

**UNIVERSITY OF EL SALVADOR
SCHOOL OF SCIENCE AND ARTS
FOREIGN LANGUAGE DEPARTMENT**



TOPIC:

MY TOURISTIC PRODUCT: HOSTEL NEVERLAND INN

PRESENTED BY:

ERICK OSIEL PERDOMO CASTILLO

STUDENT ID:

(PC14014)

INFORME FINAL DE CURSO DE ESPECIALIZACION EN TURISMO.

IN ORDER TO OBTAIN THE DEGREE OF:

BACHELOR OF ARTS IN ENGLISH WITH A MAJOR IN LANGUAGE TEACHING.

SPECIALIZATION PROFESSOR

LICENCIADA FRANCISCA AGUILLÓN RIVERA

GENERAL COORDINATOR OF THE GRADUATION PROCESS

MAESTRO MIGUEL ÁNGEL CARRANZA CAMPOS.

**CIUDAD UNIVERSITARIA, DR. FABIO CASTILLO FIGUEROA, SAN SALVADOR, EL
SALVADOR, CENTROAMÉRICA, NOVEMBER 2022**

AUTHORITIES OF THE UNIVERSITY OF EL SALVADOR

RECTOR

MAESTRO ROGER ARMANDO ARIAS ALVARADO

ACADEMIC VICE-RECTOR

DOCTOR RAÚL ERNESTO AZCÚNAGA LÓPEZ

ADMINISTRATIVE VICE-RECTOR

INGENIERO AGRÓNOMO JUAN ROSA QUINTANILLA QUINTANILLA

GENERAL SECRETARY

INGENIERO FRANCISCO ANTONIO ALARCÓN SANDOVAL

AUTHORITIES OF THE SCHOOL OF ARTS AND SCIENCES

DEAN

MAESTRO. OSCAR WUILMAN HERRERA RAMOS

VICE-DEAN

MAESTRA SANDRA LORENA BENAVIDES DE SERRANO

SECRETARY

MAESTRO YUPILSTRINCA ROSALES CASTRO

ATTORNEY GENERAL

LICENCIADO RAFEL HUMBERTO PEÑA MARÍN

AUTHORITIES OF THE DEPARTMENT OF FOREIGN LANGUAGES

HEAD OF THE FOREIGN LANGUAGES DEPARTMENT

MAESTRA ANA GRACE GÓMEZ ALEGRÍA

GENERAL COORDINATOR OF THE GRADUATION PROCESS

MAESTRO MIGUEL ÁNGEL CARRANZA CAMPOS

SPECIALIZATION PROFESSOR

LICENCIADA FRANCISCA AGUILLÓN RIVERA

TABLE OF CONTENT.

ABSTRACT	4
INTRODUCTION	5
JUSTIFICATION	7
CHAPTER I. TOURISTIC PRODUCT PROFILE	8
-OBJECTIVES	
-DESCRIPTION OF TOURISTIC PRODUCT	
- SUSTAINABLE DEVELOPMENT POLICIES	
CHAPTER II. CONDITIONAL ELEMENTS OF THE TOURISTIC PRODUCT/ SERVICE.....	13
- HISTORY OF TOURISM IN EL SALVADOR	
- NATURAL RESOURCES NEAR THE MUNICIPALITY LA PALMA CHALATENANGO, EL SALVADOR.	
- CULTURAL IDENTITY AND THE IDIOSYNCRASY OF EL SALVADOR. (CHALATENANGO)	
- STRATEGIC PLAN FOR THE TOURISTIC PRODUCT.	
CHAPTER III. ENTREPRENEUR'S RESPONSIBILITIES.....	27
- ENTREPRENEUR PROFILE	
- ENTREPRENEUR	
- TYPES OF ENTREPRENEURS.	
- ENTREPRENEURIAL ECOSYSTEM	
-BARRIERS TO ENTREPRENEURSHIP	
- ENTREPRENEUR'S RESPONSIBILITIES	
- QUALITIES LAWS IN TOURISM	
CHAPTER IV. TOURISTIC PRODUCT AND COSTIN PLAN.....	40
- LOGO AND NAME:	
- MISSION AND VISION.	
- VALUES	
- COSTING PLAN	
CONCLUSION.....	44
BIBLIOGRAPHY.....	45

ABSTRACT:

The process of creating a touristic product can be compared with riding a roller coaster. You might go high and enjoy the beautiful view; however, when it's time to go down you'll only have a blurred view and if you are not safe using the seatbelt... A disaster will happen. When it comes to creating a business, a hostel in this specific case, many entrepreneurs do not do the respective studies about laws, market, design, concept and even finances. A big number of entrepreneurships do not achieve the set goals at the beginning of the hardest part of being an entrepreneur. This report has been elaborated with the main purpose of becoming this as real business. The creation of a thematic hostel in the mountains of Chalatenango will change the way people think about hostels. This document shares different aspects that have been taken into account for the creation of the touristic product to be presented. The different scenarios that are shown in this research work goes from the "History of Tourism in El Salvador", "What is a sustainable product and how to create one", "Cultural aspects of our country that enrich our touristic product", the "Respective Laws and Obligations to obey when a touristic product, specifically a hostel, is created", etc. All the mentioned aspects above will guide the reader to acquire new information about being an entrepreneur and take into consideration real aspects that can affect the success or failure of our product. The main idea is riding the roller coaster without any fear and ready to face what might come.

Key Words: Touristic Product; Hostel; Entrepreneurship; Business; Entrepreneur.

INTRODUCTION.

“Tourism has become one of the main players in international trade, and at the same time it represents one of the main sources of income for many developing countries. This growth goes along with the increased diversification and competition between destinations” (Organization, s.f.)

As it is mentioned above, tourism is necessary in our society for different reasons, for example: cultural, economic and environmental. In this report, the different aspects of creating a touristic product are highlighted, so we can have a clearer idea of the creation process that this field requires.

Taking this as support, we have decided to create a touristic product that can contribute to the first mentioned areas. The creation of a Hostel in Chalatenango, El Pital in El Salvador in a familiar environment where you can bring back your childhood memories, is the product of innovation in the hostel industry. It is necessary to mention that it will combine the fantasy of Neverland (Peter Pan’s movie) with the natural environment of Chalatenango and the Salvadoran culture to create memorable experiences.

This report will show in 4 chapters every step for the creation of Neverland Inn by taking into account different aspects, such as: eco-friendly and environmental aspects, sustainability aspects, and legal and cultural aspects as well.

The first chapter provides important information about the touristic profile; such as its definition and part its history. Moreover, the description of the touristic product “Hostel Neverland Inn” is also provided to emphasized its location, amenities and services.

The second chapter involves the history of tourism in El Salvador to give an important context about the field where the product will be created. In addition to that, cultural identity information about the city where the hostel will be located, such as: culture, places around the product, local myths and legends, is provided to enrich this research work.

The third chapter describes the different responsibilities that an entrepreneur has in a general manner. However, it is also mentioning my responsibilities to create this touristic product and the different articles of the Salvadorean laws to follow during the process.

The fourth chapter gives a more detailed view of the touristic product, such as the logo and its description, mission and vision, values and the costing plan that provides a detailed description of the expenses and the incomes for the product.

The Hostel Neverland Inn has the project of becoming a source of employment for Salvadoran society and having a positive impact in the economy by making it real in the future.

JUSTIFICATION:

This report has been created as part of the graduation work from the bachelor in English, major in Teaching Option through the Tourism Course 2022 from the University of El Salvador. Furthermore, it pretends to show the complete process for the creation of a touristic product in our days, where tourism is obtaining more strength and attention in different areas of El Salvador.

By building this touristic product as a hostel in the natural area of El Salvador (Chalatenango, El Pital) we are creating a space for tourism where people from all over the world can enjoy our culture and natural resources. By making this, we are also generating job opportunities for Salvadoreans who love giving their best to people by offering a high-quality service. Furthermore, this product comes up with the idea of giving a familiar, comfortable and fantastic space to our guests, so children and adults can feel at home during their stay in Hostel Neverland Inn.

CHAPTER I

TOURISTIC PRODUCT PROFILE.

GENERAL OBJECTIVE:

Design a complete report specifying the creation of a touristic product; a hostel specifically, by putting into practice the acquired knowledge in the Tourism Course 2022 for the Bachelor in English Teaching Option as part of the graduation project from the University of El Salvador.

SPECIFIC OBJECTIVES:

- Design a report that specifies the different aspects that an eco-friendly, familiar and auto-sustainable touristic product must contain; taking into account the market research in the designated area. Through that, the set goals can be achieved and the results can be more accurate.
- Specify the type of touristic product that is exposed in this report. The hostel will know the necessities and facilities that are required by the target consumers.
- Highlight in this report the legal aspects for the touristic field and requirements that the product must follow, in order to obtain credibility of future consumers.
- Show a credible panorama of the cost that this product may have.

1.0 CHAPTER I

1.1 TOURISTIC PRODUCT PROFILE.

To start beefing the content of this chapter, let's start defining what a touristic product is. The World Tourism Organization (UNWTO) defines it as “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 experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle". (Organization, s.f.)

As part of the specialization course in tourism from the Foreign Language Department of the University of El Salvador, I decided to work on the planification of a hostel in Chalatenango, El Salvador.

Some of the main purposes of these touristic products are: change the way hostels are seen nowadays, have an economical independence as entrepreneurs and also, create job opportunities that benefit our society. By mentioning these aspects, the hostel Neverland Inn has been created in order to provide great experiences for people from different countries and ages.

1.2 DESCRIPTION OF THE TOURISTIC PRODUCT.

1.2.1 Name: Hostel Neverland Inn.

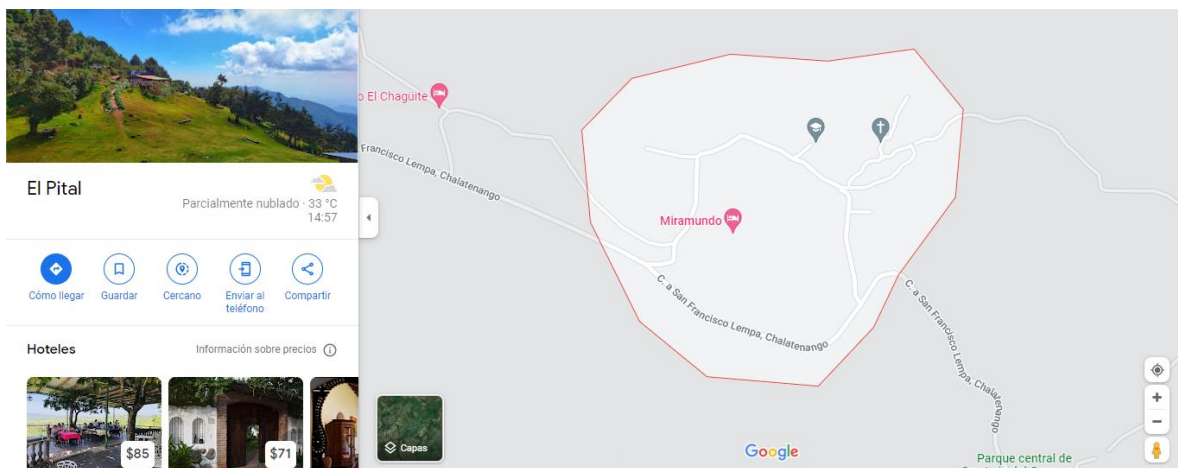
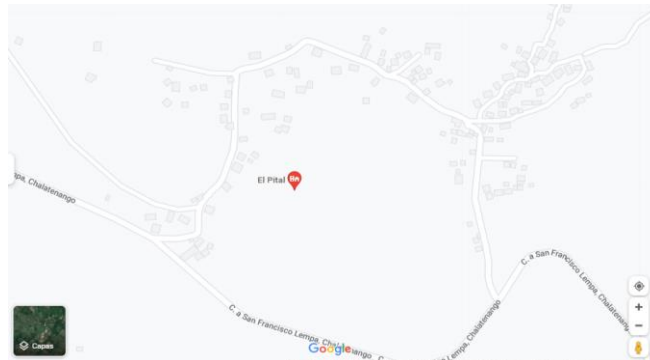
“Peter Pan” by James Mathew Barrie, is a fantasy tale written in 1911. This fantasy story is about a young boy who lives in a magical land where kids never grow up, Neverland.

The Hostel Neverland Inn’s main goal is to offer a comfortable, affordable and fun place to visit, where you will be in touch with your inner child. The decoration of this fantastic place will combine the magic of Neverland with the nature of Chalatenango and the Salvadoran culture.

1.2.2 Public: This is a family hostel.

The main target for Hostel Neverland Inn is: Family. The decoration and peculiar amenities such as: inflatable games for kids and adults, will make every guest live their child dream.

1.2.3 Location: Chalatenango, El pital. El Salvador



1.2.4 AMENITIES AND SERVICES:

- 5 bedrooms with 10 Queen Size beds in each room.
- 5 Spacious bathrooms (One per room)
- International and Salvadorean Restaurant.
- Inflatable games for adults and kids outside the Hostel.
- Heating, Free WIFI.
- First aid kit.

1.3 SUSTAINABLE DEVELOPMENT POLICIES. –

Let's start defining what sustainability means. In the economical field, it is the sustained economic growth that will yield ongoing profits. On the other hand, in the ecological field it involves the maintenance of natural resources, such as: forests, beaches, lakes, rivers, etc. These are the points where we want to focus on. It means policies that protect the natural resources that are being used for touristic products. The UNWTO (The World Tourism Organization) is the one in charge of the promotion of responsible, sustainable and universally accessible tourism. In 2000, this organization defined as sustainable tourism the one that pays attention to the travelers 'necessities and at the same time, protects the natural resources involved in the experience.

Based on the UNWTO, sustainable tourism must:

- Give a responsible use of the natural resources by maintaining the essential processes that preserve them.
- Ensure long-term economic activities that report to the correspondent authorities the socio-economic benefits by making an exact distribution.
- Give stable job opportunities and generate incomes for the host communities¹.

To make this happen, tourism requires:

- Participation from the authorities and members of the communities.
- A stable political leadership that can obtain external collaborations and consensus.
- A constant following process of the product or project to make it worth it.

By knowing this, we can say that Hostel Neverland Inn, located in El Pital mountains, will take care of the environment around it. Sustainable tourism plays an important role in our plan since our main goal is to develop a tourist fever on Salvadoran and international people by admiring and respecting the natural resources and culture that allow us to create this product.

¹ <https://www.unwto.org/>

CHAPTER II

CONDITIONAL ELEMENTS OF THE TOURISTIC PRODUCT/ SERVICE

2.0 CHAPTER II

2.1 CONDITIONAL ELEMENTS OF THE TOURISTIC PRODUCT/ SERVICE.

Before continuing, we are going to take a moment to learn more about tourism, its history and the different customs and traditions of Chalatenango, the place where our touristic product will take place.

2.2 HISTORY OF TOURISM IN EL SALVADOR. -

Tourism plays an important role in the different societies since it is one of the main incomes for different countries, developing a more stable economy. El Salvador has been one of the countries that has developed different strategies and touristic products to make tourism bigger. Nowadays it is one of the most visited countries for local and international tourists. The natural and cultural attractions used in the different touristic products; such as: beaches, forests, mountains and archeological sites, have opened a whole new world to discover in this small country. Let's mention some of the most important aspects that have increased tourism in El Salvador.

The volume of tourism in El Salvador has had increments and decrements throughout the years. In 1994, 181,000 tourists visited El Salvador, generating 28.8 million dollars in tourism revenue. Two years later on July 25th 1996, a specialized governing body was created called Salvadoran Tourism Corporation (Corporación Salvadoreña de Turismo/ CORSATUR) (Turismo, s.f.), and in 1997 387,000 tourists visited, generating 74.7 million dollars. Since these events, the increase in tourism was bigger over the previous years.

In 2004, tourism injected \$424.7 million into the economy. It also created the Ministry of Tourism to direct the policy of the development of the sector.

To promote the momentum of this activity, during 2005 it developed the Tourism Act (Ley del Turismo), which provides tax incentives for new investments in the sector.

In 2008, 1.8 million tourists visited the country, generating for the economy about \$720 million, according to the Ministry of Tourism.

Moving forward to the actual government, there is a strategic vision that has been carried out during the period of 2019-2024. The promotion of sustainable tourism is one of the main purposes that is being implemented in different touristic products around the country. An example of this strategy is the creation of Surf City, this product can make the country a touristic destination for international visitors, as it is mentioned in the official website of the ministry of tourism. (Salvador, 2020)

2.3 NATURAL RESOURCES NEAR THE MUNICIPALITY LA PALMA CHALATENANGO, EL SALVADOR. -



<https://elsalvador.travel/destination/cerro-miramundo/>

MIRAMUNDO HILL: 13 Kilometers away from La Palma, we can find Miramundo. This place is part of a hill located inside a foggy forest that offers the coolest climate in the country. Located 2400 meters above the sea level, a big part of the Salvadoran territory can be seen from this hill, the average temperature in Miramundo is 12° C.

SAN IGNACIO: Located 3 kilometers away from La Palma and 1010 meters above the sea level, you can find San Ignacio, a small city with touristic products such as: hotels, hostels, Lempa river and agro-touristic activities.



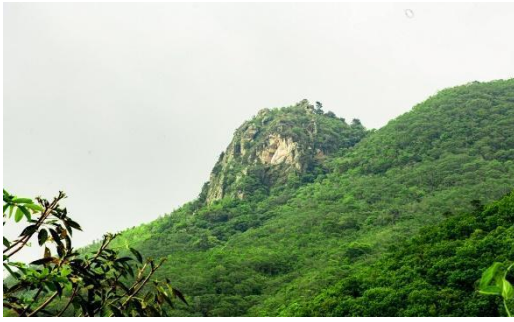
<https://culturaazul.com/el-salvador/chalatenango/san-ignacio/>



*Ilustración SEQ Ilustración * ARABIC
1 <https://chalatenango.sv/las-pilas-san-ignacio>*

LAS PILAS: This rural community is located in La Palma hills. The climate here is known as one of the coolest in the Salvadoran territory, this makes it perfect for producing strawberries, peaches, lettuce, cabbages, etc. This place has rural hotels that offer routes on the different farms, where you can live the experience of cutting the fruit

from the crops.



<https://elsalvador.travel/destination/penon-de-cayaguanca/>

LA PIEDRA CAYAGUANCA: It is located 4 kilometers away from San Ignacio, between Honduras and El Salvador, approximately 1550 meters above sea level. This big rock functions as a border between the two countries by giving a panoramic view of both nations. Camping is permitted in this place with a cold climate. Also,

there are tours and hiking to get to the top of it while you enjoy the natural resources that the forest offers.

EL PITAL HILL: The hill in the middle of the forest is located 12 kilometers away from La Palma, its height is 2730 meters above the sea level, this is considered the highest point from the Salvadoran territory. The average temperature is 10° C. On April 13th 2004 this place experienced the lowest temperature of all times, covered by frost. For that reason, this natural resource has become one of the favorite places to visit, counting with touristic products such as hotels and hostels.



<https://chaltenango.sv/areas-naturales-protegidas-en-chaltenango>

2.4 CULTURAL IDENTITY AND THE IDIOSYNCRASY OF EL SALVADOR. (CHALATENANGO)-

Let's start defining what cultural identity is. The definition given by national geographic is: "the shared characteristics of a group of people, which encompasses, place of birth, religion, language, cuisine, social behaviors, art, literature, and music."

Knowing this, let's take a look to the definition of Idiosyncrasy, which is "a peculiarity of constitution or temperament: an individualizing characteristic or quality."

In this part of the report, we are going to check some of the peculiarities that Chalatenango in El Salvador has, and how these aspects make it interesting for tourism.

2.4.1 MYTHS AND LEGENDS:

Cayaquanca legend

"It is said around San Ignacio in Chalatenango that a long time ago, there was an indigenous village that was governed by a chief with imponent and strong character. The chief had a beautiful daughter that was coveted by the young warriors of the tribe. Among these warriors, Cayaganca was a very handsome and strong warrior whose only defect was being poor.



The young princess was completely in love with Cayaganca, so she secretly gave all her love to him.

One day the furious Chief discovered his daughter's romance with the poor warrior. He was full of anger so he gave the order to capture Cayaganca, then he made his servers

take the boy to the top of the mountain and leave him there tied to a rock suffering from cold and hunger.

The days passed and the warrior cried like the first time when he was separated from his princess. Cayaguanca's tears filled up the place and he started to become part of the rock. Due to his pain and suffering the rock swallowed him and he became part of it and created a crag where his soul rests until today. About the suffering princess, she died because she lost the love of her life.

In the coldest and darkest night, the voice of Cayaguanca can be heard and if you pay close attention, you will hear him calling his princess."²

-Unknown author.

² <https://chaltenango.sv/el-penon-de-cayaguanca>

2.4.2 TYPICAL FOOD OF CHALATENANGO. -

Typical food is one of the most important aspects while referring to tourism. The different touristic products have a special link with the typical food of the area; this helps to increase the number of visitors in the region. Talking about food, we are going to mention the most famous dishes in Chalatenango, which is the region where our touristic product will take place.



<https://chalatenango.sv/comida-tipica-de->

PUPUSAS: This typical dish is well-known around the Salvadoran territory. However, Chalatenango is very popular for the difference in preparation. In almost all El Salvador it is common to find pupusas made with rice dough. Nevertheless, the most common ingredients to prepare pupusas in Chalatenango are: Corn dough, cheese, smashed beans; and also, the cabbage in vinegar and tomato sauce.

FRIED YUCA: The most common way to eat yuca in Chalatenango (basically, in all El Salvador) is fried. This dish is accompanied with cabbage in vinegar, tomato sauce, and pork. It is presented in some leaves of trees to give a more typical aspect.



<https://elsalvadorinfo.net/salvadoran-food/>



<https://www.recetassalvador.com/articulos/tamales-salvadorenos-originalidad-variedad-sabores-unicos-y-buen-provecho>

TAMALES: As part of the most famous dishes in El Salvador, tamales are more popular in Chalatenango. Made with corn dough in a special preparation so the tamal can be soft to the paladar, inside it is filled with vegetables, chicken sauce and little pieces of chicken.

PASTELITOS: These orange “lunar” pieces of fried dough are very popular in the Salvadoran gastronomy. They are also filled and made with smashed chicken or meat, little pieces of vegetables, accompanied with curtido and tomato sauce.



<https://www.elsalvadormipais.com/pastelitos-salvadorenos-receta>



<https://www.elsalvadormipais.com/nuegados-salvadorenos-receta>

NUEGADOS: This typical dish is made with mashed yuca in small balls (creating a type of dough), then they are fried and covered with artisanal honey to complement the flavor of the yuca. This is considered a type of dessert in the Salvadoran culture.

2.4.3 FESTIVITIES AND RELIGIOUS TRADITIONS IN CHALATENANGO, EL SALVADOR.-

As part of the attractive tourism, El Salvador offers a big variety of festivities to the national population and international visitors. During the year, there are many festivities where people can attend. Particularly, one of the most recognized and overcrowded festivities in El Salvador are the ones celebrated in Chalatenango.



<https://diarioelsalvador.com/la-palma-inicia-manana-las-fiestas-patronales-en-honor-a-la-virgen-del-dulce-nombre-de-maria/190534/>

These are celebrated from June 15th to June 24th of every year, being the 24th the official date of the festivity. This big celebration is sponsored by the government of the city, which is the one in charge of the schedule, activities and religious events developed during the celebrated days. When we talk



<https://chalatenango.sv/fiestas-en-los-municipios-de-chalatenango>

about festivities in El Salvador, we also refer to religion, Catholicism by being direct. All the celebration is a way to say thank you to their god, saints and María (Jesus's mother), since they have protected them and they have been good to them.

As every festivity in the country, Chalatenango also counts with a fair that is open exclusively for this big event. The whole fair is always located at the center of the city "Plaza Peatonal". Also, in the amusement park you can find different typical food that describes the festivity perfectly.

2.5 STRATEGIC PLAN. –

Knowing the different traditions in the chosen place to establish our touristic product, Hostel Neverland Inn; it will be necessary to know the strategic plan to obtain success in our business.

2.5.1 STRATEGIC PLAN FOR THE TOURISTIC PRODUCT. -

QUALITY OF TOURISTIC PRODUCT.

We can define quality as the characteristics of a product that not only satisfy the consumer, but also it does not have defects or negative points. The quality of a product needs to accomplish the stipulated requirements and rules of ethics.

The different standards define the level of the touristic product. The creation of this type of product is to satisfy the customer or consumer and the high expectations to cover their needs.

In the article of the CEUPE magazine, it is mentioned the different aspects to investigate the quality of the touristic products:

- Surveying.
- Discussion groups
- Knowledge of the brands and price and quality of the products.

It is also mentioned that the competence in the field increases the quality of the touristic products.

Let's check what are the aspects of quality that a customer or consumer sees and takes into account to choose and recommend our touristic product again.

- Demanding quality: It refers to the minimum levels of quality that a product must have in order to avoid dissatisfaction in the consumer.

- Expected quality: It refers to the quality that the consumer expects at the beginning of the experience.
- Surprise quality: This is the one unexpected for the consumer, most of the time this type of quality makes the consumer's experience memorable.

2.5.2 CUSTOMER MANAGEMENT. -

This management is defined as the competence between enterprises with the same touristic product and the way a product differs from the other. In this scenario the quality of the product plays an important role for the success of it.

Based on this, the creation of the product “Hostel Neverland Inn” will face many other hostels in the area of La Palma, Chalatenango. That is why different strategies for customer management has been developed and they will be explained in the following space:

-Target:

In this phase we need to have a clear idea about what type of consumer we are targeting for our touristic product.

The main target for the Hostel Neverland Inn; as it was mentioned before, is the family since the place will combine the magic of Neverland from Peter Pan’s book and the rustic environment from the mountains of Chalatenango.

-Advertising the product:

Since we have a clear target for our product, during this step we will advertise the product to the correct public. By doing this, the consumers will be curious about the complete information of the packages and prices of the product.

-Create a database with the customers information and necessities:

Once we obtain the information of the consumers and we can collect the complete panorama of their necessities, it is important to organize the data obtained based on the customers' inquiries so we can have a better idea of the expected product. If we can keep a good record of data and it is analyzed in order to improve our product, this will make a big difference between our product and the rest.

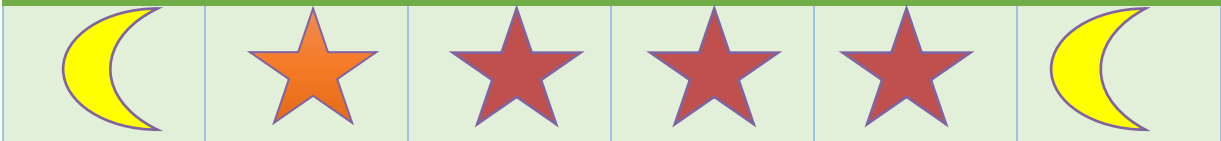
2.5.3 LOYALTY PROGRAM. -

As part of the quality of our product, a strategic plan has been designed to reward our guests for their loyalty to Hostel Neverland Inn. For 1 night sleeping in one of our rooms the guest (with the name of the reservation) will get 1 stamp to collect. If the guest can collect 10 stamps in 6 months, he/she will get 1 night free + breakfast (1 person) in our hostel.

Rules:

- The stamps will be given only by email to the guest. (The email address must be provided at the “check in” time to start participating in the loyalty program).
- The stamps will be received in a digital square. For 1 stamp obtained, the square will be updated and the updated version will be sent to the guest email.
- Only the guest with their name in the reservation will get the stamps.
- The stamps are not transferable and they are not refundable.
- -Only the guest can exchange the stamps.
- -If the guest collects the stamps before 6 months, he/she will have to wait until the sixth month to use the stamps.
- 30 days after the sixth month, the stamps cannot be exchanged.
- -After using the stamps, the guest can participate again to obtain the reward in 6 months.

LOYALTY STAMPS HOSTEL NEVERLAND INN



2.6 MARKETING.-

The use of social media is crucial to make our touristic product be known. By using these different tools, the product can obtain more credibility and fame, and consequently, grow and make vision part of the reality.

This is our strategy to announce our profiles in different social media.

<

NUESTRAS REDES SOCIALES.

SÍGUENOS

Y RESERVA YA

-----△-----



Hostel Neverland Inn

@Hostneverlandinnes

Tel: 7562-8347

The graphic features a central theme of social media promotion. At the top, the text 'NUESTRAS REDES SOCIALES.' is centered above a thick black horizontal line. Below this line, the word 'SÍGUENOS' is written in a large, bold, black, blocky font, also centered. A second thick black horizontal line follows, which ends in an arrow pointing to the right. Below this line, the text 'Y RESERVA YA' is centered. A dashed line with a small triangle in the middle is positioned above three social media icons: Facebook (blue circle with white 'f'), Instagram (purple-to-pink gradient square with white camera icon), and WhatsApp (green square with white speech bubble and phone icon). Below the Facebook icon is the text 'Hostel Neverland Inn', below the Instagram icon is '@Hostneverlandinnes', and below the WhatsApp icon is 'Tel: 7562-8347'. The entire graphic is set against a background of light pink and blue clouds and several orange stars of varying sizes.

CHAPTER III

ENTREPRENEUR'S RESPONSIBILITIES

3.0 CHAPTER III

ENTREPRENEUR'S RESPONSIBILITIES.

3.1 ENTREPRENEUR'S PROFILE-

3.1.1 What is an entrepreneur profile?

“It is a short description of various traits, characteristics and qualities of an entrepreneur to identify business opportunity and organize operational resources assuming certain financial risks associated with it” (INDIAClass, s.f.)

Based on this definition, the competence where the touristic product Hostel Neverland Inn can feel identified with is “Linked to achievement”. This competence has 5 main stages to define the profile where our touristic product will develop.³

- **Opportunity searcher:** To detect an opportunity is the main characteristic of this first stage that describes the profile of these types of entrepreneurs.

- **Perseverance:** Mistakes are part of the process. The capacity of maintaining the willingness to keep fighting and make the goals come reality, is an essential part for the entrepreneurship environment. Always take failures as opportunities to learn and grow.

- **Quality demand:** This is a responsibility that every entrepreneur must have. In order to achieve success, it will be necessary to avoid mediocrity.

- **Calculated risks:** Every entrepreneur must have the knowledge that their product can succeed or not since taking risks is part of the business. To try to avoid this scenario that no one wants, it can be recommended to gather and learn all the important, legal and new information about our product; always trying to keep ourselves updated.

³ Bóveda J, Oviedo A, Yakusik A/ Manual de Emprendedurismo 2015

- Tolerance to uncertainty: Linked with the previous stage, it is necessary to have tolerance to uncertainty since there is no guarantee of success in the entrepreneurship world.

To make a real touristic product it is necessary to be clear that we must accomplish every duty and responsibility that we acquire as entrepreneurs. Having responsibilities with our collaborators, customers, natural resources and even ourselves as owners of the product, will increase the credibility and success of our entrepreneurship.

Knowing this, we need to define what an entrepreneur is. The Cambridge Dictionary defines it as “a person who attempts to make a profit by starting a company or by operating alone in the business world, esp. when it involves taking risks” (Dictionary, 2022). Also, the Oxford Dictionary defines entrepreneur as “a person who makes money by starting or running businesses, especially when this involves taking financial risks” (Dictionary O. , 2022). These similar definitions open a complete list of different types of entrepreneurs that are present in the current market.

3.1.2 TYPES OF ENTREPRENEURS. -

Different sources of information (such as “lonelyentrepreneur.com, that offers articles related with supportive information for entrepreneurs worldwide) claims that there are 5 main types of entrepreneurs that are commonly set in different countries.⁴

- Innovators
- Hustlers
- Imitators
- Researchers
- Buyers

These different types of entrepreneurs have an established role that have some effects on their business. Let's learn some important information about each of them.

⁴ Lonelyentrepreneur.com/ August 13th, 2018

- **Innovators:** They have the characteristics of creating rentable business with new ideas that they came up with.
Another characteristic is their passion and obsession to make their dreams come true.
- **Hustler:** The main characteristic of this type of entrepreneur is having the goal of becoming bigger in the future.
- **Imitators:** These entrepreneurs are very common in the industry. As the word itself says, Imitators imitate the ideas of other businesses with the main purpose of improving them to get better results.
- **Researchers:** They take their time to gather all the relevant information about: how to start a business, laws of the business industry, all this in order to create one of the most rentable businesses in the industry.
- **Buyers:** In a lower scale, buyers are present in the industry. The main characteristic is hiring a person to work for them so the business can grow the way they want it.

Based on the different types of entrepreneurs, the Hostel Neverland Inn was born from an Innovator and Researcher Entrepreneur. Moreover, a specific and additional characteristic of myself, as an entrepreneur, can be seen during the creation of this touristic product; such as: the External Entrepreneur.

This particular type of entrepreneur takes into consideration the different opportunities, new techniques and new production lines to strategically consolidate the touristic product. The new ideas among places with the same product make the difference in the business line and walk the product to the expected success. (Manual de Empreendedorismo)⁵

⁵ Bóveda J, Oviedo A, Yakusik A/ Manual de Emprendedurismo 2015

3.1.3 ENTREPRENEURIAL ECOSYSTEM-

An entrepreneurial ecosystem is the one that creates a validation environment for the rest of entrepreneurs, so they can find a comfortable, solidary support to create sustainable enterprises.

By saying this, we can define three main areas of this ecosystem where Hostel Neverland Inn has been created.

- **Market:** In this area, customers play an important role for the development of the new business. The hostel will need the active participation of visitors to create stability, credibility and success.

- **Politics:** Linked to the last aspect, the politics that protect the different areas of the touristic product, such as: legal aspects for its creation, accounting and taxes, natural resources law, etc.; will increase the credibility and stability of the new business.

- **Human Capital:** A good enterprise must have a good HR team. This team should be in charge of training the staff members in the necessary areas to successfully complete each task inside the business. In this case, the hostel will take ownership to make this area a priority.

3.1.4 RISKS OR BARRIERS IN ENTREPRENEURSHIP-

There are barriers or obstacles in the majority of activities that we do every day; we can say, they are part of the process to achieve our goals. Entrepreneurship is the scenario where barriers, obstacles and risks will be present at any moment. These are some of the scenarios where we, as future entrepreneurs, can face:

- **Financial:** Investing is one of the most difficult stages when we start running a business. However, if the initial money is ready to be invested to start a business, this does not guarantee a stable income at the beginning.
- **Unknown market:** The majority of new entrepreneurs want to start a business without knowing the market where they want to move their product. This, as expected, causes many losses on their investment and it makes the business get stuck.
- **Not enough sales:** This stage (in most of the cases) is the consequence of the previous one, since there is no previous knowledge of the market.
- **Legal Barriers:** The way legal barriers can ruin an entrepreneurship is when they do not follow the established rules; that is why the business credibility
- **Underestimate other businesses:**

3.1.5 SUCCESS FACTORS-

To obtain a successful business, it is necessary to take into account some important factors:

- **Strategy:** A good strategy will create a successful business. Strategy involves marketing, investments, organization, etc. The strategy must be related to the entrepreneurs' goals.
- **Structure:** The organization in the team plays an essential role in the development of the business.
- **Systems:** Are the Internal and external processes that rule the entrepreneurship since all the systems, such as: financial, recruiter and promotions, will lead the business to success.
- **Staff:** Every business, enterprises or touristic products need collaborators that run each process and service, so the entrepreneurship can grow.
- **Skills:** Distinctive competencies that are installed in the company by looking for being part of the established processes or systems. ⁶

⁶ Bóveda J, Oviedo A, Yakusik A/ Manual de Emprendedurismo 2015

3.2 ENTREPRENEUR'S RESPONSIBILITIES-

Being an entrepreneur brings many responsibilities to the table. The person who decides to run a business will encounter different branches in business that will need a major sense of responsibility with their own business, collaborators and even the ecosystem.

The responsibilities as a future entrepreneur who is creating Hostel Neverland Inn are the followings:

- Responsibility as Entrepreneur:



The owner of the product is the principal member of the staff; and as a member of the staff, he/she will need to keep himself/herself updated with important information to make the business grow.

My responsibilities as entrepreneurs are:

-Keep myself learning and taking different courses to make the product grow. (Law courses, design, finances, hotel courses, etc).

- Make sure the touristic product counts with the law approval to work legally and healthy.

- Responsibility with the guests:



The heart of every touristic product is their customer or guests since the success of the product only depends on them.

My responsibilities as entrepreneur with my guests are:

-Taking care of them. By taking into account their preferences and loyalty with my product; it is my responsibility to offer different benefits for my guests, in such a way, they can feel conformable.

-Providing excellent service. This responsibility is linked with the previous one. Offering excellency in every interaction to cover guests' necessities when they visit our location.

- Responsibility with natural resources:



The hostel will be located in the mountains; that is the reason why it is completely important to take care of the natural resources since they will play an important role in the product.

My responsibilities as entrepreneur with the natural resources are:

- Respecting it by making an adequate use of the natural resources.
- Generating consciousness in our staff and guests.
- Respecting the law. Natural resources are protected by the government through different laws that preserve natural life.

- Responsibility with the staff:



As it was mentioned above, a big part of the success in a business is due to the prepared and capacitated staff that is behind the preparation and well-prepared service.

My responsibilities as entrepreneur with the staff are:

- Safe and comfortable place to work. In order to maintain a good work environment for the staff it is necessary to give them a stable job where they can feel comfortable and animated to work there.
- Fair and on time payment.
- Necessary tools to accomplish every task.

3.3 QUALITIES LAWS IN TOURISM-

As it has been mentioned during this report, laws are the ones in charge of determining the destiny of a business. If we want to have recognition, credibility and grow as a company, it will be necessary to follow and obey every stipulated law and rule in our country.

To reinforce this point of view, we are going to mention the different laws, as Hostel Neverland Inn and entrepreneurs, are going to follow.

Let's start defining what enterprises are considered as touristic.

Definition

“Art. 10.- Provisions of Art. 2 letter g) of the Law, tourism companies are considered to those that offer and provide services to tourists in the areas of:

- a) Food.
- b) Accommodation.
- c) Recreation.
- d) Information.
- e) Transportation.

Tourism companies and their owners who wish to get registered with the RNT will be subject to compliance and obligations contained in the Tourism Law, the CORSATUR Law and those that are specifically established in this Law, for each type of company or provider of tourist services.

All touristic companies must operate under quality control and excellence in service, as established in the Article 11 of the Law. For purposes of their qualification as providers of tourist services, factors such as: presentation of the establishment, decoration and furniture, cleaning, lighting, adequate parking, among others, will be evaluated by the Secretary of State.” (Reglamento General Ley Turismo, 2012, págs. 3-4)

Based on this article, it can be said that the Hostel Neverland Inn will be considered a touristic product since it will cover all these aspects to be called a touristic product.

The hostel will cover different areas of services. That is the reason why the following laws are applicable to the product:

LAWS FOR TOURIST COMPANIES THAT OFFER FOOD.

“Art. 12- Tourist companies that offer food are considered the ones that are dedicated to sell food and beverages. All these types of companies must count at least one dish based on a typical food or drink from the country that exalts national customs and traditions”. (Reglamento General Ley Turismo, 2012, pág. 4)

There is a specific article that details the definition of “food companies”:

“Art. 13.- Touristic food companies are considered, depending on their characteristics and services, the following:

a) Bar: Establishment that usually has a bar and table service, in order to provide to the public alcoholic and non-alcoholic beverages accompanied by sandwiches and eventually a certain number of limited dishes of their specialty. It will be able to use the denomination of coffee-bar, the bars that also offer coffees in their different varieties.

b) Cafeteria or Café: Establishment that in the same unit usually has a bar and table services, in order to offer simple and fast dishes to the public. Also, desserts and alcoholic and non-alcoholic beverages, and where coffee can be exalted as a national product.

c) Restaurant: Independent establishment or complementary to the tourist service of accommodation. It includes a kitchen and dining room, through the service of food, which may have authorization to sell alcoholic beverages and national or international menus. Known as full-service restaurants”. (Reglamento General Ley Turismo, 2012, pág. 4)

One of the most important laws in our product is the accommodation law since the hostel will be hosting guests from different parts of the country and the world.

“Art. 16.- Tourist accommodation companies are considered to be those that commercially provide the accommodation service for a period not less than one overnight stay. It maintains a permanent procedure, a registration system for entry and identification of

guests that allows free access and circulation to the places of the common use and being able to receive them individually or collectively.” (Reglamento General Ley Turismo, 2012, pág. 5)

To reinforce the laws that rule our entrepreneurship as hostel, we will mention the following article:

“Art. 17.- Companies are considered tourist accommodation businesses depending on their characteristics and services”. (Reglamento General Ley Turismo, 2012, pág. 5)

This article mentions a list of businesses that are considered accommodation companies.

“a) Hostel: Establishment that provides tourist accommodation services preferably in semi-private or common rooms, as well as their bathrooms; has a common area properly equipped for the guest to prepare their own food, without prejudice to provide other complementary services.” (Reglamento General Ley Turismo, 2012, pág. 6)

“f) Hostel: Establishment in which the tourist accommodation service is provided in rooms of a building, whose constructive characteristics are generally those of a residential house or construction of regional architecture, also providing services of food and other complementary services.”

This article claims that all the establishments with these characteristics must obey and accomplish the stipulated requirements:

Specific obligations

“Art. 18.- Tourist accommodation companies, in addition to the general obligations of Art.11, will be subject to compliance with the following obligations:

a) Exhibit in a visible way, in some of the main areas of the establishment and in each room:

- 1) The price of the maximum daily rate per season, as well as taxes and special taxes that affect and the currency in which it must be paid;
- 2) The general conditions of service and use of the facilities;

b) Respect the reservations that have been confirmed. When for whatever reason a guest cannot attend on the agreed date, you must provide the guest, accommodation in another establishment of similar quality and prices and assume the expenses of the transfer of the guest to the new establishment;

c) Carry a guest registration and identification system, which must include at least the next information:

- 1) Date of arrival and departure;
- 2) Client's name;
- 3) Type and number of identification document;
- 4) Place of origin;
- 5) Room number and type;
- 6) Telephone or email contact;
- 7) Fee and applicable payment method;
- 8) Acceptance of the guest, who must sign the registration sheet.

d) Have a specific reception area and places of common or public use, which they will enjoy free access and circulation for guests and visitors.

e) Display in a visible place in each room, corridors and places of common use, the measures of security and emergency exits in case of fire, earthquake or any other Sinister”.

(Reglamento General Ley Turismo, 2012, pág. 7)

CHAPTER IV

TOURISTIC PRODUCT AND COSTING PLAN.

4.0 CHAPTER IV

TOURISTIC PRODUCT AND COSTING PLAN.

4.1 LOGO AND NAME:

Explanation:

Name: Neverland Inn based in Peter Pan's land, where kids never get older.



Green = hope, mountains and peter pan suit.

Yellow= Excellency and magic

Three roof houses: Mountains and comfort

Fairy: Magic

Stars: The direction where Neverland is located in the tale.

Golden circle: Credibility and loyalty from customers.

4.1.1 MISSION AND VISION.

MISSION: Being a punctual and responsible Enterprise that offers a memorable experience to our customers. At the same time, provide a positive contribution to our society in these areas: culture, service, productivity; respecting and taking care of the natural resources by making a correct use of them to strength tourism in our country.

VISION: Grow and obtain a national and international position as one of the most recognized, eco-friendly and responsible hostels in the country, by reaching excellency in each service provided to our guests, in such a way our credibility and professionalism can be easily recognized in the touristic industry.

4.1.2 VALUES.



Respect:
Respect to our guests, staff members and ecosystem.



Excellency:
Excellency in every interaction.



Credibility:
Our customers can trust us.



Kindness:
Make the guests feel important.



Comfortability:
Cover all the guests' needs in our interaction.

4.2 COSTING PLAN

SUPPLIES	ELEMENTS	COSTS ACCORDING IDENTIFICATION	COSTS ACCORDING BEHAVIOR
	Food Building Internet	DIRECT DIRECT DIRECT	VARIABLE PERMANENT PERMANENT
WORKFORCE	Owner's monthly salary. Staff monthly salary	DIRECT	PERMANENT
OTHER INDIRECT COSTS	Depreciation of the place	INDIRECT	VARIABLE
OTHER DIRECT COSTS	Electricity Water	DIRECT	VARIABLE

Rental cost	\$700
Services (electricity, water and internet)	\$150 it depends on the amount of people.
Salaries (Owner and 3 staff)	\$900
Total of costs	$1,750 * 0.50 = \$875 + 1,750 = 2,625$
10 rooms with capacity to accommodate 50 persons.	$2,625 / 50 \text{ spots} = \52.50
Breakfast per person	\$1.50
New Total of Costs	$\$52.50 + \$1.50 \text{ breakfast} = \54

CONCLUSION

This report has shown the importance of knowing our own culture and the law that protects the entrepreneurs and their business.

As a future entrepreneur and future graduate student from the University of El Salvador I can conclude that entrepreneurship opens big opportunities to people who want to achieve their goals through a big effort in the creation of a touristic product. The constant learning process during this path will be crucial to the success of the company; by following the established tourism laws, the product will get more credibility and recognition not only in the location where the product has been created, but also in the rest of the country and even the world.

The investigation and creation of a company done in this graduation work has the objective to present the relevant information that most of the people ignore about tourism.

BIBLIOGRAPHY

- Defining Sustainable Tourism, H. Defining Sustainable Tourism. Obtenido de <https://www.gdrc.org/uem/eco-tour/sustour-define.html>
- Dictionary, C. (2022). *Dictionary Cambridge*. Obtenido de <https://dictionary.cambridge.org/dictionary/english/entrepreneur>
- Dictionary, O. (2022). *Oxford Learner's Dictionary*. Obtenido de <https://www.oxfordlearnersdictionaries.com/definition/english/entrepreneur#:~:text=entrepreneur-,noun,this%20involves%20taking%20financial%20risks>
- El peñón de Cayaguanca, M. (2010- 2022) El peñón de Cayaguanca. Obtenido de <https://chaltenango.sv/el-penon-de-cayaguanca#:~:text=La%20leyenda%20de%20Cayaguanca,-Seg%C3%BAAn%20cuenta%20una&text=Un%20d%C3%ADa%2C%20el%20enojado%20cacique,del%20fr%C3%ADo%20y%20del%20hambre>.
- INDIACCLASS. (s.f.). *INDIACCLASS*. Obtenido de <https://indiaclass.com/entrepreneur-profile/>
- Insider, L. (s.f.). *Law Insider*. Obtenido de <https://www.lawinsider.com/dictionary/planning-costs>
- Organization, W. T. (s.f.). *World Tourism Organization*. Obtenido de <https://www.unwto.org/why-tourism>
- Reglamento General Ley Turismo. (29 de junio de 2012). *Reglamento General Ley Turismo*. Obtenido de <https://elsalvador.eregulations.org/media/Reglamento%20General%20Ley%20Turismo.pdf>
- Salvador, G. d. (2020). *Memoria de labores 2020*. San Salvador. Obtenido de <https://drive.google.com/file/d/1pQB2RO5BD9nqOaNVL8bb5TAfDIUpzNnO/view>
- Turismo, C. S. (s.f.). *CORSATUR*. Obtenido de <https://www.corsatur.gob.sv/marco-institucional/>