

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



TOPIC

MY TOURISTIC PRODUCT: TRAVEL CORPUS CHRISTI

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Abstract.

Let's start with the meaning of religious tourism? Religious and spiritual tourism refers to travel for religious or spiritual purposes, such as undertaking a pilgrimage and visiting sacred sites locations that are considered to be holy sites for whatever reason. The general objective of this work is to be able to present a new option of religious tourism to the Catholic community that promotes their traditions and encourages them to learn more about their culture. In El Salvador, tourism has been advancing little by little and the country has positioned itself in a good place due to the different beautiful places that the country has, but religious tourism has been left aside and that is why I have developed this idea of religious tourism. In order to carry this out, this project has been structured in four chapters. The first chapter describes my tourist service and its characteristics. In the second chapter a brief description is made of the history of tourism in the country and how sustainability policies are working on in the country, traditions, foods, legends that define us as Salvadoran, also you will be able to find more information related strategies that will help me define my customer profile, how to make my product or service sell in a better way. In chapter three an analysis of entrepreneurial profile is made describing all its stages. In chapter four you can find the costing plan of my project, how it will develop, the mission, vision and objectives that I have as an entrepreneur and at the end you can find the bibliography with which I supported myself to develop this work.

key words: Religious tourism, Holy, Entrepreneurial, Spiritual, Catholic, Pilgrimage.

Introduction.

Let's start with the meaning of religious tourism? Religious and spiritual tourism refers to travel for religious or spiritual purposes, such as undertaking a pilgrimage and visiting sacred sites locations that are considered to be holy sites for whatever reason. Tourism is considered to be one of the most important aspects of the economy. Tourism is referred to as an act of travel for mainly relaxation and other purposes. It gives an opportunity to people to explore new cultures, meet new people.

The general objective of this work is to be able to present a new option of religious tourism to the Catholic community that promotes their traditions and encourages them to learn more about their culture. IN El Salvador, tourism has been advancing little by little and the country has positioned itself in a good place due to the different beautiful places that the country has, but religious tourism has been left aside and that is why I have developed this idea of religious tourism.

To carry this out, this project has been structured in four chapters. The first chapter describes my tourist service and its characteristics. In the second chapter a brief description is made of the history of tourism in the country and how sustainability policies are working on in the country, traditions, foods, legends that define us as Salvadoran, also you will be able to find more information related strategies that will help me define my customer profile, how to make my product or service sell in a better way.

In chapter three an analysis of entrepreneurial profile is made describing all its stages such as What is an entrepreneur? Types of entrepreneurs, the characteristics that define an entrepreneur. and finally, the responsibilities of an entrepreneur. In chapter four you will find the cost planning, mission, vision and values that my service has. It details the expenses and income that are expected, objectives that I have as an entrepreneur and what I am looking for with my service that more than a business I seek to promote tourism and at the same time help the Catholic community.

Justification:

In the present report, the project on religious tourism for the Catholic community is developed since the need of this community is seen in terms of cultural issues that although they want to develop, they still do not have the tools to be able to do it. I realized that the Christian community is interested in learning more about their culture and traditions not only locally but also regionally, but there are many limitations.

As a result of this need, the creation of this service began, since a need was perceived as a possibility to help the Catholic community, help them to continue growing their traditions, helping them to know more about their culture and to know more about their beautiful architectures.

To achieve the fulfillment of the proposed objectives, strategies learned in the tourism course will be put into practice, such as defining my market, implementing strategies that help me with sales, and how to be a good entrepreneur, among others and at the same time it is a form of support to generate Jobs, help the economy and help to expose our country internationally since the Catholic community is one of the largest in the world.

CHAPTER I

1.1 Objectives.

General Objective:

Design and develop a report where you will be able to find a new option for Religious tourism by creating a striking and innovative service that promotes the traditions and encourages visits to places of Catholic interest. To develop this service, it will be taken as a basis, the 2022 Tourism Course of the bachelor's degree in teaching English.

Specific Objectives:

Provide and design a tourism service that is in accordance with the cultural, social, and economic aspects related to the Catholic community providing the best quality service with the best standards competing with the best of the industry.

- ✓ To build and expand Catholic tourism by promoting visits to places of Catholic interest through different tours to the most important places in the Catholic community.

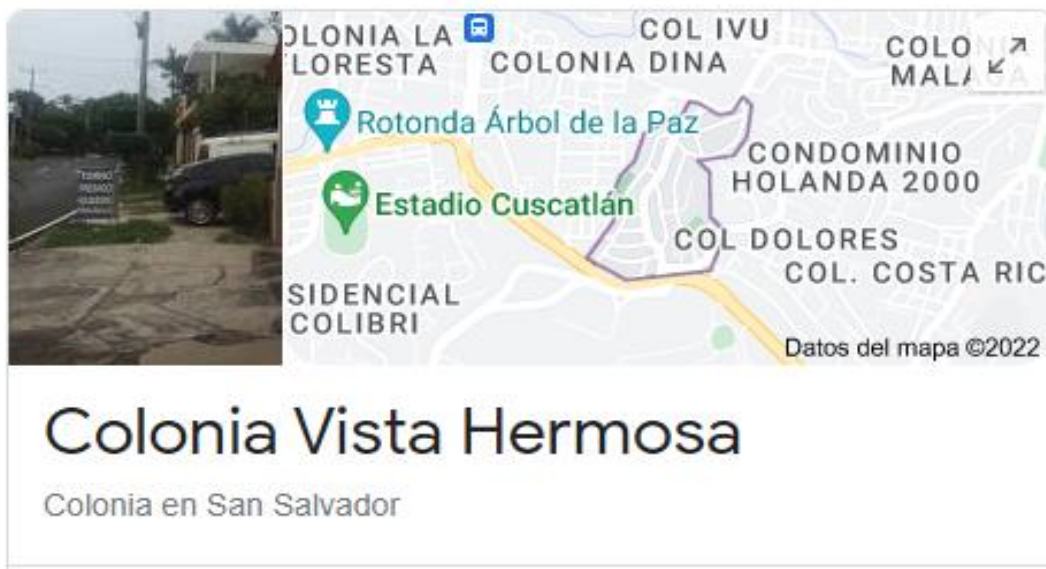
- ✓ Promote the sustainable development of infrastructure related to Catholic tourism, such as transportation, access to facilities, adequate and quality tourism.

1.2 Description of the touristic product.

Name: Travel Corpus Christi.

Location: Corpus Christi will be located in El Salvador, San Salvador, Colonia Vista Hermosa, the main headquarters where the best customer service is offered.

Addressed to: Catholic community.



1.2.1 Attributes:

This product is characterized by its quality, safety, its warmth, and it seeks to make the people feel comfortable during the trip and during the tour of the place to be visited. This tourist product offers the highest customer service, and the most important thing is to make the customer feel satisfied with the trip and make them feel their money is a good investment. As a company we seek that your trip be the most pleasant and safe.

1.3 Sustainable tourism.

What is sustainable tourism: Sustainable tourism can be defined as a kind of tourism that has more benefits than negative impacts, especially relating to the environment, the economy and communities. Truly sustainable and responsible tourism should make destinations better for people to live in as well as visit.

The main responsibilities of sustainable tourism include:

1. Protecting the environment, natural resources, and wildlife
2. Providing socio-economic benefits for communities who live in tourist destinations.
3. Conserving cultural heritage and creating authentic tourist experiences
4. Bringing tourists and local communities together for mutual benefit
5. Creating inclusive and accessible tourist opportunities. (“What Is Sustainable Tourism and Why Is It Important?” 2021,)

As a company we are committed to always taking care of the environment. We know that it is very important to develop tourism in our society, but it is also important to develop culture in our clients and as the creator of this service I consider myself responsible for teaching my clients to respect the environment that surrounds us.

CHAPTER II

2.1 History of tourism in El Salvador.

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

In the third decade of the 20th century, during the administration of Dr. Alfonso Quiñónez Molina, the government of El Salvador, aware of the importance of promoting tourism in our country, by publicizing its advances, historical places, as well as show our degree of culture, helped the creation of the First Board for the Promotion of Tourism and Agricultural and Industrial Propaganda, on June 12, 1924, this Board had Dr. José Leiva as its first President. (Menjivar, n.d.,)

In 1930, seeing the need to promote tourism in the country, the Legislative Assembly created through Decree number 135 of August 14, 1930, the National Tourism Board, which would serve as a link between the Government and the Boards. Road Departments. (Menjivar, n.d.,)

In 1939, the Board of Ornaments for Highways, Spas and Public Gardens was created in each of the 14 departments of the Republic. In 1945, the Progress and Tourism Boards were founded, which would be in charge of everything related to material progress for the benefit of tourism. (Menjivar, n.d.,)

In 1947, tourism being an excellent means of development, the efforts of the government and private companies were combined to create the General Board of Tourism with a public utility character, considering that it was the duty of the State to promote the material and cultural development of the country. In 1948, the General Board of Tourism was created and the construction of a Network of Turicentros throughout the country began, in order to provide healthy recreation to salvadoran families. (Menjivar, n.d.,)

In 1961, the Salvadoran Institute of Tourism (ISTU) was created, which would be related to public powers through the Ministry of Economy. Among its main attributions was the elaboration of projects for the promotion and development of tourism in El

Salvador, the regulation of tourism companies, the management of tourism heritage and the protection and maintenance of tourist areas. (Menjivar, n.d.,)

The decade of the 70's These have been considered the golden years of tourism in El Salvador, with a life economic and political economy characterized by relative stability. Two factors drove the development of the hotel infrastructure: first, the motivation of the private initiative when identifying the profitability of this type of investments; second, tax incentives and credit facilities granted to the sector. In 1979, it was the beginning of the political crisis and the climate of violence that led to the outbreak of war a year later. During this period increased disappearances and murders and some businessmen were kidnapped by leftist military organizations (such was the case of the president of the ISTU, Mr.Roberto Poma). The international press spread the image of belligerence and the country was declared as dangerous for tourists. This is how the influx of travelers reduced to the levels of seven years ago; in 1980 the lowest quota of Visitors in 15 years. (Reyes Quintanilla et al., 2013,)

2.2 Sustainable development policies in El Salvador.

What are sustainable development policies?

The Sustainable Development Goals, also known as the Global Goals, are a call from the United Nations to all the countries of the world to face the great challenges facing humanity and guarantee that all people have the same opportunities and can lead a better life without compromising our planet. (*¿Qué Es El Desarrollo Sostenible Y Los Objetivos Globales?* | ACCIONA, n.d.)

End of poverty.

Eradicating poverty in all its forms remains one of the main challenges facing humanity. While the number of people living in extreme poverty will more than halve between 1990 and 2015, too many still struggle to meet the most basic needs. (*End of Poverty*, n.d.)

Eradicate hunger.

The Sustainable Development Goals seek to end all forms of hunger and malnutrition by 2030 and ensure access for all people, especially children, to sufficient and nutritious food throughout the year. This task involves promoting sustainable agricultural practices through support for small farmers and equal access to land, technology and markets. In addition, the promotion of international cooperation is required to ensure investment in the infrastructure and technology necessary to improve agricultural productivity. (*Hambre Cero*, n.d.)

Health & Wellness.

We have made great strides in fighting several of the leading causes of death and disease. Life expectancy has increased dramatically, infant and maternal mortality rates have fallen, we have turned the tide on HIV, and mortality from malaria has been cut in half. (*Salud Y Bienestar*, n.d.)

Quality education

The goal of achieving inclusive and quality education for all is based on the firm conviction that education is one of the most powerful and proven engines for ensuring sustainable development. (*Educacion De Calidad*, n.d.)

Gender equality.

Ending forms of discrimination against women and girls is not only a basic human right, it is also crucial for sustainable development. Empowering women and girls has been shown time and time again to have a multiplier effect and help promote economic growth and development globally. (*Igualdad De Género*, n.d.)

Weather.

Incorporate measures related to climate change in national policies, strategies and plans and enhance education, awareness, and human and institutional capacity for climate change mitigation, adaptation, impact reduction, and early warning (*Sustainable Development Goal 13: Acción Por El Clima | Naciones Unidas En El Salvador*, n.d.)

Life Submarine.

Prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution submarine life and sustainably protect marine and coastal ecosystems from major adverse impacts, including by strengthening their resilience, and take action to restore them to restore ocean health and productivity (*Sustainable Development Goal 14: Vida Submarina | Naciones Unidas En El Salvador*, n.d.)

These are some of the main objectives for sustainable development. It is more than clear that it is not an easy task to fulfill. And for all this to become possible, each one of us has to contribute to each of the sustainable policies that support children, women, men, society, the environment since these policies seek to create a better environment for those of us who live in it. And also seek to help the natural resources that are being used as tourist places since they are considered a source of work for many people but they are also a source of life for the planet

2.3 Natural resources in San Salvador.

The Acelhuate River has a minimum gauged discharge at the northern trunk road bridge of 2.9 cubic meters per second, and an estimated specific flow of 5 liters per second per square kilometer. The waters of this river have approximately 300 parts per million dissolved solids. Hydroelectric plants are located in its upper section. (*An Salvador*, n.d.)

Guazapa and the hills of Nejapa and Guaycume, are partially used in the cultivation of coffee and somewhat in fruit trees, Laguna Plan Botanical Garden, Bicentennial Park and El Espino Ecopark

As a tourist circuit we have the San Salvador City Tour where you will be able to visit the famous cathedral of San Salvador, The National palace, The General Square Gerardo Barrios and Boquerón Volcano where people can go hiking.



(Parque Nacional El Boquerón - TurismoSV, n.d.)



(Hernández, 2020)

2.4 Cultural identity and study of idiosyncrasy of El Salvador.

Let's start defining these two important concepts

Identity: It is the unique set of characteristics that can be used to identify a person as themselves and no one else. (*Identity Definition & Meaning*, n.d.)

Idiosyncrasy: a strange or unusual habit, way of behaving, or feature that someone or something has (*IDIOSYNCRASY | English Meaning - Cambridge Dictionary, 2022*)

In a few words, the identity of El Salvador is based on learning about our culture, traditions, beliefs, gastronomy, legends that define us as a country for example Salvadoran culture is influenced by Native American culture (Lenca, Cacaopera, Maya, and Pipil people) as well as Latin American culture including Latin America, Hispanic America, and Ibero-America. It is also influenced religiously, mostly by Catholicism.

Traditions: El Salvador Celebrations include significant events such as Holy Week, the day of the cross, the July festivities, the August festival, the Nejapa balls of fire, independence day, all souls day, the national pupusa day.



(Cuskelly, 2016)

Legends: LA SIGUANABA

LA SIGUANABA

La Siguanaba, Sihuanaba, Cigua, or Cegua, refers to a 'horrible woman,' previously known as Sihuetuet, and is a ghost to beware of late at night. She appears in the night as a beautiful woman, in a sheer, often white dress, with long, beautiful hair. She

summons men wandering in the dark, often targeting those who are drunk, conceited, and looking for a conquest, as well as men who are unfaithful to their women. She then seduces the men who are looking to seduce her, but once they get close enough to touch – the men thinking they have just about scored – she reveals her true self, transforming into a thing of horror. Some versions say that she was so terrifyingly ugly that she was nearly deformed, while others say her face was a bare skull, and some variations even claim that she had the head of a horse! Regardless, she is such a terrible sight to see that the man who has the misfortune of laying his eyes on her will either die of fright or go completely mad!



(Aroche, 2021)

La Siguanaba came to be this way when, as Sihuethuet (beautiful woman), she was married to the son of Tlaloc, the god of the rains, and had affairs while he was away at war, and became pregnant with the son of her lover as a result of these affairs. As punishment for her seduction and infidelity, Tlaloc sought out the help of an almighty god named Teotl, and together they cursed and condemned not only Sihuethuet, but her son as well. Now, Siguanaba is stuck in a state of horror and deceit, and terrorizes those who are guilty of the same crime she once committed, and is stuck to forever look for her son. (*Myths & Legends of El Salvador – AST Adventures*, 2015)

Gastronomy: Pupusas

Pupusas are, by far, the most popular food in El Salvador. They are the country's national dish. The tortillas are made of either rice or corn flour, and they are then stuffed with a variety of fillings. The most popular ones are cheese, pork, fried beans, and loroco (a Central American edible flower). Loroco has a floral flavor and its taste is so unique that if it's in your food, you'll know it right away. Some people get more creative and stuff pupusas with ingredients like shrimp or chicken. Pupusas are served with tomato sauce and curtido, which is a side dish made of fermented cabbage, carrots, and other vegetables. (Vallejo, 2021)



(Pupusas De Chicharrón, n.d.)

2.5 Definition of quality of a tourist product.

Quality is understood as the property and characteristic feature of a product that not only satisfies the consumer, but also has no defects. Quality must meet technical and functional requirements and ethical standards. ("Calidad Y Precio," n.d.,)

Product Quality.

Perception:

The perception that I seek with my clients is to generate a good experience that generates the confidence to use my service again, that they feel comfortable. safe and confident providing excellent customer service.

Attribute: Travel Corpus Christi is characterized by offering excellent customer service, with the best quality of transportation, safety, comfortable seats, equipped with first aid kit in case of emergency and telephone information of hospitals and national police according to the area to visit.

Tangible: Travel Corpus Christi It offers quality transportation with air conditioning, comfortable and spacious seats and easy access transportation

Intangible: My service offers the best treatment with the client, seeks to solve the needs of the person, seeks to make them feel comfortable, safe and in total confidence, leaves a nice experience, provides security and offers the best prices in the market.

2.6 Customer Management.

Customer management includes all those strategies and techniques that a company carries out to manage relationships and interactions with customers, both potential and existing. (*Gestión De Clientes: Qué Es Y Su Importancia*, 2022)

Here we have some benefits of customer management.

- Define your customer profile

Customer management is defined as a company's efforts to provide excellent customer service and experience. (Silva, 2020)

It is necessary to investigate the target market to determine what the needs of the people are and if they are willing to pay the price of the tourist product since knowing the needs of people I can offer them a better service appropriate to their needs or interests.

In my case my target Market is the Catholic community and for this it was necessary to investigate with the community and make a formation of discussion groups in order to get more information about their interests, their needs, identify and their consumption habits

- Sales

Identify what the customer is looking for, what type of service is expected because if the tourist service provider understands the needs of future tourists it will be much easier to be able to sell the service. It is important to do a market study as it helps me compare prices with the competition.

- Satisfaction

Keeping a customer satisfied not only builds loyalty, but also has a positive effect on other potential customers since the opinions of other consumers have a great influence. (*Gestión De Clientes: Qué Es Y Su Importancia*, 2022)

Most customers are willing to spend more on companies that offer a good customer experience and it is very difficult for a customer to buy the service again if they had a bad experience.

Customers trust the recommendations of people who have already experienced the service more than the company's own advertising

- .Good treatment with collaborators

Happy employees do a lot for your business. But how do you keep them satisfied?

In addition to a healthy work environment where aspects such as motivation and training are valued, providing the necessary tools for good collaboration between teams is essential for the success of customer management. (Silva, 2020). They are part of the company and their references help to sell the service.

- Management of customer service complaints and claims

The management of complaints and claims is important because -believe it or not- it helps to foster customer loyalty. If you take into account that 79% of companies ignore the complaints and claims of the clients, surely you are ahead if you work to solve the problems of your consumers. Good practices to implement in this type of management are:

1. Facilitate the registration of complaints and claims.
2. Comfort your clients in the first contact.
3. Generate direct actions and prevention.
4. Follow up on complaints and claims.
5. Offer definitive solutions. (Silva, 2020)



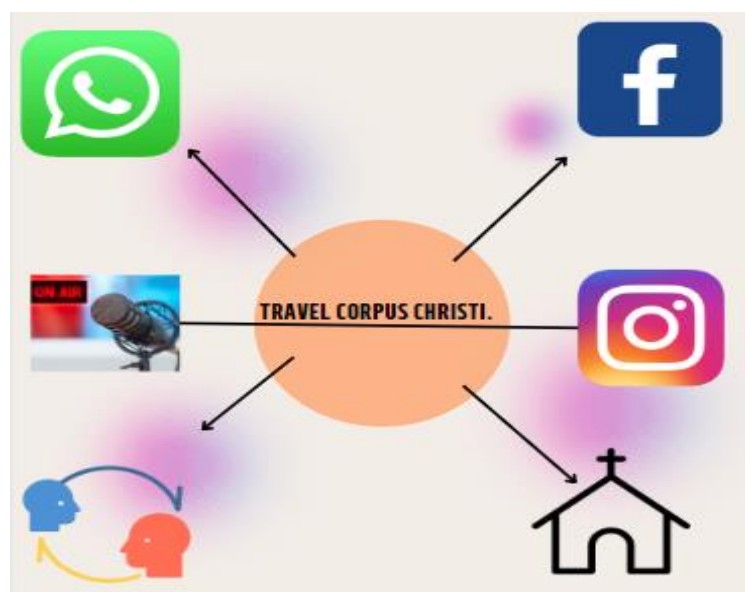
2.7 Marketing:

Based on the type of profile that my service is looking for, I am convinced that using these 6 different communication channels I can make my service known in an easier way.

Facebook, Instagram, WhatsApp, The radio, The community and the church are the most used communication channels which will help me to work with the client in a more dynamic and simple way, for example through Facebook and Instagram I can attract the younger public through entertaining posts and videos that capture their attention. On the other hand, I take into account my older public that uses different applications to be able to communicate, for example, WhatsApp, the radio, the community, the church, and in this way, I intend to cover more of the population.

For example:

I will share post and videos about my service through Facebook and Instagram, send the information by WhatsApp, I will promote my service through the radios linked to the Catholic community, I will talk with the person in charge of the church (Priest) to be able to have his help and thus get closer to the community and through the community my service will be brought to more people interested in the service I offer.





Loyalty Program.

Friends Discount.

My service seeks to attract more people through the same clients that we already have and I have developed the following program that allows us to generate more clients in a very simple way

The friend system is based on a simple principle: the more friends you invite, the more discounts you get in return.



Using this program, we hope that the number of clients increases.

CHAPTER III

3.1 What is an entrepreneur?

An entrepreneur is someone who has an idea and who works to create a product or service that people will buy, as well as an organization to support that effort. (Guide, 2022)

The most accepted concept of "Entrepreneur" was popularized by the economist Joseph Schumpeter in 1945, defining him as someone versatile, who has the technical skills to know how to produce, gather financial resources, organize internal operations and capitalize on their efforts through sales. (Bóveda Q et al., 2015, 7)

3.2 Types of entrepreneurs.

After reading, I identified with the following types of entrepreneurs.

- External entrepreneur
- Opportunity Entrepreneurs

According to the definition of an external entrepreneur, they are looking for new projects, giving rise to a new company and owning it and that is exactly what I am looking for. My idea is to create a company in which I can be my own boss, a company in which I can experiment with new ideas, start from scratch and position myself as a great company and be able to offer a source of employment.

On the other hand, I also identify myself as a opportunity entrepreneur since his name says it all, it seeks to take advantage of opportunities and as an entrepreneur I have seen the need of the community and I seek to solve the need that many of them have, the need to know more about their culture and beliefs and what better than creating a service that will help them to facilitate this.

3.3 Entrepreneurial ecosystem.

Daniel Isenberg⁶(2011), defines the "ecosystem" as a combination of several domains: culture, politics, leadership, financial availability, human capital, favorable market to dynamic enterprises.

An entrepreneurial ecosystem must create an environment where entrepreneurs can validate your ideas, simulate the business model, find reliable and supportive support to convert their enterprises into sustainable companies. (Bóveda Q et al., 2015, 14)

Market: My service is aimed at a specific community, the Catholic community, and without them this company could not exist because my service is based on being able to satisfy their cultural needs.

Policies: This part is essential for a company to survive. Laws and rules must be complied with in order to be taken into account as a serious company.

Human capital: As an entrepreneur I need the help of my collaborators and I know that in order to have a good environment I must respect the needs of others and always work as a team.

¹ https://www.jica.go.jp/paraguay/espanol/office/others/c8h0vm0000ad5gke-att/info_11_01.pdf

3.4 Competencies and characteristics as an entrepreneur.

Competence: Linked to achievement

Characteristics:

- Search for opportunities:

It is a quality that distinguishes an entrepreneur, the detection of an opportunity and its use a feature common to all entrepreneurs. (Bóveda Q et al., 2015, 24)

I consider that this characteristic defines me as an entrepreneur because I saw the need of the Catholic community and I took advantage of that opportunity to create a service that helps them and at the same time help me grow as an entrepreneur.

- Perseverance

An entrepreneur must consider failure as part of the process and not as an exception. capacity to not lose sight of the intended course regardless of how adverse the way but considering the positive or negative learning leaves conflicting experiences. For It takes a strong will and perseverance in the objectives. (Bóveda Q et al., 2015, 24)

As an entrepreneur I know that it will not be easy to start, I know that I will probably encounter many difficulties along the way, but I know that every effort has its reward and that little by little I will grow as a company.

- Quality demand

Linked with responsibility; is self-demand. Setting their own standards without allowing mediocrity; is a seal of reliability that favors relationships. (Bóveda Q et al., 2015, 24)

As an entrepreneur, I want my company to be defined by offering quality service, safety and comfort.

- Calculated risks

Starting a business means taking risks; this is not necessarily equivalent to being suicidal. The risk is inherent to the entrepreneur, and the risk calculated allows to anticipate in some way the impact of possible failure. Minimizing risks with information, planning and experience often help much. If you want to achieve something not yet known, you must assume some risk. (Bóveda Q et al., 2015, 25)

Once again, I know that the beginning will not be easy and I am aware that I must start step by step and in this way build trust with my clients and thus try to avoid high risks.

- tolerance to uncertainty

Who does not tolerate uncertainty, more it's worth getting a job because the path to undertake does not offer guarantees of success. (Bóveda Q et al., 2015, 25)

I know that the uncertainty of being able to sell or not will always be in my mind and probably I will not always be able to sell all the seats, but I will look for more options that will help me to improve.

Barriers to entrepreneurship.

- Financing:

As a tour operator I think it is a fear not being able to sell all the tickets and then having to put my money to complete the payment

- Underestimate the competition:

As an entrepreneur I have a specific objective and my idea is to start little by little and expand more and more and in this way be able to acquire knowledge to be able to compete with other tour operators.

- Logistical difficulties:

I know that this is a very big barrier since, due to my type of service, it can be affected by environmental problems, for which I plan to always keep an eye on the place of destination and always keep my clients informed of any situation that arises.

- Oversizing of the initial structure:

In my case, I consider that it is very important to establish a quota since that way I can sell the number of seats that need to be sold and thus not exceed myself.

- Insufficient sales:

As an entrepreneur, one of my biggest fears is not being able to reach the goal and I know that this can happen, and I must be prepared

3.5 Success factors.

- Strategy:

My strategy is very simple, and it is to work with the community and be able to have the support of each one of them since in this way I will have more opportunity to sell them my service.

3

- Structure:

The organization of my company is simply me and the person who will help me with the transportation service and we will develop the role that belongs to us within the company.

As the owner of the business, I seek to work with responsible people, who offer good customer service and always value the work of the people who work with me.

- Staff:

As the owner of the business, I seek to work with responsible people, who offer good customer service and always value the work of the people who work with me.

- Style:

I consider that it is very important to make the right choices at work and be a role model to my employees. Showing them that it is not just a business and being always an excellent person and in all places, the company can become the best in the market.

- Shared goals:

As a company we seek to position ourselves as one of the best companies in customer service, comfort and safety and comply with all legal regulations.

³ https://www.jica.go.jp/paraguay/espanol/office/others/c8h0vm0000ad5gke-att/info_11_01.pdf

3.6 Responsibility of the entrepreneur.

Clients.

My responsibility as an entrepreneur is to train, have the knowledge, research about my service and be able to offer the best of myself, as well as knowing the laws and rights that apply to my service, and being responsible to my clients in the face of any difficulty that may arise.

The Employees.

Employees are a fundamental part of my service; therefore they must receive the best treatment from me in order to generate a healthy, respectful and reliable environment since they are the Internal client and in this way a good concept is generated that can be taken to external customers.

Environment.

As an entrepreneur, the reality of pollution and global warming must be more than clear. Projects today try to be as "friendly" as possible with the environment, to stop the carbon footprint and aim with the use of the 3R (Recycle, Reduce, Reuse) and contribute a grain of sand to one of the 8 Millennium Development Goals. (Lozano, 2015,)

Society.

The main objective of creating a product or service is to satisfy the needs of others that respond to social inconveniences; complying with the above, entrepreneurs generate jobs and income and for everything to be correct, it must be fulfilled before the pertinent government institutions that ensure the legality of the establishments. (Lozano, 2015,)

3.7 LAWS.

As Corpus Christi we intend to work in accordance with the laws and for this the following laws have been considered.

Corpus Christi provides a professional tour guide who has knowledge and experience to provide you with an excellent orientation of the destination. Also, I will implement the ISO 9001 standard to Increase customer satisfaction by meeting customer requirements and I will do everything possible to solve my client's needs.

ISO 9001:2015

Quality management

art.30, -It is recognized as a professional in the area of guided or tourist guide in any of its modalities, that natural person who has knowledge, experience and technical competence to provide guidance and information on cultural and natural heritage and attractions related to tourism, as well as tourist assistance services.

(Reglamento General De La Ley De Turismo, n.d.)

Art. 31.-The tour guides, for the provision of their services, will have access to the areas open to the public in museums, monuments, archaeological sites and, in general, anywhere in tourist interest, as well as the public reception areas of lodging establishments, during the performance of their activities, subject in any case to the rules of access and establishment operation. *(Reglamento General De La Ley De Turismo, n.d.)*

CHAPTER IV

4.1 PLANNING COST:

4.2 Mission:

We are seeking for the best high-quality service in travel agency providing the best quality service at cost that will enable us to remain competitive standards in the industry, offering the best experience, the best places to visit providing comfort and security to each of our clients.

4.3 Vision:

Grow as one of the best companies, being recognize and respected as professional, breaking barriers and making travel to destinations not offered by any other agency besides having their own line of buses.

4.4 Values:

Comfort:

Comfort is one of our main characteristics, we will make your trip as pleasant as possible.

Best customer service: We will always be there to support you in everything that you need, making you feel well served.

Security. Our entire team takes care of you in any situation that arises, but most importantly, we will never put your life at risk.

Excellence: It will always be paramount to offer you the best service with the best standards.

The costs depend on the place of destination because there will be places where the price is higher or lower.

In the following table of costs, I have taken into account one of the places that are intended to be visited.

Place: Saint Anthony of Abbot.

Departure: Colonia Vista hermosa, San Salvador.

Capacity: 15.

SUPPLIES	ITEMS: transportation \$150	Costs according to identification. DIRECT	Costs according to their behavior VARIABLE
WORKFORCE	-Guide (given by me) \$25	DIRECT	PERMANENT
OTHER INDIRECT COSTS	-Entrance cost according to the route. \$2 Food cost according to the establishment. \$3	INDIRECT	VARIABLE

Total Cost:\$180/Capacity of 15

Result: \$12. Using the 50% formula we will obtain the following results

$$\$180 \times 0.50 = 90$$

Taking into account the last exercise, the earnings would be \$90

corpus Christi: is Latin for 'the body of Christ'. This jubilant festival is celebrated by Roman Catholics and other Christians to proclaim the truth of the transubstantiation of bread and wine into the actual body of Christ during Mass.

White Dove: new beginnings, peace, fidelity, love, luck and prosperity.

The cross of Jesus: It is a strong symbol of the Christian world

Sunrise: chance to begin again

4.5 LOGO AND SLOGAN



Nosotros ponemos la experiencia, tu pones la emoción.

5.0 Conclusion:

This report was designed and developed to present a new Religious Tourism option with the creation of a striking and innovative service that promotes traditions and encourages visits to places of Catholic interest.

The most important thing in the design of the service was to acquire strategies that allowed to develop a service in the best way that helped to solve the cultural needs of the Catholic community.

It was easy to develop the service thanks to knowing how to design objectives of what you want, having knowledge of your product, informing you about laws, defining the market, knowing how to sell your service, in this way the development of the service was easier using the strategies learned.

Starting a tourist service is not easy and has its complications, especially if you are not informed. The most difficult thing was to define the cultural needs of the Catholic community and try to solve them.

Finally, it can be indicated that in order to develop a service, a previous investigation is needed since in this way the creation of your service will be easier and without information it will be very difficult to make it.

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