

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



TOPIC:

TOURIST PRODUCT: HANDMADE

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Abstract

It is being said that creativity is a way to control chaos, therefore deal with great obstacles can help people to be smarter and more creative. Back in 2022, many small businesses emerged with good ideas to overcome the Quarantine. This tourist product was not the exception, it is a product that was adapted to the circumstances and needs of handmade customers. Who has not seemed a napkin ring or a cell phone support? All of us, probably, but what about a handmade one? So, for that was necessary to stay connected making use of technological devices, however there were many deficiencies in terms of accessories that's why we decide to create an entrepreneurship of handicrafts with ecological materials, with exceptional quality, interesting illustrations which the client will feels satisfied , with the main purpose to produce an emotional connection between the client and the article. As an entrepreneurs we provide security, transparency, and legality to the customer, it is also essential to highlight the element of what represents a craft; that exchange of heritage whether cultural or religious always trying to supply the needs and expectations of the customer who is acquiring this article.

Keywords: Handicrafts; handmade; tourism product; technology; design; business; Ecological materials; entrepreneurs; quarantine ; customer.

Introduction

In this tourist product : handmade , the reader can find all the necessary information to run a small business: from the idea of the product to its position in the country by consequence you will find the reasons why the product is important and relevant in the country with the justification. It is essential, as well, to meet the product and its characteristics for this purpose you will find a description of this handmade product. Before you finish you will find a small picture of how the product is sustainable with the country and the people. In addition, the reader will find more details about El Salvador, things that are very important to know if you want to link a tourism product with its cultural background. Besides that, you will observe the different types of tourism that exist. However, the main focus is on the rural tourism that includes activities to be carried out in rural homes, ranches, or cabins. It is also essential to mention a little about the policies of sustainable development that exist in the country to provide prior knowledge , about their functioning and the challenges they must harmonize with the place where the tourist service will be provided. Finally the entrepreneur responsibilities, in this the readers will find the profile of the entrepreneur, the competence and characteristics as an entrepreneur and the answers of three important questions: responsibilities as an entrepreneur, responsibilities of the enterprise and the laws or agreements national or international that rule this enterprise.

Chapter I:

Profile of a Tourism

Product

1.1 Objectives

- **Objective General**

- ✓ Present a high quality and innovative handmade product that recognizes the customer's needs.

- **Objective Specific**

- ✓ Incorporate the innovation and creativity through the artisan product: "Hecho a mano".
- ✓ Promote ecologically sustainable products through transparency of the current legislation.
- ✓ Indicate the characteristics, responsibilities, and barriers of entrepreneurship: "Hecho a mano".

1.2 Justification

The product “Hecho a mano” was born before the accelerated use of technology during the Quarantine. A curious observer realized that it is hard to stop a cellphone on a plane surface because it falls. So, that person thought to create a support for it. Cleverly, that person made it out of wood, an eco-friendly material. In addition to that beautiful product, a napkin holder.

The importance of this profile and its products is its position in the market because the product is handmade and most of the time, products like this are made from grab or steal. So, this is a great characteristic for buyers that search for products that do not pollute the environment too much. In addition to this, it is relevant for buyers that like to personalize things and this product has the option to do it. Buyers can ask for their favorite cartoon or picture and personalize it in the support or napkin.

Another value this pictorial product has is its use. Who does not have a cellphone? Who does not watch videos? Nowadays, buying a cellphone is easier than some years ago. It is easier as well to see a video on a cell phone than on a computer because of its dimensions. So, the product is prevailing. In the case of the other product, it is essential to have a napkin holder in a restaurant. In El Salvador, it is not hard to find a “pupuseria”. Then, a napkin holder can help those small restaurants to give a picturesque environment and help the environment as well from products made of grab or steal that have a higher impact in it.

In conclusion, both products are original, useful, handmade, eco-friendly, and prevailing and fits with a customer's needs.

“Why is tourism so important? Well, first one, the experience of being in a different environment out of the comfort zone because it is not the same, enjoy an ice cream in the dining room and enjoy it on the beach. The link with the place will be the difference between them. Therefore, the link is related to people and hospitality. In addition, does tourism help local businesses, even the coins can impact the national economy, as it has been said: another day another dollar. Finally, do tourism helps people to have more criteria to advise other people”.

1.3 Description of the Product

1.3.1 What is the idea that I have for my product?

This idea came up after experiencing a pandemic. Since virtual classes became normal in our country, children and adults began to use electronic devices to stay connected as well as in work from home. Sometime later, the idea of creating handmade cell phone holders, made of wood, embodied in personalized figures and colors that attract people's attention, was created. Then they used creativity and took on the task of creating handmade wooden napkin rings as well, with the same logistics as cell phone holders, personalized designs, and patriotic designs to highlight our culture.

1.3.2 What needs would it cover?

This type of product is intended to be a support for the technological items that are currently used, providing greater comfort when working with these electronic devices.

1.3.3 To whom could my product be directed?

Market Niche:

This product is directed towards people who consume the various handicrafts that our country has. Likewise, the element of personalization of figures, caricatures, and nature of each piece of wood provides a touch of culture to this innovative product, due to this it is considered that we can direct our product towards lovers of the customs and culture that the territory has.

Likewise, it will be available for purchase through social networks, as it will be promoted on Facebook and a number will be provided to communicate via WhatsApp.

1.3.4 What would my product be called?

Product Proposal

Name: Hecho a mano



1.3.5 Where would my product be located?

Geographical location of the product

The place where the elaboration of this product is located is in San Salvador, El Salvador.

1.3.6 Implementation of strategies for human development and sustainability

Sustainability of a product

One characteristic of sustainable products is that they have components designed to be reused, easy to disassemble, to allow recycling, or are repairable. Through these methods they intend to reduce their energy and environmental impact.

Those products are made with wood and are the most ecological material that exists without a doubt. It is biodegradable, natural, non-toxic and is extracted with sustainability criteria.

Those articles are made with wood, and they don't have any specific genre because they are personalized and creative, hoping to meet the people's expectations for every occasion.

In the case of the ink for the details of drawings, recycle the bottle of the pain, they are used more than once, and they are enough to complete the designs and take care of the environment. All the products that are used for the items are recycled.

1.4 Strategic Plan

Product name

“Hecho a mano”

Mission

“Hecho a mano” is a local entrepreneurship that is dedicated to create articles detailed, personalized and colorful for people interested in custom handmade items.

Vision

With our business “Hecho a mano”, our main purpose is to supply handmade products with sustainable and planet-friendly material, as well as presenting innovative and interesting articles for people who are lovers of handicrafts.

Values

- ★ Creatives
- ★ Innovators
- ★ Unique
- ★ Retailers
- ★ Creative leadership
- ★ Teamwork
- ★ Responsible

Chapter II: Conditional elements of a Tourism Product

“As tourism is, it is essential to recognize the benefits that this resource possesses, From several areas: social: there is a very important phrase that encompasses this term: who does not know his history is destined to repeat it, it is important as citizens to recognize representative places of our territory not only as a way of entertainment but also to highlight the history, customs, and traditions we have as a country.”

2.1 History of tourism in El Salvador

The tourism industry has evolved with great limitations during the first decades of the century. Firstly, the communication channels were deficient and, secondly, there was little interest in the development of this branch inside and outside the national territory (wix.com, 2021). On the other hand, the government did not have the capacity and technical personnel to achieve the proper development of tourism in the country.

In El Salvador, the first initiative for the promotion of tourism took place on June 12, 1924, under the command of the government of Alfonso Quiñonez Molina, with the creation of the tourism and agricultural and industrial propaganda board, which had the objective of promoting domestic and foreign tourism. In 1930, the National Tourism Board was created, which pursued the following objectives:

- ✓ Promote said activity in material, cultural, service, and financial aspects of infrastructure.
- ✓ The creation of advertising that emphasizes the natural attractions of El Salvador.
- ✓ Create tourism education.
- ✓ Promote conferences, exhibitions, and all cultural acts in benefit of publicizing a good image and the name of the country inside and outside the national territory.

Other attempts of the public sector of interest in the promotion of tourism are observed in different periods, one of the most dynamic was at the end of the forties with the national

tourism board, within the framework of a modernizing development project of the economy inaugurated with the so-called revolution of 1948.

The effort to modernize the economy carried out at the initiative of said government and later by President Oscar Osorio, also reached the tourism sector. In this period, the first laws to promote the tourism industry were issued, some of the current tourist centers such as Apulo, Amapulapa, Atecozol, Ichanmichen, Altos de la Cueva, Balboa Park, Los Chorros, etc. were built at this time.

The national tourism board functioned until 1960, the year in which it was replaced by another body that was created by decree under the name of the Tourism Industry Development Department, depending on the Ministry of Economy, whose main objectives were:

Detect measures aimed at promoting tourism Promote the creation of new tourist centers. The decade of the 60's marks the beginning of receptive tourism in the country since the official instances for its promotion were created. During this decade, a big step was taken by enacting a law that would promote tourism, with the idea of turning it into a source of wealth for the economy, which resulted in the creation of the Central American integration program. This program was the creation of the Tourism Council of the Organization of Central American States (SITCA), achieving true Central American tourism integration.

Another important aspect to mention during this period was the modernization of transportation. This included the establishment of the Ilopango International Airport and the expansion of the road infrastructure. The number of flights to El Salvador increased dramatically, and it can be said that it was the birth of what was known as "mass tourism",¹ which in a small proportion also reached Central America.

¹ Mass Tourism: the act of visiting a destination with large amount of people at one time. Tourism in El Salvador. Via: <https://yeniaquilar97.wixsite.com/ofimatica-1/turismo-en-el-salvador>

In 1961, the creation of the Salvadoran Tourism Institute (ISTU) was envisioned, with the sole objective of stimulating tourism in all its aspects and increasing its promotion in our environment. As of 1968, it is already possible to have more empirical evidence about Tourism since that is when the ISTU began to publish statistical and informative bulletins.

The economic and political life of El Salvador at the beginning of the 1970s was characterized by relative stability. In the period from 1970 to 1974 the Alameda hotels were built. Camino Real, Ritz and Terraza, and the Montana del Cerro Verde hotel also began operations. On the other hand, an increase in the issuing markets of Central America and the United States was observed.

In 1975, the tourist influx suffered a drop of approximately 19,399 visitors compared to the previous year since in 1974 the international fair of El Salvador was held, an event that was a great tourist and commercial attraction, but with the realization of the contest of my universe, a large advertising campaign was launched to promote tourism, which once again achieved an increase in tourist activity in the following years. By 1978, the maximum number of tourists in the history of El Salvador had been reached.

According to (olufisayo, 2021) The period from 1973 to 1978 was considered the "golden years" of tourism as the hotel infrastructure was greatly improved. A high return on this type of investment was identified and the credit facilities offered to the sector were quite attractive. It is in this period that tourism took off and began to position itself as an activity capable of generating foreign exchange and employment. The construction of the Comalapa International Airport greatly benefited tourism, as did the modernization of some highways. Complementing this, the construction of the Hotel Pacific Paradise and the Izalco Caban Club in the Estero de Jaltepeque, Hotel Siesta, and the Hotel Presidente in San Salvador, as well as the expansion of the Sheraton Hotel.

By 1979, a decline in said activity was observed due to the political, economic, and social instability that the country was presenting at that time, which culminated in the

change of government. A country in an atmosphere of violence and instability has little to offer in terms of tourism. This is how the period from 1980 to 1991 was cataloged. The armed conflict erased El Salvador from the international tourist map, considering it a dangerous destination for tourists. By 1980, the lowest level of tourist influx in fifteen years had been reached. In this way, the possibilities of developing tourism were nil, and the construction of tourism infrastructure was stagnant.

The hotel industry was affected in the first years of the conflict, but later it improved, showing acceptable occupancy levels due to the lack of rooms in the capital to house journalists, international organization officials, etc.

Although incentives were given to revive the sector in 1984, the dynamism of tourism remained slow, due to the armed conflict. As of 1989, a slight recovery is observed, at least higher tourism income levels have been experienced since the period in which the conflict began.

The so-called Chapultepec peace accords, signed on January 16, 1992, between the government and the opposition forces of the FMLN, establish the end of the armed conflict in the country. This document included a wide range of topics, but its objective was to democratize the country, guarantee respect for human rights and reduce the polarization of Salvadoran society. Although it is true that the political environment after the signing of the peace accords is very different from that experienced during the twelve years of war, efforts are still lacking to consolidate peace in its entirety.

It has been evidenced in the experience of El Salvador and in the mention made in other countries, that tourism is a product of Peace and a climate of security. The climate of potential for peace and political stability has given a turn to the situation of tourism. The possibilities to commercialize the tourist products that El Salvador can offer are opened again.

The most important initiative related to El Salvador is the proposal of the "Mundo Maya" project (made up of the countries of Belize, El Salvador, Guatemala, Honduras, Mexico and advised by the European Economic Community), which contains concrete proposals for the promotion and integration of the tourist systems of the countries.

In Central America, El Salvador runs the risk of falling behind its neighbors in terms of tourism. In 1992, resources were lost in a dispute with Honduras that could have been promoted as natural attractions in a tourism project. The region that was lost with the greatest value for tourism is part of the northern zone of Morazán, particularly the zone from the communities of Sabanetas and El Zancudo.

In 1997, the Salvadoran Tourism Corporation (CORSATUR) was created, which aims to promote the development of tourism in El Salvador. One of the projects to be carried out by this institution is ethnic tourism, which aims to ensure that Salvadorans living in the United States direct their remittances to investment in tourism that will be carried out in their towns or cities of origin. It is known that remittances families already reach a figure of \$1,300 million a year, which is destined mainly for consumption and not for investment.

This same year, the rural accommodation project (hostels) was born with the aim of seeking rural development poles and capturing the funds that tourists leave when visiting the country's rural areas and thus create micro-enterprises. With the execution of this project, (Aguilar, 2017) affirm that it has also sought to contribute to the generation of employment, improve family income, take advantage of the natural resources of each area, increase sustainable rural development and, in general, improve the conditions and quality of life of the Salvadorans.

The Salvadoran Tourism Corporation (CORSATUR) is helping owners of small establishments with logistics, design, remodeling, marketing, and training. The first hostels were created with financial help from the Spanish cooperation agency, in Apaneca the hostels are already operating: Las Orquídeas, Las Ninfas, El Paraíso Convention

Center and the Doña Mercedes Guest House, the latter located in Juayúa. The Flor de Azalea tourist accommodation and the Santa Leticia Rural Resort Hotel, both in the western part of the country, will soon be inaugurated.

The Salvadoran Institute of Tourism (ISTU) during the period 1998-2000 made an investment of twelve million “colones” in turicentros, of the investment for the remodeling of the “turicentros” a part has been granted by the government and the other part has been from what is collected with the operation of the same. Thanks to the joint work between the private and government sectors, a series of projects are being carried out, among which the following can be mentioned:

- Strengthening of citizen security measures.

- Improvement of the services provided to travelers at the airport.

- Design and implementation of the “know your country” campaign to promote the rescue of our roots.

- Integration of tourist routes for the sale of their products as a region.

- Training in total quality for the tourism sector.

In today's world there are many forces that are pushing companies towards globalization, in the sense of expanding their participation in foreign markets. Competitiveness is presented as an important factor within the context of a global economy, which extends its influences on international trends in trade, politics, and employment. The phenomenon of globalization has also reached the tourism industry worldwide, in the case of tourism in El Salvador, the Ministry of Economy, through the national competitiveness program, recently created the "clusters" that are defined as a group of industries that support each other in the production and marketing of a good or service.

2.2 Types of tourism in El Salvador

Nowadays, in El Salvador there are different types of tourism which we can mention:

➤ **Sun and beach tourism**

Sun and beach tourism is the most demanded of all, especially in those coastal areas that enjoy a favorable climate, this segment of tourism is usually associated with leisure, as well as with the terms rest, fun and entertainment, known as the three “S” (English): sand, sea, sun. In addition, this segment has always been characterized as the star product within the tourist destination.

➤ **Rural tourism**

It consists of the offer of activities and destinations typical of rural areas, by which it is possible to spend the night in rural houses or ranches, carry out activities in the open air, typical of the agricultural industry. Unlike traditional tourism, rural tourism takes place in small towns or villages (with no more than 2,000 inhabitants) and its activities contribute to the economic development of the region, with profits being distributed more equitably among the different social sectors. Likewise, visitors enjoy the rural environment and connect with the local flora and fauna, within an atmosphere of serenity and tranquility typical of these places.

➤ **Ecotourism**

Environmentally responsible travel, to undisturbed regions to enjoy the natural environment and the culture of the inhabitants of such environment, to promote both the appreciation of the natural and cultural riches of the places to visit, and to give conservation a monetary value tangible, that serves as an argument to convince both visitors and locals of the importance of conserving its resources.

➤ **Pueblos Vivos**

It was born in 2009 to attract tourists through its cultural tourist attractions. In this plan, the protagonists are the registered municipalities of El Salvador.

Pueblos Vivos is a strategic activity that seeks to promote internal tourism activity in El Salvador, where there is an active participation of the peoples. What the “Pueblos Vivos” strategy wants is that the tourist value of the towns be put through their history, gastronomy, culture; all this to publicize the tourist offer that each municipality offers and so that local economic development occurs, creating opportunities for the registered municipalities, that is, creating a commercialization of their tourist products and services.

What Pueblos Vivos intends is to promote tourism with an inside-out strategy, that is, local tourists are the first to discover the country's treasures; tries that tourists can visit and learn about the history of El Salvador, its attractions are known and that these towns that are part of this country are visited.

2.3 Sustainable development policies in El Salvador

2.3.1 Presentation of the sustainable El Salvador Plan

The Sustainable El Salvador Plan (the name of the project) (Artiga, 2018) assumes the vision of conservation and restoration of nature with the challenge of finding a formula that promotes economic and social development in harmony with nature.

This new instrument points out four priority aspects: Strengthening of the institutional framework in environmental matters, Transformation of the productive sector towards levels of greater efficiency and competitiveness, with fewer externalities to the environment; Promotion of education and culture for sustainability; and a genuine understanding of the risks linked to climate change and natural events to incorporate them into public and private planning.

Its main axes are: Comprehensive risk management for disaster reduction and climate change; Knowledge management and culture of sustainability; Promotion of productive transformation; and strengthening of public institutions.

The third and fourth axis have the largest number of agreements and goals, indicating opportunities for technical cooperation. On the agricultural issue, it indicates the importance of adopting practices for the transformation of traditional agriculture to sustainable agriculture that is resilient to climate change, considering: Agroforestry practices², adaptation plans for basic grain crops, coffee, and sugar; soil policy, own seed production, restrictions on agrochemicals, green harvest, adoption of financial protection instruments, among others.

Each of the axes mentioned above has a series of agreements, goals, referents, and partners. In addition, the Plan contains a cost estimate, by axis to provide an overview of financing, as well as an implementation path.

In this case, the concept of sustainable development includes economic and material progress in balance with social welfare and the responsible use of natural resources. This mechanism reconciles three pillars of sustainability: ecological, economic, and social.

IICA (Inter-American Institute for Cooperation of Agriculture) has participated in CONSAV (National Council for Environmental Sustainability and Vulnerability) and has shared the experiences of other member countries of the System, on issues as important as water.

² Agroforestry practice: is the intentional combination of agriculture and forestry to create productive and sustainable land use practices (Artiga 2018) via challenges of sustainable development <https://elsalvador.un.org/es/sdgs>

According to the Plan, the high level of environmental degradation has increased the country's exposure to extreme weather events, which have increased their frequency, intensity, and duration. This makes this management instrument multisectoral and multilevel in nature.

2.3.2 How the United Nations supports the Sustainable Development Goals in El Salvador

After the approval of the 2030 Agenda and the 17 SDGs, the Government of El Salvador was selected by the United Nations as one of the countries in which the accelerated implementation program is executed, which implies incorporating the SDGs into public policies and supporting countries to achieve them. At the same time, the national authorities established a plan to incorporate the Sustainable Development Agenda into the country's goals. Its first step was to make the SDGs known to more than 450 government officials.

2.3.3 The Sustainable Development Goals in El Salvador

The Sustainable Development Goals are a global call to action to end poverty, protect the earth's environment and climate, and ensure that people everywhere can enjoy peace and prosperity. These are the objectives that the UN is working on in El Salvador:

2.3.4 The challenges of sustainable development in the country

Worldwide there is a growing interest in the environment. This is due to major global problems such as climate change, pollution and the destruction of ecosystems and natural resources. However, the solutions are not found in the narrative of victimizing polar bears or thinking about the destruction of trees. These problems can only be solved from the perspective of sustainable development policies that seek a balance between the economic, social, and environmental aspects and make the population aware of the

implications in their daily lives. On the other hand, although the crisis is global, the social and economic conditions of each country are different. For example, El Salvador, a developing country.

One of the great global challenges is climate change, that is, the increase in the planet's temperature caused by greenhouse gas (GHG) emissions into the atmosphere, especially carbon dioxide (CO₂), derived from activity of the human being. In effect, these emissions are causing variations in the climate that would not occur naturally.

The main cause of this event is the model of production and consumption that developed countries have followed. According to data from the World Bank, for the year 2014, China, the United States and the European Union accounted for 51.3% of all CO₂ emissions in the world.

For its part, El Salvador represented only 0.017% of total emissions for the same year. Although we have not been the main cause of this global crisis, our region has a high exposure to geo-climatic threats derived from its location and presents a high vulnerability in its human activities (2010).

In effect, in El Salvador the annual economic damages related to weather phenomena, such as droughts and high intensity rains, are very high: between November 2009 and October 2011 alone, more than \$1.3 billion were lost (2015). Likewise, due to last year's drought, it is estimated that around USD\$41.8 million in corn and bean crops were lost.

At the global level, in the face of this climate change scenario, developed countries are committed to reducing their GHG emissions. However, in the case of El Salvador, the priority in this area is and should be the reduction of vulnerability and adaptation to climate change and, under this approach, the challenge is to restore ecosystems while promoting new livelihoods for the affected communities and the transformation of their social and economic conditions.

Another global challenge is pollution and, specifically, plastic pollution in the oceans. It is estimated that each year, around 8 million tons of plastic waste ends up in the oceans and that, by the year 2050, there will be more plastic than fish in the sea (UNEP, 2015). According to the report by the Helmholtz Center for Environmental Research (UFZ), only ten rivers, located in Asia and Africa, are responsible for dumping 95% of the 2.75 million tons of plastic waste dumped into the oceans.

Faced with this problem, several countries around the world have taken various measures to ban certain plastics, such as single-use plastics. In the case of El Salvador, this situation represents another great development dilemma: The Salvadoran plastics industry is the third with the highest export levels, it represents more than 10 thousand direct jobs and grows at considerable levels every year. Therefore, it is important to identify the great opportunity to promote a circular economy, that is, the productive transformation of the sector and the comprehensive management of waste. Likewise, by promoting the recycling market, innovation in recycled plastic products is promoted. In this way, negative externalities linked to environmental pollution are avoided.

Therefore, we must understand that climate change and plastic pollution are not purely environmental problems but must be addressed from a sustainable development perspective. Likewise, it is essential to understand that major global problems must be tackled differently in each country or region. In El Salvador, this approach is necessary to solve our complex reality.

2.4 Natural Resources in San Salvador

The area is in the central-western plain, limited to the south by the elevations of the Coastal Chain, to the west by the portion of the Cordillera Central, which houses the San Salvador volcano, to the north by the hills of the Interior Chain, to the northeast by a series of hills and the Guazapa volcano, and southeast by Lake Ilopango. It includes part of the municipalities of San Matías, Quezaltepeque, Nueva San Salvador, and Antiguo Cuscatlán, in the department of La Libertad, and part of the municipalities of Nejapa,

Guazapa, Apopa, Tonacatepeque, Ayutuxtepeque, Mejicanos, Cuscatancingo, Villa Delgado, San Martín, Ilopango and San Salvador, in the department of San Salvador.

1. El Boquerón Natural Protected Area

This is a popular destination among locals and visitors alike due to its proximity to San Salvador and its easy access. In the park there are a series of trails that you can walk on your own or on guided tours. Something very interesting and unique that you can do in this place is to get close to the crater and even go down to it with a specialized guide.

2. Ecoparque El Espino

In “Ecoparque El Espino” you can not only take walks and appreciate the flora and fauna of the reserve, but you can also camp or rent a cabin to spend the night. Fortunately, in this place you can do it accompanied by friends, family, and even your pets, since it is pet friendly. The most adventurous also have their place. The “Ecoparque” offers the possibility of mountain biking on one of the designated trails.

3. Jardín botánico del Plan de la Laguna

This botanical garden, located in what was once a volcanic crater, can be an excellent option. In the garden there are different paths that take you on a journey through various plants from various continents. Among them you can see from orchids to cacti, aquatic plants, palms and many more.

If after touring them you need a break, you can sit near one of the ponds that are home to various types of fish and turtles. This botanical garden also has a space with games so that children can have fun, as well as activities for them.

4. Parque Bicentenario

The “Parque Bicentenario” is a focal point for nature lovers and families looking for recreational alternatives. In this park many entertaining and educational activities are carried out. In the park you can request a guided tour to observe birds, reptiles, amphibians, and more animals that inhabit the place. Workshops and talks are also given here for those who are interested in learning more about the natural world.

2.5 Cultural identity and study of the idiosyncrasy of the country: including myths and legends, cuisine, religious festivities, and traditions, etc.

We will begin by providing a specific definition of cultural identity:

Cultural identity (wikimedia, 2022) defined it as the sense of belonging to a certain social group and is a criterion for differentiating oneself from the collective otherness.

The cultural identity of El Salvador is to know our traditions, Nahuatl, Salvadoran folk music, legends, beliefs, religions, typical dishes, Mayan, and Pipil culture, among other aspects.

Typical dress

We will begin by talking about the typical costume that represents our nation:

In El Salvador there are different types of typical costumes, in which the majority are used in different festivities, although there are some towns that still use them. In the female costume it is common to see elements such as a scapular, a shawl, a cloth and different colorful ornaments, and cotton fabric and can be with a skirt and a blouse, or a dress, in footwear sandals are used. In the male costume it is common to see a cotton suit, also in the traditional festivals, modern machines are used, with a blanket shirt, in

footwear sandals or boots, and a hat. They are really of rural character, and present different variations depending on the place.

In the festivities or patron saint celebrations, dances are performed using these traditional costumes. Over the years the costumes have been modified, having a little more volume and colors in their styles. The typical costume is no longer used in the general population, although there are still people who keep this tradition alive, so the costume is used only on special occasions.

Gastronomy of El Salvador

In the past, the Salvadoran's basic diet consisted of "tortillas" (corn dough wheels, about ten to fifteen centimeters in diameter and one centimeter wide, cooked on a comal), salt and "parados" or parboiled beans. Nowadays, the diet has been expanded with rice, vegetables, and some meats. Much larger and thicker tortillas than the previous ones, made of very dark corn or maizillo (on top of which beans and salt are placed; sometimes cheese is also added) are still eaten during the coffee breaks. These are part of the "con qué" or accompaniment to the tortillas.

A typical Salvadoran meal would be unthinkable without the famous pupusas, tortillas, corn, or rice, stuffed with cheese, cheese with loroco (a plant whose flower is edible), ground pork or chicken or beans, the most common "revueltas" (are those that have more than one ingredient). Others, less common, are called specialty, such as chicken, chipilín (small edible leaves), pepescas (fried fish), ayotes (a kind of pumpkin), garlic, cilantro (edible herb), blackberry herb, papelillo, chorizos, jalapeño, shrimp, etc.

The dish is complete when the pupusas are accompanied with "curtido", a minced cabbage, carrot, onion, and oregano prepared in vinegar; slices of onion and carrot are usually added. Some curtidos are especially spicy, according to the customer's taste. Tomato sauce, either hot or cold, is also usually added to accompany it. However, pupusas are just one of the many, many derivatives of corn. This native American cereal

is still the sacred grain, and it is prepared in many ways. The corn on the cob is called “elote” and can be eaten roasted on the coals, with lemon and salt; cooked, it is usually prepared with mayonnaise, cheese, and other additions: they are the crazy corn that are sold in the popular fairs, with a stick that goes through the cob to grab it.

The parade of corn derivatives continues with tamales. The classic ones are the chicken tamales and consist of rectangles of corn dough about six inches long by five inches wide wrapped in leaves of orchard (banana or guineo) and filled with chicken or hen meat; other common tamales are corn tamales, and chipilín; sometimes even with potatoes, plums, capers, chili (sauce). Tamales are cooked in large pots.

This type of dish represents not only the Central American country but also the basis of the economy of the Salvadoran territory as it is the corn.

Language

In El Salvador the official language is Spanish. The way of speaking can mix words of indigenous origin as in gastronomy, causing what are the different Salvadoran idioms.

According to article 62 of the Political Constitution of the Republic of El Salvador of 1983, the official language of El Salvador is Spanish or Castilian. It also mentions that the government is obliged to ensure its preservation and teaching. However, in El Salvador there are also other indigenous languages spoken in the national territory that are part of the cultural heritage and are subject to preservation, dissemination, and respect. One such language is Nahuat, which is still spoken by a few inhabitants in the western part of the country.

A small amount of the population speaks the Nahuat language, as in Izalco and other villages, but currently there is no need to learn it, or it is only remembered by older people. Among the pre-Columbian languages are Chorotega, Cacaopera, Chortí, Xinca,

Lenca, and Pocomam. With respect to the foreign languages spoken in this territory, English has been taught for more than 50 years in schools, taking the priority of being the second language as a means of communication in Salvadorans.

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Dance

Within the Salvadoran dance, popular dances that fulfill a social function stand out. One of the best-known dances is the "Torito Pinto", although there are also "El Carnaval de San Miguel", "Adentro Cojutepeque", "Ahuachapán", "El Carbonero", "Las Cortadoras", "Las Floreras del Boquerón", among others. These dances comprise a large part of Salvadoran culture. Traditional dress is used, and they can represent different historical events or rural activities, such as agriculture and cattle raising. Also, depending on what is going to be represented, they can have different choreography, but always accompanied with traditional music. They are usually held on different dates and in different places, these dances are classified as: autochthonous and traditional.

Literature

Salvadoran literature stands out from the second half of the nineteenth century. Prior to that date, the current Salvadoran territory was part of other political entities, which is why it makes no sense to speak of an identity of its own that aspired to literary expression. It was not until the liberal triumph that an elite of intellectuals assumed the role of national conscience.

The literature in our country is lived a lot, young and old enjoy a lot of them, poems, stories, novels and more.

In our country there are writers recognized for their great work such as Claudia Lars, Roque Dalton, David Escobar Galindo, Salarrué, Arturo Ambrogi, Álvaro Menéndez Leal, Hugo Lindo, José María Méndez, Ramón Gonzalez Montalvo, Manlio Argueta, José Rutilio Quezada.

Holidays

Main festivals:

Easter Week

(Guillen, 2021) indicate that easter, is one of the most important traditions of this country, the devotion of the catholic parishioners overflows to adorn our Lord Jesus Christ, accompanied by processions and different religious acts, people relive the passion and death of Jesus son of Mary Most Holy. One of the details that enrich the Semana Mayor are the handmade carpets, these embellish the representation of the path that Jesus Christ walked before being crucified.

August Festivities

These are held in San Salvador, in honor of the Divine Savior of the World, wrapped between songs and prayers of the parishioners, the smoking of candles, the smell of incense, the explosion of rockets high in the sky, among others. Other of the most outstanding festivities in El Salvador are the Fiestas Julias, the people of San Salvador celebrate them in honor of their Patron Saint, Santa Ana, year after year hundreds of people gather at the fairgrounds and other places to demonstrate the dedication that the people of San Salvador give to these celebrations. The Carnival of San Miguel is another of the most important festivities in El Salvador and is celebrated in

honor of the patron saint of the town, the Virgen de la Paz, as the days pass a series of carnivals are held in different sectors of San Miguel.

Day of the Cross

May 3rd is one of the religious traditions in El Salvador, where the day of the Cross is celebrated. One of the decorations to this shrine is the Chinese paper, with arrangements of different colors and shapes, in addition, seasonal fruit, such as jocote, mango, cashew, coyol flowers, among others. The tradition of the day of the cross still endures in Salvadoran families, since in every home a cross is placed, one of the traditions is to kneel and make the sign of the cross, grab the fruit that you like and eat it. The grandparents tell the legend that if a home does not place the Holy Cross, the devil comes to dance in their homes. And so it is that most Catholic homes already have a specific place to place the traditional altar every May 3rd.

Independence Day

Every September 15th is celebrated the Independence Day in El Salvador, that day the national anthem is sung in all schools and high schools, there is also a civic act of Salvadoran students, alluding to the Independence, that is where they prepare for a parade that runs through different places, depending on the department or area where they are. In these parades the children march while following the flag of peace of their educational institution. One of the traditions that gives color to this act are the famous "cachiporras", the melodies of the peace band, the different typical costumes that are shown and the artistic acts that are made, ending with a message allusive to the homeland.

All Saints' Day

The 2nd of November is very important for most Salvadorans, as it is part of our traditions. People go to the cemeteries to dedicate time to loved ones who have left and

are no longer part of this world. Large numbers of people are seen every year in the cemetery, and even though it is the death of loved ones that are remembered, it has become a very popular holiday. Almost always a meeting is held where the first thing they do is clean the place where the person is buried or wash and paint the platform days before so that on the day itself the tombs are decorated with flowers either artificial or natural. Something traditional for this day is the realization of a mass to these people who have left, also it is not necessary in some parts where they take mariachi and sing songs that the person liked when he or she was alive, and this is how the national day of the dead is celebrated year after year in El Salvador.

Legends

The Cypitium

According to ancient beliefs, the Cyprian was the son of Zigueguet, the queen of the moon, who betrayed her husband only with a morning star, and received a terrible curse from the god of the gods Teolt The curse fell on their son, who would be the result of treacherous love affairs (jimdo, 2022).

They say that some years ago, when our grandparents were young it was more common to find the footprints of a child in the ashes of the wood oven, anyone might think it is a prank, but ... maybe it is not, the Cipitio loves to wallow in the ash, and get sick of it. It is characterized by a small and pot-bellied being with a huge hat on his head, his feet are upside down, so when people tried to chase him, he followed his footprints in the opposite direction. It was common to find his footprints around the mills and mills, or in the ashes of old earth ovens, this little mocking spirit, hid in the bushes on the banks of rivers and streams to spy on the girls who came to wash or bathe half naked.

The Siguanaba

This is one of the most common legends in El Salvador, who doesn't jokingly say "the Siguanaba will take you" in short so many legends, La Siguanaba is the mother of the "Cipitio", which is the first legend of this page. La Siguanaba still appears in the creeks and streams washing at midnight.

It once happened to a man who had made an agreement with his girlfriend to go away for the night. Said and done at about 11:30 p.m. was the young man with his horse waiting for his beloved, suddenly he saw the figure of a woman who approached him, of the happiness he did not even notice just helped him to ride with him, they took the road, but to all this no one had crossed a single word. Then this woman transformed herself into a horrendous creature and left her victims with a three-day fever. Like this there are many legends that have represented and marked the customs of El Salvador.

Religious traditions:

In general, most of the traditions of El Salvador are related to religion since the most important dates for this country are usually festivities in honor of an important personage for the Catholic religion, in this way the most relevant activities are based on religious cults, although all this is an important factor for the promotion of other cultural manifestations such as gastronomy, handicrafts and commerce.

For a better understanding of each of the traditions of El Salvador that are an important part of its culture is necessary to classify these traditions by departments, since each of the customs have their own characteristics according to the region or place of the country where it takes place, and also taking into account that these traditions are related to religion each of the departments have their own Saint or patron, deity of religion to which tribute is paid and is part of the cultural identity of each city or department.

Traditions of San Salvador

In the case of San Salvador being the capital of the country one of the most important traditions of El Salvador for this city is the patron saint festivities dedicated to the divine Savior of the world, in which important activities are developed for culture, which highlights a religious procession on August 5 and then a main mass for the date of August 6 in front of the Metropolitan Cathedral.

2.6 Strategic Plan

2.6.1 Definition of quality of a tourist product

Fundamentally, it is important to define the term tourism product:

According to the MITUR definition, a tourism product is "a combination of tangible and intangible elements, such as natural, cultural and anthropic resources, as well as tourist attractions, facilities, services and activities around a specific element of interest, which represents the essence of a destination's marketing plan and generates a comprehensive tourism experience, with emotional elements, for potential customers".

Also, In the time in which we live, work is a growing need every day, and new paradigms link it to entrepreneurship, however, and since not all entrepreneurs have the economic capacity to mount a company of physical products, services become a tempting alternative, if we consider the investment aspect.

On the other hand, we find ourselves with the concept of quality, knowing that this is quite subjective in terms of perception of the service received, since what is quality for some, for others it is not. Let's remember that "quality is equal to "expectations vs. service received" and, before moving on in the development of this paper, let's take into consideration that tourism is clearly a service and there are several indicators to measure its quality.

Within the quality there are two important aspects to consider (expectations and service received), the expectations are an independent variable that we cannot control,

since the client can create them according to what he sees and assumes that he is going to receive. On the other hand, the service received; this variable is dependent, as service providers, we must provide a quality service or at least as the customer expects.

We can deduce that the quality that can be provided to the customer considering, the expectation and the service received will always be willing to implement improvements to our venture to opt for new challenges to meet the requirements set by the customer and thus maintain the preference of the same.

Customer management

We know the exact actions and strategies to achieve the right loyalty of satisfied consumers.

All this might sound too good to be true. But really, Customer Management is the way for your company to have more and better customers; it will also increase your profits organically and continuously.

Through an analysis of customer behavior, characteristics and needs we can determine how to achieve customer loyalty with the brand. This knowledge will give us the basis to optimize and improve our processes, and that is where the second point of importance comes in.

Each study or analysis we do of our customers' satisfaction will also help us in the internal processes of the venture. In this way, we will have objective information about how our public perceives us, and about our strengths and weaknesses.

Seen from this point of view, we can say that a correct Customer Management provides internal and external benefits to the business. This means that it is a positive investment of time and money.

2.6.2 Quality of the product

Quality proposal

It is essential to consider quality as a main value of a product, specially, in handmade items because they show the artisan ability. Buyers pay attention to details; therefore, it is a double challenge to reach their expectations. But what “Hecho a Mano” considers as a quality and what characteristics follow to reach it. To understand quality the team appeal to the Small Business Rainmaker definitions, who divide it into two categories:

1. *Quality is concerned with satisfying a set of predetermined specifications.*
2. *Quality can be all about satisfying your customers.*

“Hecho a Mano” is the combination of both definitions. The group wants high quality in their products and happy customers. Therefore, to keep that quality in items, the group follow the next instructions:

1. Start with high quality raw materials.

To guarantee the best experience with the use of our product, the artisan starts with high quality wood, solid wood can last longer than low quality wood. Customers can check it out by comparing the weight of the product and the width with another one.

Our product is made by solid wood, a thin varnish layer, geometrical shapes, and unnoticed nails.

2. Consider molds or blueprints

Since the product is handmade, to ensure the accuracy of the product. Artisans use molds to saw the wood with the appropriate measures that the product requires.

3. Freedom in the designs

As you already know, the product can be customized, so customers can select the image they need for the napkin or the support. This creates a personalized experience.

Customer treatment

“Hecho a Mano” is an item for handmade lovers. When the people who work in Hecho a Mano get the order to create this personalized item, it starts a coordinated work between customers, artisan, and entrepreneurs.

Communication is the key to avoiding failure and bad experiences. As a group, we are going to create a respectful environment when talking with customers, as well, we will ensure privacy information as high responsibility. So, customers can get an accurate first time. Free of presuppositions and clear about the item.

Customers can check our previous products in a list of photos that can satisfy their curiosity. At the same time, customers can have a variety of options to select.

To not miss any step, the group follow the next list:

1. Create the order

People can look for the items on social media, if they are interested in buying them, they can send a message to one of our team members so they can start with the order. In this step customers can ask for more details about the product.

2. Select the design

The second step is to select or personalize the design. Customers have the option to select what they need to be in their item. So, they can send images or photos to customize them.

3. Payment method

The option to pay for the product will be cash when the customer gets the product. For the moment, Hecho a mano just has that payment method but we are planning to use online transactions.

4. Delivery point

Once the previous steps have been clarified, customers will wait for two or three days to get the product. It will be delivered at a specific point. We have selected well known buildings to complete the delivery. This can be in shopping centers (Metrocentro).

Customer satisfaction

In the whole process, one of our representatives will keep communication open. So, if there is some inconvenience, that person can resolve it on time.

After completing the delivery, customers get a final message thanking them for their preference.

Customer loyalty

To keep customers loyal and attract more customers, the group will set promotions along the year. For loyal customers, they will get a 10% discount on the second item. For new customers, they will have different promotions, for example, in February, there is going to be a big deal: buy one and get one.

“Hecho a Mano” is aware of the item, so if customers want more than 15 items, they will have a different promotion.

2.7 Marketing plan

Your Audience:

“Hecho a Mano” items are for handmade lovers. Customers that love hand crafted products will find this very attractive because of its personalized design.

Your Objectives:

- To ensure high quality in handmade products by following detailed characteristics of measure and design.
- To satisfy customer satisfaction by providing a great customer experience through the order process.

Your Market Position:

“Hecho a mano” entrepreneurship is the dream of visionary people that see a need during a complicated time and act. Cleverly, they think in the experience with the items that people use every day: use napkins and cellphones. So, they designed handmade customized napkins and support for cell phones. This makes Hecho a mano singular.

Weaknesses

• Financial Limitation

The enterprise does not receive any funds from another entity. It works with its own fondness.

• High Direct Cost

“Hecho a Mano” is aware about the quality of the product and understands that producing a big number of items will represent a big deal for high quality materials, for that reason they work with the orders that customers want.

- **Lack of Credibility**

Hecho a mano is a small business, so it needs to create its own prestige to ensure a privileged rank in the local market.

Strengths

- **Personal touch**

Customers will receive a personalized experience when ordering the products.

- **Greater Motivation**

As a small business Hecho a mano will ensure with all the members to be motivated and overcome every single obstacle. We understand what working hard means.

- **Less bureaucracy**

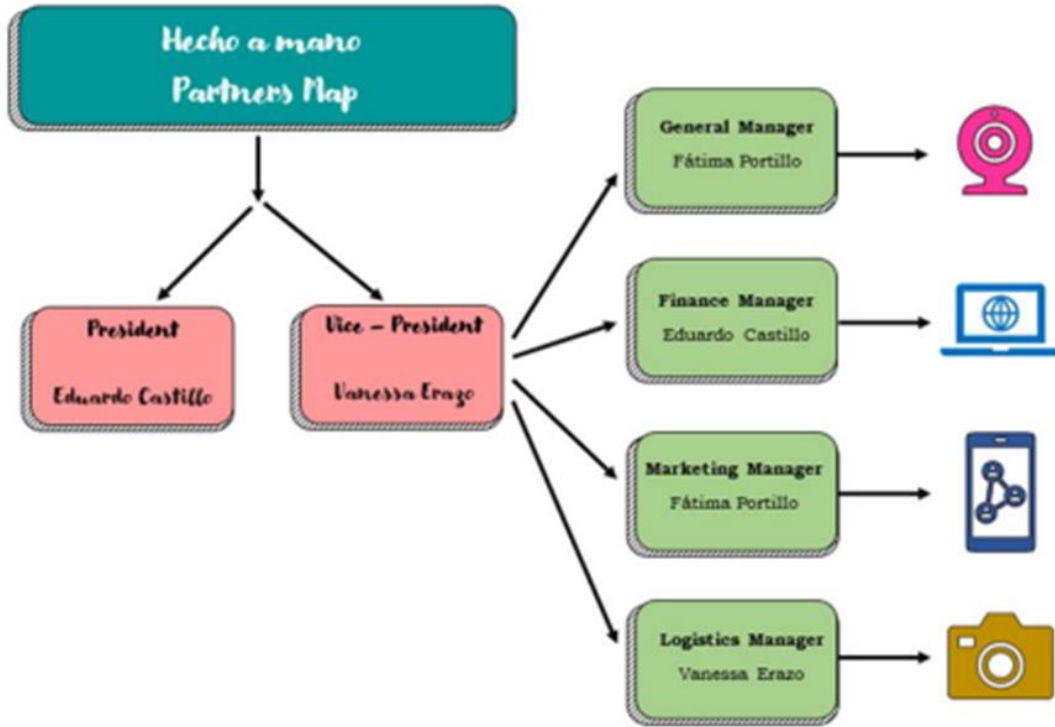
Every single decision in the enterprise will not take a long time as well its results will be faster.

2. 8 Primary Tactics

To achieve the objectives, “Hecho a Mano” entrepreneurship, will supervise every single handmade product. So, we can guarantee high quality to our customers. As well we will look for high quality raw. Even if this represents a high cost in the budget. Second, the enterprise will have a proactive and accurate touch with the customer. We understand that a great customer experience is the key to keep and attract new customers.

“Hecho a Mano” will work with social media. A phone number will be ready to answer any question about our product. People involved in buying one of those items will see our promotions in social media, where they can get more details about this.

Organization chart



2.9 Mission, vision, and values

Mission

“Hecho a mano” is a local entrepreneurship that is dedicated to create articles detailed, personalized and colorful for people interested in custom handmade items.

Vision

With our business “Hecho a mano”, our main purpose is to supply handmade products with sustainable and planet-friendly material, as well as presenting innovative and interesting articles for people who are lovers of handicrafts.

Values

- ★ Creatives
- ★ Innovators
- ★ Unique
- ★ Retailers
- ★ Creative leadership
- ★ Teamwork
- ★ Responsible

Chapter III: Entrepreneur Profile

“Tourism is a very important activity because we can visit different places both Inside or outside the country, creating new experiences and memories. Whether for leisure or fun with family/friends or also professionally, we are getting to know the different cultures of the place we are visiting, because being in a different place outside the place where we live, we know another culture, other cities or regions, traditions, and customs.”

3.1 Entrepreneur

1- Definition of Entrepreneur

It is someone who possesses the following characteristics: To be creative, courageous, and resilient to adversities that may cause the fact of providing a product that is of benefit to the community, Commonly, the entrepreneur occupies positions in business projects in which he or she oversees directing and organize their birth and subsequent operation (Boveda, 2015). In this way, they assume a series of risks, mostly of a financial or economic nature.

Entrepreneurs are those who have been able to observe their environment well to find opportunities and innovative solutions to problems that others do not see or have not been able to address. It means that each problem that for anybody can be a disadvantage, he or she uses to transform the situation as an opportunity to develop and grow as a business besides is someone who, based on an innovative idea, carries out by their own means a project in which they passionately believe, looks for a way to materialize and become not only a project but a reality.

3.1.2 Type of entrepreneur

Creative entrepreneurs. We present handicrafts products that are unique, different, and innovative that distinguish us from the other artisans.

In that case we identify with the creative entrepreneurs because we are unique artisan and different from others because we have personalized designs where we

highlight the culture of our country are handmade designs that are embodied in our handicrafts. Also, our priority is to keep in touch with our customer because we work hand in hand with them because the handicrafts are personalized details of what the client wants.

3.1.3 Entrepreneur Ecosystem

As a main point we will define this term as a community in which different actors and their processes are related to each other and develop in terms of the same environment (oviedo, 2015) , where they can start companies, then have a specific orientation to where our entrepreneurship will be oriented.

Our market is directed towards people who love handicrafts. In this case our raw material to create the handicrafts are the own funds of each member that belongs to this enterprise.

- **Raw material:**

The materials used in the construction and production of these articles have different characteristics and have different origins and production processes. Since we use our indispensable material that is the pine material, later we make use of a saw to shape the pieces, finally we start with the elaboration of the design making use of acrylic paints and brushes, also after finishing with the design and painting we continue with the union of both pieces making use of small nails and white glue, this process of production can vary according to the product that the client establishes.

- **Market:**

In this case we can emphasize that we are a group of 3 young entrepreneurs who are starting a business dedicated to highlight items with materials manufactured in our country, in addition to capture designs that represent a little about history and culture also choose to satisfy the preferences of people who are lovers of crafts both between people that live in our country or people who are outside our borders.

- **Politics:**

Currently the Ministry of Economy as the Ministry of Tourism has highlighted the economic, cultural, and social importance that promotes the service of handicrafts. There are also listed regulations of the crafts that reflect the features that we can know about these items, however there is no government entity that supports economically or provides publicity to this area.

- **Financing:**

For the elaboration of our handmade product, we make use of our own funds, both for the purchase and sale of raw materials and for the elaboration of the delivery packaging of the article that has the logo of the company.

- **Culture:**

Crafts can also be defined as a set of traditional and manual techniques that have a cultural heritage value, currently threatened or disappearing, because they are based on an "oral tradition". For in each piece there is not simply a design but also a story that can be told through the piece.

We can also place craftsmanship³ as cultural heritage, especially because through craftsmanship, people can identify themselves, transfer the technique from generation to generation, and feel represented when they see their product in other places outside their land of origin.

Previously we mentioned a little about the designs used in our wooden pieces as it not only differentiates us from the establishments that provide handicrafts but also images that have history and a message to show about our roots in addition to elements that represent our nation.

³ Craftsmanship: the quality of design and work shown in something made by hand; artistry (boveda 2015)

3.1.4 Competences and characteristics as an entrepreneur

Competences

Linked to leadership: Linked to a leadership is having the ability to influence others, with or without command authority. It is very easy to give orders and get them obeyed when you are a superior in the chain of command, but the key is in those who, without having that hierarchical superiority, get others to share their vision and follow them.

The ability to influence consists of three elements. The first of these is awareness, which means knowing that actions always have an effect. The second element is the ability in terms of communication, conflict resolution and decision making. And the last one is the commitment to your ideas, which implies making decisions that may not always please everyone and dealing with their consequences (Yakusik, 2015).

Within the competences linked to leadership we can find:

- **Network construction.** The fabric of contact networks is a daily task for the entrepreneur and his team. Without network building it is very difficult to plan for sustainable growth. Networks constitute their own capital that can become a competitive advantage for entrepreneurship.
- **Persuasive ability.** Entrepreneurship requires making decisions on an ongoing basis. Not all team members think the same about each of the topics that arise daily. A great capacity for persuasion is required to ensure that the decision-making process, far from generating injuries and resentments, is an element of cohesion and unity.
- **Capacity for teamwork.** As the enterprise grows, the number and diversity of human resources increases. It is essential to have a business leader with the ability to work with the different resources teams that work on the project, containing, challenging, and committing everyone to the same vision.

- **Ability to solve problems.** The entrepreneur is a great problem solver. Unlike many people who are great troublemakers, the entrepreneur is the complete opposite; it looks for an opportunity in problems and an asset to capitalize on for the project in solutions.
- **Bargaining power.** This is a crucial capacity, since the entrepreneur must exercise it when dealing with suppliers, customers, employees, partners, investors (if any), and other actors who play in the great stadium that is the market. Being aware of limitations and potentialities can be very useful to achieve good alliances, especially at times when the weaknesses of the project in the stage of its implementation are notorious.
- **Initiative, self-confidence, and excellence.** Proactivity is an inherent quality of the entrepreneur. Without initiative there will never be entrepreneurship because there will be no resources, no enlarge it for this, the entrepreneurial initiative is fundamental, since it allows to cross the borders of what is possible.
- **Linked to achievement:** Are those that you have achieved and that, as a result, have registered a benefit for the company in which you work. In other words, they are positive effects that have meant value or profit for an organization.

Among the competences linked to achievement we can find:

- **Search for opportunities.** The search for opportunities is a quality that distinguishes an entrepreneur from someone who is not. The detection of an opportunity and its use is a characteristic common to all entrepreneurs.
- **Perseverance.** It is known that an enterprise must consider failure as part of the process and not as an exception. The capacity of the entrepreneur consists, then, in being able in the shortest possible time to assimilate that failure and correct the course. This requires a strong will and perseverance in the objectives set.

- **Taking risks in a calculated way.** Starting a business means taking risks. The risk is inherent to the entrepreneur, and the calculated risk allows anticipating in some way the impact of possible failure.
- **Quality demand.** The market is not waiting for new ventures with open arms. In general, quite the opposite. For this reason, the search for quality and excellence is an objective that must be set from the beginning, although we know that the achievements in this regard will not be immediate.
- **Tolerance for uncertainty.** Whoever does not tolerate uncertainty, it is better to get a job since the path of undertaking does not offer guarantees of success.

Characteristics

Perseverance: Entrepreneurs must face the processes involved in starting a business regardless of whether the results are positive or negative because depending on that, you will learn how to do things right or wrong and thus face the challenge of starting a new business.

Quality demand: It is related to responsibility and reliability because it sets the standards of excellences and wants to show a product that is of good quality and that meets the expectations that customers expect when buying a product and thus can generate confidence of entrepreneurs towards the customer.

Capacity for teamwork: It's one of the most important points to work in a business because you must work together and in an orderly manner with the co-workers because they have a common goal, and each member of the team has a talent, opinions, and different skills from the others. But everyone seeks the same result of higher performance, productivity and personal satisfaction trying as a team to achieve the same goals.

3.1.5 Barriers to entrepreneurship

Entrepreneurs are not supported, they are still seen as strange, dreamers and reckless.

Entrepreneurs do not have the 100% support of any Organization or Mayor's Office because they think that by wanting to push a project, they are not capable of taking this risk and they are not capable enough to carry out a business.

We don't have an entrepreneurial culture and we're not prepared, because educational models are still structured to teach us how to be employed.

In our culture we have been prepared since childhood that we should look for a job, to work in an enterprise, but they have never taught us how we should work alone making our own business; be our own bosses and employees, because in society we must be the ones who represent a company and not the ones who represent ourselves in our own business. That's why every entrepreneur faces the fear of starting a new business, because schools and universities did not teach us how to defend ourselves in society to start something new and own without the help of any society or enterprise that already has been recognized through the years of learning nationally and internationally.

3.1.6 Success Factor

Strategy: To have a good strategy that provides us with a commercial and advertising structure to successfully position our product.

Staff: The success of this entrepreneurship is based on the work organized by each of the team members who are well structured, know how to communicate and interact with each other. Motivation, participation, organization, commitment, trust, common objectives, and problem solving are the main objectives to take entrepreneurship the right way.

3.2 Responsibility as an entrepreneur and of the entrepreneur

Responsibility as an entrepreneur

- **Customers:** Fulfill the customer expectations by providing a high-quality product and reaching the enterprise's quality standards.
- **Employees:** Propose a respectful, fair, neat, and clean environment with the purpose of listening to other proposals to improve the work environment, payments, and benefits according to law.
- **Social:** Show a trustful and legal enterprise to employees and customers in agreement with El Salvador's laws.
- **Environment:** Make eco-friendly products by using renewable resources⁴.
- **With yourself:** Achieve personal goals by following a developmental career inside of the enterprise and exceed expectations.

Responsibility of the entrepreneur

Responsibility is one of the most important values that every entrepreneur is committed to follow. Being responsible is to assume our own consequences. As well, being responsible is working with deliverance and justice to guarantee safety actions. Finally, being responsible means assuming incidental expenses (Boveda J. E., 2015).

3.3 Quality regulations within Tourism

Handmade products definition and classification

Definition

Art 4. As a result of the following law, it will be understood:

Handmade product: Item with distinctive characteristics, obtained from total or partial handmade work. It requires manual performance and aesthetic⁵ or artistic sense with the

⁴ renewable :resource is a resource that can be replenished naturally over time. (Boveda 2015) Manual de emprendedorismo <https://classroom.google.com/c/NDc1OTQ0Nzc1MDEy>

⁵ Aesthetic: a set of principles underlying and guiding the work of a particular artist or artistic movement.

objective of making items with personal or collective blueprint. They can be functional or decorative after a transformation process of raw materials.

Artisan: Person involved in the production of handmade items while this activity requires manual performance and aesthetical or artistical sense.

Artisanal activity: Set of economic, cultural, and social activities performed by artisans or artisan groups linked by the same communities, around the design, production, promotion, and commercialization of their handmade products.

Artisanal Sector: Society segment dedicated to artisanal activities.

National Artisanal Sector Registration: It is the process of enrolling and registering artisanal persons, workshops, artisanal and dedicated associations and cooperatives to artisanal activity.

Handmade products classification

Art. 5 As a result of the following Law, handmade items can be classified by the country characteristics according to:

Author handcraft: It is the one that has an individual stamp of the artisanal person in its artistic expression, they are unique pieces or their reproduction, as well, they are in a numbered and limited series. Its characteristics are unique features, artistic language associated with the artisan and its levels of creative, innovation and aesthetical quality.

Decorative handcraft: It will be understandable as decorative handcraft, the item that after being considered as handcraft its principal function is decorative or ornamental.

National: As a group, Hecho a Mano has been considered those definitions because of the kind of article made.

International: The ISO 9000 family of quality management systems standards is designed to help organizations ensure that they meet the needs of customers and other stakeholders, while meeting statutory and regulatory requirements related.

ISO 9000 deals with the fundamentals of quality management systems, including the eight management principles upon which the family of standards is based.

ISO 9000 family, as well as all related QMS's, focuses on a continual improvement process to achieve the objectives related to the overall performance of an organization such as service delivery, production lines, administration, etc.

The Organization process of a Company which applies ISO 90001 as well as all related QMS's principles and requirements, follows a plan – do – check – act approach (Plan-Do-Check-Act, PDCA):

Plan: The overall responsibility for the applied management system must be assigned to the top management. A quality officer and a quality team should be appointed. Furthermore, the organization must formulate the quality policy in a written statement which describes the intentions and direction of the Management policies as well as its Commitment to Quality. The Quality Policy must be communicated within the organization. The quality team is the connection between the management and employees. In this phase, the organization must identify the significant processes and prioritize the opportunities for the enhancement of customers' satisfaction and for the continuous improvement of its operations' performance.

Do: The stated objectives and processes are now introduced and implemented. Resources are made available, and responsibilities determined. Make sure that employees and other participants are aware of and capable of carrying out their quality management responsibilities. The realization of the quality management system begins.

Check: A quality management system requires a process for compliance and valuation of legal-related regulations. Internal audits can help to verify that the management system operates properly and generates the planned results. The processes are monitored with regards to legal, products and services' specifications or other requirements (customer requirements, internal policies) as well as to the objectives of the quality management of the organization. The results are documented and reported to the top management.

Act: Top management prepares a written evaluation summary based on the internal audit reports. This document is called management review. The results will be evaluated on

their performance level. If necessary, corrective, or preventive actions can be initiated. Operations-related processes are optimized, and new strategic goals are derived and being set.

Swiss: Approval International guarantees an accredited certification, giving to Organizations the suitable passport for the international market, ensuring with accuracy and independence the principles and rules established by the new revised standard ISO 9001:2015 version.

In short, this ISO set the requirements of the Quality Management that allows Hecho a Mano to show their customers its capacity to satisfy their needs.

Chapter IV: Cost Plan for a Tourism Product

4.1 Product's name: Hecho a mano



4.2 Mission, Vision, and Values

Mission

“Hecho a mano” is a local entrepreneurship that is dedicated to create articles detailed, personalized and colorful for people interested in custom handmade items.

Vision

With our business “Hecho a mano”, our main purpose is to supply handmade products with sustainable and planet-friendly material, as well as presenting innovative and interesting articles for people who are lovers of handicrafts.

Values

- ★ Creatives
- ★ Innovators
- ★ Unique
- ★ Retailers
- ★ Creative leadership
- ★ Teamwork
- ★ Responsible

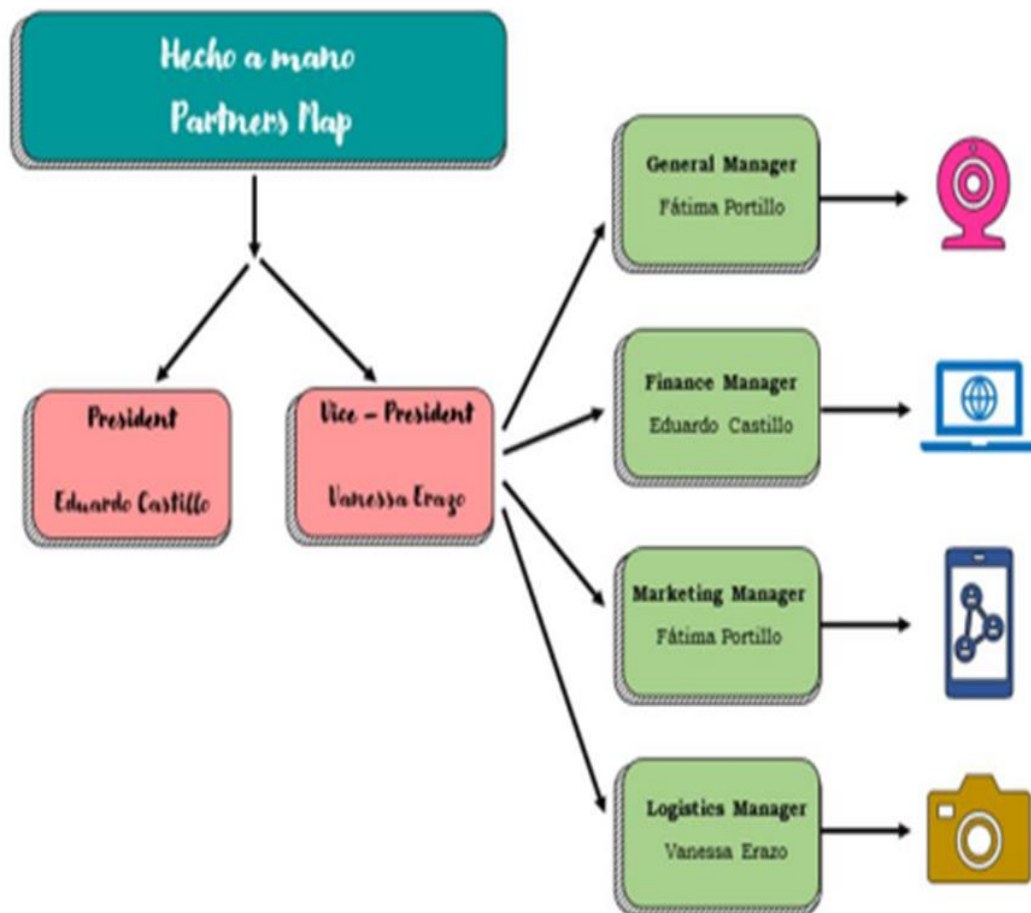
4.3 Product manufacturing cost plan

Suministros	Elementos:	Costos de acuerdo a la identificación	Costos de acuerdo a su comportamiento:
	Madera (materia prima)	Directo	Fijo
	Barniz	Directo	Fijo
	Pegamento (2 divisiones)	Indirecto	Fijo
	Publicidad cantidad por medida. publicidad: plan de publicidad.		
Mano de obra:	Salario mensual de los propietarios	Directo	Fijo
Otros costos indirectos:	Lija	Indirecto	Variables
	Brochas (tabla de depreciación de pintura)	Indirecto	Variables
	Pintura	Indirecto	Variables
Gastos:	SERRUCHO	Indirecto	Variables
	Casa	Indirecto	Variables
	Electricidad.	Indirecto	Variables

4.4 Budget to produce handicrafts

Elaboration of cell phone Holder budget (12)				
		Cost per dozen	Cost per unit Cellphone holders	Unit Cost Napking Holder
sheet of wood	26	5.2	0.43	0.52
Paint	3	1.5	0.13	0.14
Cuts (MO)		18	1.50	1.50
White Glue	0.75	0.5	0.04	0.06
one quarter of Varnish	8	2	0.17	0.18
Sandpaper	1.2	1.2	0.10	0.10
Brushes	1.25	1.25	0.10	0.10
	CD	29.65		
	CU		2.47	2.60
	PV		3.50	4.00
	Uses		1.03	1.40

4.5 Organization chart



Chapter V: References

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Annexes:

Gratitude

This research work is dedicated mainly to God, for being the inspiration and giving us strength to continue in this process of obtaining one of our most desired dreams.

To our parents, for their love, work, and sacrifice in all these years, thanks to you we have been able to get here and become what we are today. It has been the pride and privilege of being your children, you are the best parents.

To our brothers, sisters, cousins, aunt, and uncle for always being present for the moral support that gave us throughout this stage of our lives.

To all the people who have supported us and made this work successful, especially to those who opened their door to us and shared their knowledge.

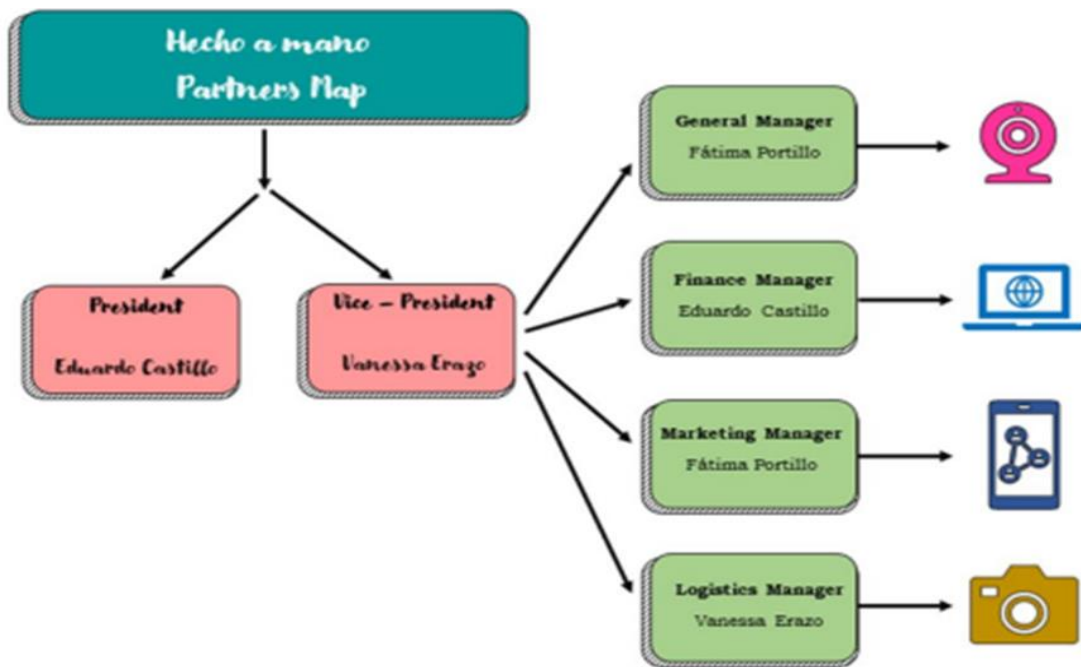
For my friends:

Also, to my best friends who were with me during these years and gave me strength and the words I needed to be able to continue. Specially to a loving acknowledgement to my colleagues, friends of battle during these last two years: Vanessa Erazo and Eduardo Castillo, for the good time we have shared. We have all learned and are continuously learning from everyone and from ourselves, both professionally and personally. What a beautiful coincidence to finish my university career with people as amazing as you. Thank you for your support, encouragement, and advice during the development of the specialization.

Fátima Portillo



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