segment is the type of language since in this are learning English and Spanish is demanded. So, it is divided into English classes and Spanish classes as well. The other segment is the age since it is important to know the method to use in the class. The ages are divided into Courses for adults: from 15 to 40 years and Courses for children: 5 to 14 years.

It has decided this segment of languages since this academy pretends to teach two languages English and Spanish, then when students are able to establish a conversation, they can practice with a native, so the two courses practice each other; both English and Spanish learners. On the other hand, the segment of ages has been decided because from 5 to 15 years old kids are already in the school so they can write and read, and it is proven that kids must start involving in languages at that age in order to have better skills in future. On the other hand, it is very important to know the method to teach kids and adults, so that is why the other segment is from 15 to 40 years old.

Another factor that is important and helps to get a position is the added value of this service count, in other words quality, and the satisfaction of covering their necessities as better as possible. This aim will be achieved through the following supplementary services:

1. **Easy access to the information.** That person interested in getting information about the academy can find it, by going to where it is located, where this person will find a person that will give information, and explain with a brochure, as well as a visit guided by a person if the person is interested in it. Another way is the Facebook page of the academy where all the information will be detailed like

information about the academy, the phone number, the email address, and the social media accounts. where the customer can make any consultation.

2. **Students follow-up.** When kids have adults as responsible, teachers and parents will do meetings to inform the parents and in order to provide a better satisfaction and layout.
3. **Payment method.** The client can use the method they feel comfortable with, they can make a transaction, a deposit or go to the place to arrive at the academy and pay in cash.

2.10. UNIQUE VALUE PROPOSITION

After doing the segmentation, in this section the marketing strategy is shown, that means, how this company will get a position in the customer's mind.

To achieve this goal, this company offers a competitive and sustainable advantage from the rest of the academies, such as first the location of this company, since mostly all the academies are in San Salvador or Santa Tecla, this in particular will be in the department of La Libertad. Second is the opportunity to practice with native speakers, since in El Zonte we have many foreigners and they like to learn Spanish, and some people want to learn English. So, both courses will be able to practice with each other.

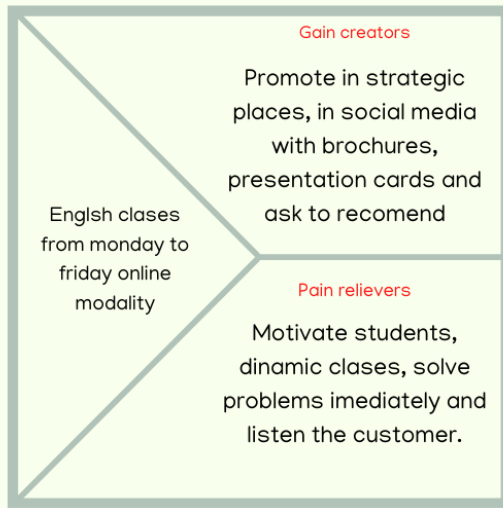
So, allow clients to develop the ability to speak fluent English in 12 months. In turn, they will be able to apply to better jobs like: Receptionist in hotels, customer service, waiters, tourist guides, surfing master, interpreters and more. On the other hand, it generates a good memory of our country for foreign people.

Customer Segment	CHANNELS		
	Position your brand	Selling to your customers	Distribution of your products/services
1. Staff working in hotels and restaurants	Business cards and visit the different hotels.	Direct	Hotels, and restaurants.
2. People who need interpretation	Create a Facebook page to promote services and provide contacts.	Direct	Hotels, and restaurants.
3. Natural and legal persons/companies in other areas, fura of tourism.	Through social networks and recommendations, offering the service through business cards.	Direct	Hotels, and restaurants.

2.11. COLLABORATORS



Value Proposition



Value Map



Client Profile

CHAPTER THREE

RESPONSIBILITY OF THE ENTREPRENEUR

3.1. ENTREPRENEUR:

It is the main promoter of the economic and social development of a country. Identify opportunities, tap into them, and find the resources to transform them into profitable businesses, in essence, it's your mission. Personally, I think that being an entrepreneur means being persistent, since that will be willing to acquire new knowledge, developing new skills, is also courageous because when you start an enterprise you tend to have different jobs. It is to say a person who performs multiple tasks, so this task will be a bit heavy. On the other hand, they have to be visionary to say that this constantly changing does not maintain the same routine and be updated to new trends. To sum up, being an entrepreneur is taking an idea and taking it to action.

3.2. ENTREPRENEURSHIP BY OPPORTUNITY

Chiltiupan is three hours from the capital San Salvador therefore people interested in learning a new language have to travel six hours round trip to acquire this knowledge. To this we add that the English classes in public institutions are not of quality therefore this undertaking would be solving a deficit identified in the area since thanks to Bitcoin and Surf City the Zonte has become a tourism destination for foreigners knowledge of English is a must. That is why this entrepreneurship is identified as entrepreneurship by opportunity.

3.3. ENTREPRENEURIAL ECOSYSTEM

The entrepreneurial ecosystem of E4U is primarily people in the municipality of Chiltiupan who want to learn English, such as hotels, restaurants and other businesses in the area who want to improve their service to foreign people, as well as natural people who want to learn this language. Second at the departmental level there is significant support toward entrepreneurs such as City of Municipalities that through projects allow entrepreneurs to advance, CONAMYPE, who helps with strategic linkages can also apply to accounting courses or any other area that is improved, among others.

As for financing, we can go to the aforementioned institutions since loans can be purchased at very low rates. Whether or not it is registered. When we speak of culture, this undertaking will allow the people of this department or municipality to express their culture, also if this municipality is quite rooted to idiosyncrasy therefore also consider that education is a key factor for children. And to finish the human talent of this undertaking would be this specialization course which allows me to develop my business idea in something more concrete by means of the knowledge acquired in this course.

3.4. SKILLS AND CHARACTERISTICS AS AN ENTREPRENEUR

An entrepreneur have to learn a lot still, but one of the characteristics is search for information, since this will help to be updated and to grow as a company, the number two is be perseverance, due to the company will stuck when having struggles, so at this point is essential to be focus and find solutions, number three, setting of objectives, is a key to think about the way to make this goals become true so that it is possible to keep setting more aims, number four have the capacity to do teamwork, since here is involve the employees who this company will work with, their ideas must be take into account, as well as having a good working weather, number five search for resources, like get some people who are good at areas that the owner is not good at, so that the company can get a good flow in the work area, also get some strategic allies like the mayor's office, and some other companies that are related to the market item.

Number sixt fulfillment of commitments, is demanded to get the engagement and do it as we set it with customers since no one want to set something then get another thing so we must achieve what we say, number seven initiative, this means that this company must be aware about what is going on surrounding and be ready to help and prepare to take the initiative, for instance if there is a situation where the nature is being affected, do something, this would be some of them, among others that are still in development.

3.5. BARRIERS TO ENTREPRENEURSHIP

The barriers of entrepreneurship in the first place is investment, since when starting the money is used in a personal way but it is intended to be able to save and make an investment of what is acquired, But it is quite complicated. Second lack of equipment since this company doesn't have a local to start presential classes and sometimes the owner doesn't count with some abilities that become entrepreneurship needs. Third, the number of clients that this company must get, is hard to get customers with the same schedule and the same availability. If this company could fill at least three groups of twenty people with that, it would be able to pay people who are experts in the key areas and some other teachers to invest more in the company. On the other hand, the legal barrier since this company needs to have a certain scope of sales, to be able to pay taxes and be registered as well as make the brand legal.

3.6. SUCCESSES FACTORS

In this case it would be the style in which the class is given since people want to learn to speak in a short time, also the skills acquired in the process since little by little we are developing in the different areas. The strategies to use are another one since this academy is equal to the others and will offer English classes however what makes it innovative is that they will have the possibility to put into practice what they have learned with native people in both English and Spanish.

The structure because it is important to be able to organize the hours of customer service, also the hours of class and advertising. Values, since the aim is to improve the students' lifestyle, the values would be commitment, quality, teamwork, honesty, respect, inclusion and persistence. To finish the staff or team of work this is key so it is intended to recruit people who speak English and Spanish, people specialized in marketing, also an accountant, among others.

3.7. RESPONSIBILITY OF THE ENTREPRENEUR

1. **WITH CUSTOMERS:** Is necessary to keep the customer happy not by giving them the reason but by providing them a service of quality

through honesty as this will make the people trust in this service. One of the scenarios could be that there is a student that is making a mistake in grammar, and it is not corrected in the right moment then this will not follow the value.

2. **WITH EMPLOYEES:** Is demanding to accomplish what is set with the employees since they are the people who will make the service a good quality, is required to pay on time, so congratulate them when they do a good job and also guide them when they do not work well. Furthermore, to keep a good working atmosphere.
3. **SOCIETY:** Certain that a touristic service is created to earn money however is more important to provide a development in the area that this service is located, hence bestow jobs to professionals that are now unemployed or working in different areas and not teaching as they should, is one of the strongest responsibilities with the society.
4. **ENVIRONMENT:** Is unavoidable not care of it, given that the effects of pollution are being reflected in the climate change, so this service is friendly with it due to the fact that is an online service, so the customers doesn't have out, and they can easily take a class at home.
5. **WITH MYSELF:** Is obligatory to accomplish all the values of this company because this person will be the responsible of taking all the decision to make this company growing up, as well of the ups and downs that this business will face so as a person is Important to be persistence, strong and have a good mental and physical health.

3.8. QUALITY REGULATIONS

In the article two section c chapter one goals and definitions of tourism law, indicate Tourism Industry and Services are activities carried out by producers of consumer goods for tourists and service providers for tourism activity, as well as public and private institutions related to the promotion and development of tourism in El Salvador. Therefore, this service is a private institution, a factor developer of the tourism industry since the aim is to provide English skill as a tool and train all

those who are working in hotels, or restaurants, since they are in contact with foreigners. (LEY DE TURISMO, 2016)

On the other hand in the general regulation article two section, one explains that a tourist attraction is a natural resource or element (own of the place), elaborated by man or intangible resource (culture, language, customs, gastronomy and others) that generates in its surroundings tourist activity. Based on this the service presented in this report is intangible focused on the language since it teaches English and Spanish. So, this proves that this is a tourist service. (REGLAMENTO GENERAL DE LA REPUBLICA, 2016)

Moreover, the norm ISO, 21902 named Tourism and Related Services. Accessible Tourism for All. Requirements and Recommendations mentioned that the aim recommends providing accessibility provisions for accessible means of transport adapted to customer's needs. This academy is located in Chiltiupan, La Libertad this to bring education nearest to all citizens in the department of La Libertad. (ESTÁNDARES ISO PARA GESTIONAR LOS SERVICIOS DE TURISMO, 2019).

CHAPTER FOUR

STRATEGIC PLAN OF THE SERVICE

4.1. QUALITY OF A TOURISTIC SERVICE OR PRODUCT DEFINITION

It can be defined as the perception a customer has about a product, or the mental focus a consumer assumes, with respect to compliance with that product or service. Also, the ability to meet the needs of the latter. It is considered a description of a product depending on whether it is good or bad. It is not a value, but on many occasions, they can be confused with the satisfaction that the product is when consumed. This implies being able to reach the desires according to a lifestyle and adapt to the product in consumer roles according to their preferences. Likewise, the quality of the product is determined, depending on the customer's opinion.



ENGLISH AND SPANISH FOR YOU

MISSION: English For You is a company specially dedicated to teach English and Spanish with professionalism and passion to develop and provide a better future for others.

VISION: To be the company recognized at the departmental level by its consumers, employees, customers, and all stakeholders related to the company's activity.

VALUE: Commitment, quality, teamwork, honesty, respect, inclusion, and persistence.

Life span: Established by the direction of government accounting is determined as follows:

4.2. ONLINE ENGLISH COURSE

Concepts	Unit of measurement	quantity	Unitary Costs (Daily depre fee)	Total, production costs
Computadora	day	1	\$0.45	
Internet	hora	1	\$0.041	
Electricity	hora	1	\$0.034	
Books(rights)	month	1	\$0.33	
				\$0.855 daily costs

$$\mathbf{\$0.855 \times 0.50 = 0.4275}$$

Cost of class per day: $\$0.855 + 0.4275 = \mathbf{\$1.28 \text{ class per day}}$

$$\mathbf{1.28 \times 20 \text{ hours} = \$25.60}$$

Selling price: \$25.60 bucks per course for 20 hours monthly.

SUMINISTROS	ELEMENTOS: Libros Internet Licencia de la plataforma. Luz	Costos de acuerdo a las identificacion DIRECTO DIRECTO DIRECTO DIRECTO	Costos de acuerdo a su comportamiento VARIABLE FIJO FIJO/VARIABLE FIJO
MANO DE OBRA	Salario mensual del propietario. salario de otros maestros.	DIRECTO DIRECTO	FIJO FIJO/VARIABLE
OTROS COSTOS INDIRECTOS	Depreciación de la computadora.	INDIRECTO	VARIABLE

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ANNEXES

MODULO I

ACTIVIDAD 1

QUESTIONS

1. ¿Cuál es la idea que tengo para mí producto turístico?

La idea que tengo de mi producto es que para empezar todas las personas locales del municipio de chiltiupan que tienen contacto con extranjeros sepan lo básico del idioma inglés para que sea más fácil atenderlos y para que esto les de un plus en sus negocios. Además, se pretende brindar otros servicios como intérpretes o como maestro de español, esto con el fin de poder crear empleos a más jóvenes que conocen del idioma inglés en una zona turística y para poder ayudar a los extranjeros que nos visitan para que así se de un buen servicio y las personas que nos visiten queden satisfechos y nos visiten de nuevo.

2. ¿Qué necesidades cubriría?

Cubriría la necesidad de poder comunicarse en un idioma extranjero ya que es uno de los requisitos hoy en día en cualquier trabajo. También apoyaría al desarrollo de nuestro municipio en cuanto al turismo.

3. ¿A quiénes podría dirigirse mi producto?

Mi servicio se dirige a todas las personas del municipio salvadoreñas que desean aprender inglés, de igual forma a todas las personas extranjeras que desean aprender español, y por último, pero no menos importante a los extranjeros que visitan nuestro municipio y necesitan intérpretes.

4. ¿Como se llamaría mi producto? Un nombre corto, llamativo y memorable que provenga de una emoción o un sentimiento.

El nombre de mi servicio es E4U (English For You) ya que engloba no solo el hecho de aprender inglés sino también español y brindar el servicio como intérprete.

5. ¿Dónde estaría ubicado mi producto?

Estaría ubicado en cantón el Zonte, municipio chiltiupán departamento la libertad.

FIRST REPORT BUENA VISTA HOTEL AND RESTAURANT IN CHALATENANGO

During this trip I have learnt a lot, I even received good ideas of how to make the difference in the teaching area or from the other academies since this is not only an English but also a Spanish academy. First, I can say that I have lived the experience which is the aim of doing tourism. Aside from that I did the research before going to the hotel, it is not the same as going there and pulling in the swing as well as drinking a cup of coffee in that outstanding weather. As a matter of fact, the hotel, the way it is growing, the laws related to business and finance, all of that is important when it comes to starting up a business.

To start with I want to mention that Walter Lemus is an easygoing person so that we could ask questions related to our tourism product or service. However, first he told us how the wings idea came up, he mentioned during the first part of the speech some points that I consider I should mention here. For instance, reforestation, rural tourism, the self-sustainable, and he talked about the wing, which is 15 meters high and 30 meters deep, this idea was to make a difference in the area.

Furthermore he suggested we should consider these points, first you must know your product perfectly, also you must do everything by your own in order to grow, we must look after the natural sources as the environment, be so careful when creating your product or service because everything must have a reason to be like it is, how to face problems, he told you to look for strategic alliances, and to use the natural sources as attractions.

RURAL TOURISM

1. RURAL TOURISM is like trees or plants which grow only in a specific place.
2. RELIGION is when it comes to patronal feast and parties.
3. Gastronomic festivals like jocote festival, corn festival, pupusas festival etc.
4. Sport like surf city
5. Communication and visits to local crafts workshops and wood covering.

What do we must include in our touristic product or service?

- ✓ Resources: (**Natural.** landscapes, flora and fauna, orography, and aquifers. **Cultural.** Traditions, art, parties, gastronomy, and fairs.)
- ✓ Touristic attraction: principal means motivation to visit the place, complementary, such as the beach, La Cumbre, Surf City or Bitcoin and something that helps like facilities, services, tours, restaurants, lookouts, walks to Balsamo's forests, etc.

- ✓ Infrastructure: accommodations, camping, restaurant, light, Wi-Fi etc.
- ✓ Accessibility: roads and transportation service
- ✓ Activities: excursions, visits sports
- ✓ Image: Reputation, confidence, social media comments in general.
- ✓ Symbolic values: challenges, adventure, curiosity and beliefs.

He teaches us that there are different type of touristic products and services as

- **Principal product or service** for instance a landscape physic or cultural, that makes the main concept
- **Auxiliar product or service** including goods and services that increase the value of the principal value or that gives quality.
- **Increase product or service** is the sum of mentioned before plus the participation of the government. Like CONAMYPE, CORSATUR, PAN TRIFINIO, MITUR, PNC, SITCA etc.
- **Memorable product or service** has been made to the size of the customer or personalize.

Then he gave us ideas about how to develop a touristic product which means to analyze the situation first you must give a local offer, also evaluate a demand in the tourism industry, competence, and the market tendency. As well the type of consumer, the benefits like social or economic.

Right after that make a diagnostic in the territory, suggested product, or service, look for strategies, developed, go into the partnership economical and regional and local referents.

Finally identify the topic or concept to develop a touristic product or service, like doing a touristic design then this must be sustainable, it must have an identity and naturality to finish you must find solutions.

To finish with this trip, we presented our products and services, and he gave ideas of where we could register, how to do it, and the cost of it. Ideas for our business, I also learned about some laws about business and that we must base on costs. Finally, I have a clear idea of how to develop my touristic service. I learned that we cannot judge a book by its cover since we see many entrepreneurs nevertheless not everybody shares their knowledge with us. So, I can say that I increased and grew in knowledge.

1. What have I learned for developing my service?

First, I learned that customers need to live the experience to know what to offer and what changes can we do to give a quality in this case service. As well I learned that we must have at least something different from the other. For instance, in E4CC (English For Call Center) they train people to get a job

in a Call Center, in (H&N) Here and Now, they personalize the training and they have English Fluency Bits which are phrases to sound more native, in my case I have thought that I will personalize the classes in hotels and restaurants, tour guides, interpreters as well as call centers. In addition, I will take Spanish classes. This will have an advantage which is that not only foreign but also Salvadorian students will be able to practice both English and Spanish.

2. What characteristics must my product or service have to get a rich tourist market?

As I mentioned before the characteristics that will have my service are, first that both sides will be able to practice with native speakers Salvadorians and foreign people, on the other hand they will be able to work in the different hotels and restaurants or in the major's office as interpreters.

3. What do I have to do to be competitive with my product?

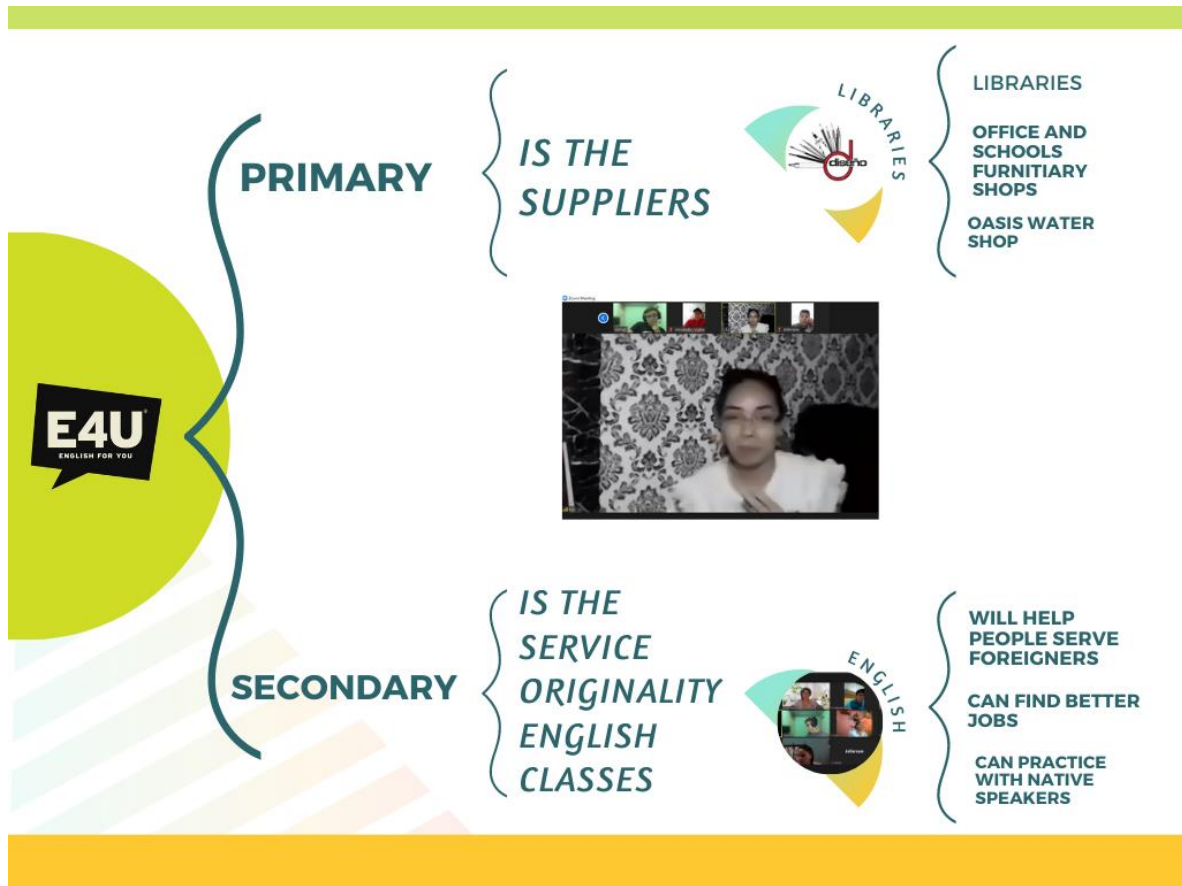
I must make strategic alliances. I can do that with the mayor's office, with hotel's owners and restaurants, with other entrepreneurs to promote our product or service. On the other hand I can do it with publicity in social media, he also shared that we must do research to segment our customers. Besides foreign people will have a great experience in our country

4. What legal information do I have to know to develop my project?

First, I learned how to make it legal, Walter Lemus shows with us the different institutions where we must go for instance CONAMIPE (Comisión Nacional de Micro y Pequeña Empresa) where you can find help to register your service or product by free besides that they help you to do advertising to get more customers. On the other hand, he shares an important point, he said that we should register as natural persons so that we will have ten years to grow our business. After that in ten years, we will start paying the taxes and income.



MODULO II
MAP FOR ENGLISH FOR YOU



Reporte de la segunda salida
Curso de especialización en turismo para egresados 2022
Departamento de Idiomas
Universidad de El Salvador

Modulo II: **Elementos condicionantes para el diseño del producto turístico**

Facilitadora: **Herson Gabriel Cruz**

Fecha: 14 de julio del 2022

Destino: **Restaurante el Faro, Laguna de Apastepeque, San Vicente**

Percepción:

En esta segunda visita se percibió un servicio de calidad, también se observó muchas normas de (ISO) international Standars Organization tales como la

norma de gestión ambiental para ayudar a reducir el impacto ambiental y ser más sostenible ya que el agua de la laguna estaba limpia y habían especies marinas como pescados, también el lanchero se movió de forma suave para no asustar a los peces. also the ISO 22000 gestión de la seguridad alimentaria ya que los platos estaban cubiertos con un plástico transparente, también identifique el ISO 9001, 2015 sistema de gestión de calidad ya que cuando llegó la hora del almuerzo todo se entregó a tiempo la comida estaba deliciosa y se entregó lo solicitado, el personal era muy amable. por otro lado considero que este fue un turismo nacional ya que nos desplazamos a una zona de nuestro país que en lo personal aún no conocía y en cierta forma también considero que fue un turismo cultural ya que se “Apastepeque” es de origen náhuatl que significa cerro de las vasijas grandes y considero esto es un patrimonio del lugar así como también el Ecoturismo toma parte ya que la laguna es un recurso turístico natural.

Atributo:

Tangible: la principal es la laguna de Apastepeque, también la infraestructura era muy agradable ya que está sobre la laguna, la decoración con veraneras y otras plantas. La lancha, ya que era diferente a las otras, es doble planta, una muy buena vista al recurso turístico natural.

Intangible: Un servicio impecable, ya que nos cumplieron con el tiempo y lo solicitado, así como la calidad de comida, la amabilidad con que fuimos atendidos, el clima es bastante agradable en la planta baja del restaurante, la limpieza es buena no se sentía ningún mal olor.



MODULO III

Actividad 1 PERFIL DE EMPRENDEDOR

Indicaciones: De acuerdo con su producto turístico responda las siguientes interrogantes

1. ¿Qué es ser emprendedor? Definición personal

En lo personal considero que ser emprendedor implica ser persistente, ya que por medio de esto se estará dispuesto a adquirir nuevos conocimientos, al desarrollo de nuevas habilidades, también es alguien valiente ya que cuando se inicia un emprendimiento tienden a tener diferentes trabajos, es decir una persona que realiza múltiples tareas, por lo tanto, esta tarea será un poco pesada. Por otro lado, tienen que ser visionarios, es decir que este constantemente cambiando no mantener la misma rutina, y actualizarse a las nuevas tendencias. Para resumir, ser emprendedor es tomar una idea y llevarla a la acción.

2. ¿Con qué tipo de emprendedor se identifica y por qué?

Chiltiupan está a tres horas de la capital, San Salvador, por lo tanto las personas interesadas en aprender un nuevo idioma tienen que viajar 6 horas ida y vuelta para poder adquirir este conocimiento. A esto le sumamos que las clases de inglés en las instituciones públicas no son de calidad por lo tanto este emprendimiento estaría solucionando un déficit identificado en la zona ya que gracias al Bitcoin y a Surf City El Zonte se ha convertido en un destino turístico para los extranjeros saber inglés es imprescindible. Por ello este emprendimiento se identifica como emprendimiento por oportunidad.

3. ¿Cuál es su ecosistema emprendedor?

El ecosistema emprendedor de E4U es en primera instancia las personas del municipio de Chiltiupan que desean aprender inglés por ejemplo hoteles, restaurantes y otros emprendimientos en la zona que desean mejorar su servicio a personas extranjeras, así como personas naturales que desean aprender este idioma. Segundo a nivel departamental hay un apoyo significativo hacia los emprendedores tales como Alcaldía de los municipios que a través de proyectos permiten que los emprendedores avancen, CONAMIPE, quien ayuda con las vinculaciones estratégicas así mismo se puede aplicar a cursos de contabilidad o cualquier otra área que se desee mejorar. Entre otras. En cuanto al financiamiento pues podemos acudir a las instituciones antes mencionadas ya que se pueden adquirir préstamos a muy bajas tasas. Ya sea que esté o no inscrita. Cuando hablamos de cultura, este emprendimiento permitirá que las personas de este departamento o municipio puedan expresar su cultura, también se este municipio es bastante arraigado a la idiosincrasia por lo tanto también consideran que la educación es un factor clave para los niños. Y para finalizar el talento humano de este

emprendimiento sería este curso de especialización el cual me permite poder desarrollar mi idea de negocio en algo más concreto por medio de los conocimientos adquiridos en este curso.

4. ¿Cuáles son sus competencias y características como emprendedor?
Como emprendedor considero que todavía hay mucho que aprender pero una de las características sería búsqueda de información, perseverancia, fijación de objetivos, capacidad de trabajo en equipo, búsqueda de recursos, cumplimiento de los compromisos, iniciativa, entre otros que aún están en desarrollo
5. ¿Cuáles son sus barreras para emprender?
Mis barreras son en primer lugar es la inversión, ya que al iniciar se utiliza el dinero de manera personal sin embargo se pretende poder ahorrar y hacer una inversión de lo adquirido, pero es bastante complicado. segunda falta del equipo ya que no soy muy buena en algunas áreas requeridas para ser emprendedora, y para ellos debería tener un buen número de clientes para poder pagar a personas expertas en las áreas clave. Por otro lado, las barreras legales ya que para ello necesito tener cierto alcance de ventas, para ser capaz de pagar impuestos etc.
6. ¿Cuáles son sus factores de éxito?
En este caso sería el estilo en el que se da la clase ya que las personas quieren aprender a hablar en poco tiempo, también las competencias adquiridas en el proceso ya que poco a poco nos vamos desarrollando en las diferentes áreas. Las estrategias para utilizar es otra de ellas ya que esta academia si es igual a las demás brindará clases de inglés sin embargo lo que lo hace innovador es que tendrán la posibilidad de poner en práctica lo aprendido con personas nativas tanto en inglés como en español. La estructura ya que es importante poder organizar los horarios de atención al cliente, también los horarios de clase y la publicidad. Los valores, ya que se pretende mejorar el estilo de vida de los alumnos, los valores serían Compromiso, calidad, trabajo en equipo, honestidad, respeto, inclusión y persistencia. Para finalizar el personal o equipo de trabajo esto es clave por tanto se pretende reclutar personas que hablen inglés y español, personas especializadas en marketing, también un contador, entre otros.

TERCER REPORTE VISITA A COOPERATIVA LOS PINOS

1. Según su criterio emprendedor, ¿considera que la empresa cumple con los requerimientos para ser una empresa socialmente responsable? Si – No
¿Por qué?

Si, considero que cumple con este término ya que tienen un amplio interés ya que se observó un gran impacto social y ambiental ya que se está reforestando y creando turismo en la finca tomando en cuenta la vista del lago, y a su vez cuidando de la flora y fauna de la región. De igual manera se pudo identificar planes con fines de lucro bien aplacados ya que esta cooperativa incluso hace exportaciones manteniendo el estándar de calidad tanto para su venta en este país como para exportaciones por ello considero que si se realiza una labor sin violar la ley y a su vez se observo que es un modelo de negocio sostenible.

2. ¿Cuál sería el producto-servicio de la empresa dentro del turismo alternativo?
Si, ya que esta pretende desarrollar una cultura medioambiental, y en efecto se pudo observar mucha naturaleza en el lugar. Por otro lado, considero que es el mejor lugar para tener un acercamiento a la cultura rural ya que en la charla se nos comentaba que estaban reforestando y cuidando el medio ambiente a su vez se puede decir que era un lugar pacifico, además considero que si está mejorando la calidad de vida de las personas ya que la finca está generando empleos a muchas más personas, en el lugar se realiza la actividad de senderismo imperativo dicha actividad genera otros ingresos a más personas como guías turísticos. por lo tanto se está cumpliendo el desarrollo sostenible en esta zona.

3. ¿Cuál es el aporte de esta visita para su producto turístico?
Basando lo aprendido en esta tercera salida considero que uno de los aportes es buscar aliados clave conlleva tomar en cuenta el estudio del mismo, por otro lado aporta mucho a la sostenibilidad ya que me enseña como poder ya que si se logra mantener la academia en la costa podré garantizar que tanto los aprendices de inglés como los de español puedan compartir conocimientos y a su vez este recurso estará a su alcance por lo tanto los profesores también serán de la zona para poder así generar un desarrollo sostenible se apoyaran a las personas de la zona con empleos y podremos tener una mejor educación así como crear conciencia de limpieza en las playas ya que esto aumentará el número de turistas ya que se sentirán mas cómodos al saber que pueden conocer del idioma inglés como también conocer personas que conozcan su idioma.

Actividad 2: Emprendimiento y Responsabilidad

Indicación: De acuerdo a la información proporcionada, analice y responda las siguientes interrogantes según su tipo de producto turístico.

1. ¿Cuál es tu responsabilidad como emprendedor?

La responsabilidad del emprendedor se debe basar en amar lo que haces, en este caso debes amar enseñar y ser un profesional al momento de brindar un servicio. Por otro lado, cuidarse uno mismo es imprescindible ya que somos quienes tenemos responsabilidades. Dar lo mejor de nosotros ya que cuando se emprende pues es un trabajo bastante pesado ya que es quien se encargará de realizar diversas actividades. Por tanto actividades como dormir bien, hacer ejercicio, cuidar la alimentación, cantar o relajarse los fines de semana pueden ser de ayuda para no colapsar, y estar presentes y atentos a cualquier situación que se presente.

2. ¿Cuál es la responsabilidad de tu emprendimiento?

La responsabilidad del emprendimiento se debe basar en cuatro pilares fundamentales tales como la responsabilidad con tus clientes, empleados, la sociedad y el medio ambiente.

La responsabilidad con los clientes es una parte importante ya que ellos son nuestro objetivo principal y si ellos obtienen una buena experiencia en nuestro servicio serán entes de crecimiento para el mismo. Sin embargo no siempre será el cliente quien tenga la razón ya que siempre se presentarán inconvenientes, por lo tanto tenemos que investigar cual ha sido el problema, escuchar la versión de las partes involucradas y basarse en los reglamentos de la empresa así mismo en las leyes.

La responsabilidad con los empleados: Ellos también son importantes debido a que ellos son quienes hacen posible que el servicio se brinde y cumpla las expectativas de los clientes por ello es necesario que ellos cuenten con un ambiente laboral sano y responsable ya que si es bueno divertirse pero también es importante que esté claro el tema de la responsabilidad para que no se den problemas con los clientes. También es importante el pago y brindarles un seguro de salud, eso es algo imprescindible.

La responsabilidad con la sociedad: En este caso es imprescindible en primer lugar cumplir las expectativas de los clientes y satisfacer las necesidades del mismo por ejemplo la academia pues cubriría la necesidad de aprender inglés como

herramienta para poder aplicar a mejores empleos, o para poder aplicar a empleos bilingües. Aparte de ello se desarrolla nuestra área como es en el municipio de Chiltiupan al brindar oportunidades de empleos y herramientas para mejorar el currículum de estas personas.

La responsabilidad con el medio ambiente: En cuanto a esta academia es amigable con el medio ambiente ya que es en línea por tanto es amigable con el medio ambiente. Y si esto se abre un local pues poder enseñar a mis alumnos a reciclar, reducir y reutilizar. También en la zona se toma en cuenta el medio ambiente ya que todos los años se da la liberación de tortugas, también se cuenta con una cooperativa para poder limpiar la playa. Entre otras acciones que se toman en cuenta.

3. ¿Cuáles son las normas, reglamentos y/o leyes nacionales e internacionales que regirán mi emprendimiento?

Como bien lo menciona el reglamento general de la ley de turismo “se define como atractivo turístico un recurso o elemento natural propio del lugar o recurso intangible (cultura, idioma, costumbres, gastronomía y otros) que genera en su entorno actividad turística”. Por lo tanto este servicio es intangible y generará en su entorno una actividad turística ya que las personas del municipio que sepan hablar inglés podrán vender sus productos o servicios en idiomas extranjeros así como extranjeros podrán vivir una experiencia inigualable al poder acercarse a nuestra cultura con nuestro idioma español.

SANTA MARIA OSTUMA

1. En cuanto a la Cascada de Santa Maria Ostuma, se aplica el estándar de calidad ISO 21902 Turismo y servicios relacionados. turismo accesible para todos requisitos y recomendaciones ya que se nos proporcionó dos guías turísticos para poder acceder a la cascada, y tuvimos la oportunidad de comprar un producto turístico como lo es la piña. Por otro lado el reglamento general de la ley de turismo define que un centro turístico de interés nacional es aquel que cuenta con una área delimitada en la que se ubican uno o varios atractivos turísticos, sean de tipo histórico, cultural, religioso, recreativo o de cualquier otra naturaleza, que generen en su entorno actividad turística susceptible de ser desarrollado como un producto turístico. Por tanto la cascada como las deliciosas piñas de un sabor dulce único los convierte en un atractivo turístico. Además el estándar de calidad

ISO, 18065 Servicios turísticos y servicios afines. Servicios turísticos para uso público prestados por las autoridades de áreas naturales protegidas. Requisitos. Esta es aplicable ya que el área natural a proteger es la cascada, Sin embargo en esta visita se observó una enorme cantidad de basura plástica en la cascada a pesar de ello se hacen campañas de limpiezas por ello es aplicable ya que aunque se observó lo contrario se dijo que se hace. Para finalizar en cuanto a la piña del lugar es extremadamente exquisita por tanto diría que es un producto turístico único que representa a un municipio.

2. En primer lugar presentaré en orden de importancia las prácticas en cuanto a la responsabilidad emprendedora que se cumplieron, luego las que se deben de cumplir. Por tanto en primer lugar considero que en parte se cumplió la responsabilidad con el cliente ya que fueron comprensivos y atentos ya que contabamos con guías turísticos, que fueron muy amablemente nos brindaron información, así como apoyo al momento de realizar la caminata hacia la cascada, y que nos guiaron para poder degustar la gastronomía por la cual Santa Maria Ostuma se caracteriza como lo es la Piña, la cual cuenta con un sabor inigualable.



En segundo lugar el compromiso con sus empleados el cual creo que si es bueno ya que pude notar que el guía turístico estaba en contacto y comunicándose con sus superiores. Por tanto sus superiores estaban cuidando de ellos. En tercer lugar la responsabilidad con la sociedad considero que fue buena ya que aparte de probar la piña nos comentaron que era de una emprendedora y que habían muchas más, sin embargo es bastante bueno saber que cuando realizan el Festival de la Piña hay muchos que vienen con sus diferentes productos para poder vender es una forma sostenible de generar ingresos a estas personas. En cuarto lugar está la responsabilidad con el medio ambiente ya que es importante cuidar nuestros recursos naturales, en el caso de Santa Maria, basándonos en lo que el guía nos mencionó considero que toman medidas para poder mantener limpio; Sin embargo se observó lo opuesto ya que los habitantes tiran la basura al río o a las orillas del mismo y la cascada estaba llena de basura plástica, por tanto considero que falta tomar la acción como

alcaldía y concientizar a estos para no tener una mala presentación ante los visitantes así como nosotros.

3. A esta visita la clasificó como un turismo alternativo y se subclasifica como turismo rural debido a que se cuenta tanto con un recurso natural como la cascada como con un producto turístico como lo es la Piña, se dio el senderismo así como se obtuvieron una fotografía rural cuando estábamos en la finca y almorzamos algo propio del lugar como lo es la sopa de Gallina india.

