

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



TOPIC:

***“BAMATEL” HANDICRAFT STORE
ARTESANIAS “BAMATEL”***

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(PB12011)

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ABSTRACT

“Artesanías Bamatel” is carried out in the municipality of San Sebastián, department of San Vicente, El Salvador; this small town is known for making hammocks, tablecloths and bedspreads, that is why this place becomes the ideal and strategic location to attract our market objective. As it is known, tourism is very important from the social, cultural and economic point of view. Thanks to tourism, investment in infrastructure and buildings increases significantly, generates a higher level of development in the areas involved, as well as increasing foreign exchange. Unemployment rates are falling sharply because of tourism, generating greater well-being in the affected communities. Our main goal is to offer our customers a wide range of artisan products that are functional and economical, designed with materials of the best quality. In this way, we intend to contribute to the development of our people, generating employment and income that will help the economy of San Sebastián. Tourism in our village is mainly because of all the artisanal products that different businesses offer to tourists, we stand out also by offering products at an affordable price, since these products are made in our town allows us to offer a fair price to our customers.

Keywords: Tourism; income; handicrafts; entrepreneurs; sustainable development

INTRODUCTION

This document addresses content learned in the specialization course in Tourism; in which different topics were covered about the process of creating a tourism service or product. Part of the history of tourism in El Salvador is detailed below. You will find a variety of our different traditions, typical dishes and legends as part of our culture and idiosyncrasy due to the fact they are very important details when we talk about of a country. In this project has been developed content about what we need for the creation of a tourism product or service.

The paperwork covers from the objectives, followed by the justification, and description of the product, as well, it is described the implementation of strategies for human development and sustainability being very important to know about. In addition, the natural resources near San Sebastian are mentioned followed by our cultural identity. Through the document, we address the importance of tourism as one of the most relevant activities around the world considering that it has the capacity to approach people and communities, generating exchange of experiences and culture and at the same time, it generates monetary incomes, which leads to the development of a place.

Furthermore, the different strategies that must be taken into account to be an entrepreneur are presented. Thus, have the general bases to offer a product or service that it is of a good quality, that it adapts to the needs of the market and that it meets all the requirements from the very basics to the legal procedures to make sure that what we are offering to the people it meets their expectations.

The paperwork is divided in five different chapters, which each of them have their development with information based on own criteria and from articles of different websites, therefore, throughout the document you can find quotes from diverse authors. In each chapter, you will find concepts and descriptions that gives us relevant and important information about the main topic developed. The chapters are split in the next way, as the initial topic, there is the I. Profile of tourism product, chapter II. Determinants of tourism product, followed by III. Profile of the entrepreneur, then IV. Costing plan for the manufacture of a product, and as a last chapter, the V. Webgraphy.

I. TOURISTIC PRODUCT PROFILE

1.1 OBJECTIVES

1.1.1 GENERAL OBJECTIVE

- To present a profile of a product or tourist service that is competitive and that adapts to the needs of the market.

1.1.2 SPECIFIQUE OBJECTIVES

- To make use of the different marketing techniques for the good execution and implementation of the business plan.
- To put into practice the objectives of sustainable development.
- To contribute to local development through the production and marketing of products originating in the municipality.

1.2 JUSTIFICATION

San Sebastián is a municipality of El Salvador, in the department of San Vicente in the central part of the country. Today San Sebastián, has become a city of high tourism due to the tradition of making hammocks and other products on looms, being this is his main craft. Men and women master this art and manage looms with coordinated movements of arms and legs to give rise to beautiful figures and designs; usually on the last Sunday in July the Festival of the Hammock is celebrated, where participates "Casa de la Cultura" of different municipalities of the department. San Sebastián is approximately 50 kilometers east of the city of San Salvador, the capital of the country.

It is a picturesque village characterized by the production of textiles such as hammocks, tablecloths, bedspreads and bedspreads. The festivities in this municipality of El Salvador are celebrated from 16 to 31 January in honor of its patron, Saint Sebastián Martyr. San Sebastián not only offers a cultural heritage from the point of view of crafting, it also presents pre-Hispanic archaeological finds such as the famous "painted stone", of indigenous origin.

Artesanías Bamatel began in 2007, my mother, Marta Burgos, decided to open the business mainly to generate economic income. At that time, there were very few handicraft businesses in the village. My mother at the same time, wanted to publicize the product that is made in San Sebastián, and thus contribute to tourism. After 5 years since the business was opened in 2007, my mother decides to close the business in 2012 for lack of staff to manage it, and then reopens its doors in 2016 until today.

This tourist project mainly seeks to be a support and a source of economic income for me and my family, good thing about having a business is that not only benefits our personal economy but also the economy of a country since business attracts tourists, it generates jobs, and therefore it generates incomes. It benefits at the same time to our municipality and to our artisans to keep working in the main attraction of our town. The cultural reason is also as important as the economic one. By offering artisan products, we not only offer a material element, but also we share culture, creativity and art. In this way, we are contributing and helping to maintain our cultural wealth and to motivate future generations not to lose what make us unique. It is very important to keep our natural and cultural heritage alive so in that way we strengthen the sense of identity.

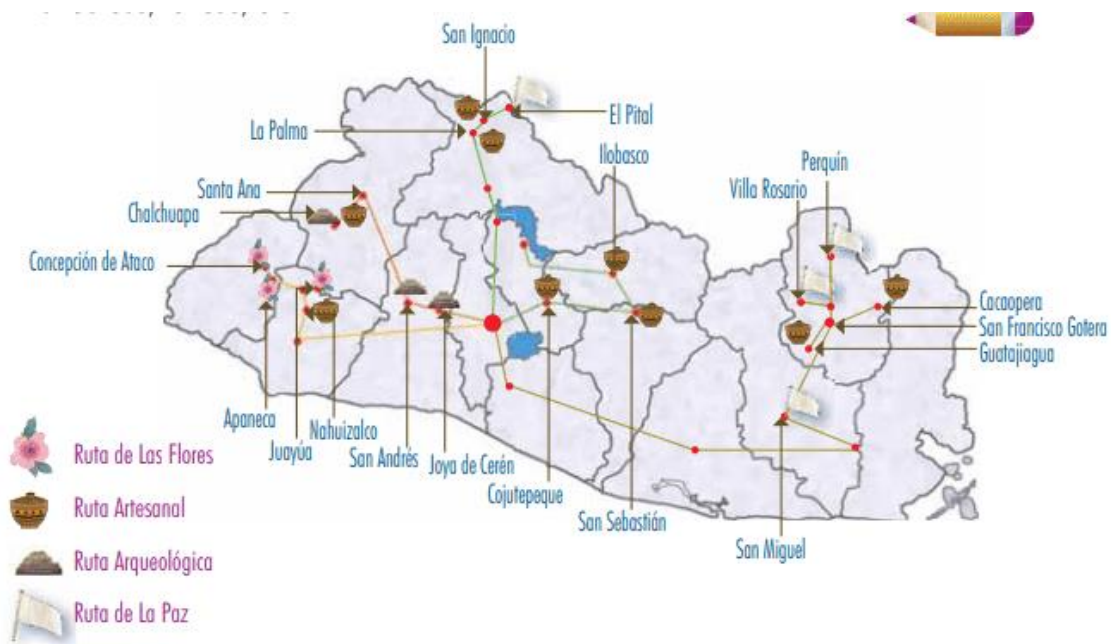
1.3 PRODUCT DESCRIPTION

1.3.1 “Artesanías Bamatel” (barro, madera y tela)

Artesanías Bamatel is located in the municipality of San Sebastián, department of San Vicente. San Sebastián is part of the “Ruta Artesanal” that is one of the main tourist routes in El Salvador.

Artesanías Bamatel products are directed at all audiences, whether they are children, young or old.

We have a high range of crafts made of clay, wood and fabric. Among them, you can find hammocks of different materials, tablecloths and bedspreads, which are made in our municipality by our artisans; products are made through the machinery called “Telar”, (a textile machine for weaving yarn into a textile), our artisans work with the best quality materials and with extremely careful in order to offer an excellent product. In addition, we offer picturesque paintings, clay vases for decorative purposes; we also have sandals, typical costumes, t-shirts, purses, bags, wallets, key rings, bracelets and necklaces.



<https://images.app.goo.gl/LGrrSfsr4rofoJvAA>

1.4 IMPLEMENTATION OF STRATEGIES FOR HUMAN DEVELOPMENT AND SUSTAINABILITY

Sustainable tourism aims to develop its activity generating a minimum impact on the environment. The main key is that the exploitation of a resource is below its renewal limit. That is to say, it is about promoting a tourism respectful with the ecosystem, with minimal impact on the environment and the local culture. In addition, the economic aspect seeks to generate employment and income for the indigenous population.

Artisanal processing enterprises promote the economy, employment and link the social and territorial. Traditionally manufactured products integrate with the environment and have minimal environmental impact.

Our business of crafts in San Sebastián is a relay of the tradition of the town, using techniques that follow procedures by hand, homemade, with local products and with the added value that gives the human factor and authenticity.

In our business, we replace plastic bags with biodegradable bags; at the same time, we invite our customers to make use of reusable bags if possible.

Businesses of this type escape from industrial mega-productions, focusing on small runs of products that pay attention to details and generate a sustainable economy with positive social and environmental impact.



(This picture was taken in one of the craft workshops of San Sebastian, the machinery used it is called "telar").

II. CONDITIONING FACTORS FOR THE TOURISTIC PRODUCT

2.1 TOURISM IN EL SALVADOR

Based on (*la construcción de la identidad cultural salvadoreña*, 2012), the first initiative to promote tourism in El Salvador took place in 1924, under the government of President Alfonso Quiñones Molina, with the creation of the Tourism and Agricultural and Industrial Propaganda Board, which aimed to promote national and foreign tourism. In 1946, the National Department of Tourism was created as a section of the Ministry of Foreign Affairs.

The 1960s are taken as the modern era of tourism development in El Salvador; tourism is systematically considered and some official bodies are created to promote it.

In 1961, el "Instituto Salvadoreño de Turismo" (ISTU) was created as a governing body. Its main responsibilities were the elaboration of projects for the promotion and development of the sector, the regulation of tourism enterprises, the management of heritage and the presentation of regular reports on the evolution of the sector. Monitoring of the sector was facilitated since 1968, when the ISTU began to publish detailed statistical bulletins on the flow of tourists to El Salvador.

The establishment of the institutional framework was reinforced with the issuance of the Tourism Industry Development Act in 1967, which provided tax incentives to companies that benefited from the national tourism system.

The financial landscape also improved for the industry, with the opening of credit lines to promote tourism investment. "El Fondo de Desarrollo Económico Del Banco 16 Central de Reserva", established in 1966, provided for the granting of loans to tourism infrastructure construction projects.

2.1.1 THE DECADE OF THE 70's

These have been considered the golden years of tourism in El Salvador, with an economic and political life characterized by relative stability.

Two factors drove the development of hotel infrastructure: first, the motivation of private initiative in identifying the profitability of this type of investment; second, tax incentives and credit facilities for 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. In that period, disappearances and murders increased and some businessmen were kidnapped by leftist military organizations (such was the case of the president of the ISTU, 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 dropped to the levels of seven years ago; in 1980, it reached the lowest share of visitors in 15 years.

2.1.2 DEVELOPMENT

Tourism is defined as the activities carried out by people during their travels and stays in places other than their usual environment, for a consecutive period less than one year for leisure purposes, for business and driven by other reasons. It can be classified in different ways, each oriented to a specific need and, even, can be identified according to more than one his features.

2.1.3 IMPORTANCE OF TOURISM IN EL SALVADOR

Tourism is a sector whose importance in the economy has steadily increased over the last decade, as has competition and the need to respond to changes affecting it. The development of this sector produces necessary income for the different entities involved in this activity.

The development of the tourist industry is characterized by a high generation of jobs. As it uses large amounts of labor, both, in the construction of basic infrastructure, hotels, and commercial areas, and in the operation and maintenance of these ensuring that the benefits remain at the local level, while raising the standard of living of large segments of the population from various socio-economic strata.

The tourism industry is strategic for a country. In the case of El Salvador, this sector produces 550 million dollars for the economy; In addition to that, it produces multiplier effects on employment prepares an offer of infrastructure and investment through small and medium-sized enterprises and micro-enterprises. The indicator tells me that for every dollar invested in the public sector, 2.5 times invests the private sector and produces an image in the country that generates international confidence and produces both external and internal migration flows that establish novel conditions for the contribution of the Gross Domestic Product (GDP). That is why tourism is strategic, because it affects the life and condition of people who, by producing the economy, generate a dynamic of income and that income facilitates the expenditure and consumption of the population.

2.1.4 ADVANTAGES

It is considered that one of the most important advantages of tourism for El Salvador is that it diversifies the economy and generates foreign exchange that allows the economic development of the country, since they are distributed very widely and reach small communities, promoting regional development, political stability and the transformation of society.

It is worth mentioning that another important aspect is the image of El Salvador abroad, which would help promote public and private reinvestment in its conservation and improvement. In order to satisfy the visitor and that he remains with desires to return and recommend the tourist destination. Other advantages of tourism are the use and exploitation of natural resources, the generation of jobs, the development of new technologies, among others

2.1.5 SUSTAINABLE TOURISM IN EL SALVADOR

For decades, tourism has experienced continuous growth and profound diversification, becoming one of the fastest growing economic sectors in the world. The contribution of tourism to economic well-being depends on the quality and income that the East offers.

The first definition of sustainable tourism was given in 1991, in the framework of the 41st Congress of the International Association of Scientific Experts in Tourism, and it emerged as an application of the principle of sustainable development: "sustainable tourism is one that maintains the balance between social, economic and ecological interests".

The OMT (Organización mundial del turismo), in 2000, added that "sustainable tourism is one that meets the needs of current travelers and receiving regions, while protecting and promoting opportunities for the future.

The OMT notes that sustainable tourism should:

- Make optimal use of environmental resources, maintaining essential ecological processes and helping to conserve natural resources and biodiversity.
- Respect the authenticity sociocultural of the communities' hosts, preserve its architectural cultural assets and traditional values
- To ensure long-term viable economic activities well-distributed socio-economic benefits for all actors.
- Opportunities for stable employment and income generation and services for the host communities.

Sustainable tourism requires:

- Informed participation of all relevant actors.
- Strong political leadership for broad collaboration and consensus building.
- A continuous process requires constant monitoring of impacts, to introduce the necessary preventive or corrective measures.

El Salvador is no exception to what was mentioned above. Tourism is a growing sector of the economy and is considered one of the country's sources of development. It is necessary to focus on quality and sustainability in tourism to ensure that this development is orderly and adequate, and thus has the potential to provide benefits for all sectors of Salvadoran society by ensuring a future for new generations.

2.2 NATURAL RESOURCES NEAR SAN SEBASTIAN

2.2.1 LAGUNA DE APASTEPEQUE

Apastepeque lagoon is one of several lagoons in El Salvador and it is near to San Sebastián. It is located in the department of San Vicente and is a pretty lagoon and tourist attraction as it has several restaurants and places that receive visitors.

For example, on the shores of the lagoon of Apastepeque is the Laguna de Apastepeque Recreational Park, which as its name indicates, is a park for those who want to visit the lagoon and enjoy its waters.

The name "Apastepeque" is of Nahuatl origin and means "Cerro de las vasijas grandes" or "Cerro de los alabastros".

The Apastepeque Lagoon is located in the north/central part of the department of San Vicente, about 15 minutes from the city of San Vicente. It is between the municipalities of Apastepeque and Santa Clara.

It is quite close to the "Panamericana" Highway so it is easily accessible by car. From the road, it is about 3 minutes by car, which are about 1.2 kilometers away, so walking from the road is not a good idea.

The lagoon of Apastepeque as we mentioned at the beginning, is a tourist place and has some infrastructure, especially people who decided to start and develop a restaurant on the shore of the lagoon.



Laguna de Apastepeque, una pequeña laguna en San Vicente, El Salvador. (2018). El Salvador es Hermoso. <https://elsalvadoreshermoso.com/laguna-de-apastepeque/>

2.2.2 TOURIST CIRCUIT “VALLE DE JIBOA”

San Vicente Volcano. Also known as Chinchontepec Volcano (Nahuatl: Cerro de las dos tetas), it is located in the municipalities of Guadalupe and Tepetitán in the department of San Vicente and San Juan Nonualco and Zacatecoluca in the department of La Paz in El Salvador. It is located approximately 60 kilometers east of the capital city of San Salvador. It is the second highest volcano in this country.



<https://elsalvadoravanza.com/tours-de-san-vicente-volcan-de-chinchontepec/>

According to *(Tours de San Vicente: Volcán de Chinchotepec, 2019)* It consists of two elevations: the highest of 2,173 masl with a depression in between, reminiscent of what was a crater; the other, of 2,083 masl, which is cone-shaped with an open crater to the east.

At the base of the volcano, on the south side, are located hot springs known as the “infiernillos” that emanate strong fumes and sulfuric smoke; to the north of the volcano extends the Jiboa Valley, one of the richest areas of cultivation in this country.

VALLE DE JIBOA

It is composed of 14 municipalities, in which we find San Sebastián, they are located between the departments of San Vicente and La Paz, in El Salvador, is considered one of the most fertile territories in the country. This territory has great potential for the development of tourism and has a number of cultural traditions and artistic expressions that are what give it territorial identity.

The Jiboa Valley has potential for the development of tourism and an important cultural wealth. Its economic and productive activities are based on the cultivation and artisanal industry of sugarcane, coffee, small-scale vegetables, artisanal manufacturing and basic grains. The cultivation of sugar cane is the main economic item of the territory. It has a number of features and resources that give it a high potential for the development of the tourism sector such as: La Laguna de Apastepeque, el Río Jiboa, las moliendas, el Volcán Chinchontepec, la Torre de San Vicente, la Iglesia del Pilar, Amapulapa, el área protegida La Joya, el Árbol de Tempisque, Los Infiernillos.

2.3 CULTURAL IDENTITY

Cultural heritage is a set of material, spiritual and social expressions that represent a people's heritage for future generations. The cultural heritage consists of all the furniture and buildings that show the history of a society.

To know about our heritage we must know what it is and the definitions of the elements that compose it:

1. Culture. All forms of creativity and expression of groups or individuals, whether in their ways of life or in their artistic activities.
2. Cultural property. They are all those goods or objects that are expression and testimony of human creation or the evolution of nature and that have a historical, artistic or scientific value and interest. Cultural property is tangible and intangible.
3. Tangible cultural property is divided into movable and immovable goods.
4. Movable property includes objects of artistic or scientific interest, such as: paintings, paintings, original art productions, statuary and sculptures, engravings, movable objects, instruments of ancient music, imagery, folk handicrafts, liturgical objects, other.
5. Immovable goods. They are all architectural, artistic or historical works, such as archaeological sites, historical sites and buildings of interest, as well as works of nature, such as caves, caves; and sites of patriotic interest, such as squares, parks, others.
6. Intangible cultural goods. They are those expressions of a people, race or region, such as their customs, traditions, dances, language, others.

2.4 MYTHS AND LEGENDS OF EL SALVADOR

El Salvador has a large group of legends, some of which are very famous and well known, while others are not.

On the other hand, some Salvadoran authors have made compilations of these Salvadoran legends and have captured them in books, such as: Mitología Cuzcatleca, by Dr. Efraín Melara Méndez; Mitología de Cuscatlán, by Miguel Ángel Espino; among others.

As a form of organization, the most known and important legends of El Salvador are listed according to the type of legend character: extraordinary beings, ghosts, fantastic plants, animals, and places of legend.

2.4.1 “LA SIGUANABA”

The myth has its origin in an ancient Náhuatl story, according to which a beautiful indigenous princess committed the crime of adultery and for that crime; the gods punished her to suffer eternally so horrible transformation.

His characteristics are the very long hair and breasts that hang up to his waist. It seems that the biggest shock of those who encounter her occurs when they hear her stentorian and mocking laugh.

According to the Salvadoran version, the Siguanaba also appears to the night owls; it is seen in the rivers washing clothes in the light of the moon or the stars.



<https://hablemosdemitologias.com/c-mitologia-urbana/la-siguanaba/>

2.4.2 “EL CADEJO”

It is a mysterious dog that appears on lonely roads to the night owls. It is said that when his whistle is heard nearby, it is that the cadejo is far away. However, there is also talk of two cadejos: one white, that of women, and another black, that of men. On the other hand, that white is good and black is bad. The White Cadejo and the Black Cadejo represent good and evil. They are lessons of morality that from generation to generation spread among the inhabitants. The eyes of the Black Cadejo become red, as a symbol of dread.



<https://www.elsalvadortips.com/el-cadejo-legend>

2.5 GASTRONOMY OF EL SALVADOR

According to (*Gatromía de El Salvador*, 2017), the smallest country in its region, includes a gastronomy and culture typical of a large country. The food that accompanies the tables of the Salvadorans every day is diverse and very nutritious, making it possible to try their typical dishes like meeting the most primary foods. The cuisine of El Salvador and its traditional cuisine is based on rice, yucca, beans, corn, meats, fish, seafood, dairy products, fruits and vegetables. In fact, there are corn festivals, also known as “atoladas” that are held in the second half of each year. This takes place in various populations of the country, usually in August. Feasts that can have a familiar character on most occasions. Rice, chicken, beef, pork, seafood and some wild animals appear in the diet of Salvadorans. Next, you will see some of the traditional dishes of El Salvador such as pupusas, elotes locos, yuca frita and atol de elote.

2.5.1 PUPUSAS

Pupusas are the national dish of the country. It is an economic food and easy to prepare, the two main elements to become the dish of the people. Given its importance, every second Sunday in November, National Pupusas Day is commemorated.

What are the “pupusas”? These tortillas are made of corn dough or rice and can be filled with different foods (cheese, beans, pork rind. etc). According to the taste of each person or you can prepare "revueltas", which is achieved by mixing several fillings.



<https://www.sbs.com.au/food/recipes/pupusas-0>

2.5.2 ELOTE LOCO

Another typical food of El Salvador is the “elote loco”. They cannot miss in any local celebration. It earned its name thanks to the mixture of ingredients: tender corncobs, grated cheese, sweet tomato sauce, mayonnaise, mustard and black sauce.



<https://cocinasalvadorena.com/el-salvador/elotes-locos/>

2.5.3 YUCA CON CHICHARRÓN

It is one of the simplest dishes of Salvadoran cuisine. This dish includes a salsa known as "chirmol". Prepared with tomato, onion, hot green chili, salt, pepper and vinegar, which must be cut into pieces and then mixed. In the case of yucca, it must first cook and then fry. The chicharrones can be bought ready and simply added to the preparation.



<https://comidahonduras.com/yuca-con-chicharron/>

2.5.4 ATOL DE ELOTE

One of the most striking typical desserts in El Salvador is the well-known atol de elote. To do this you need liquid milk, cinnamon (to taste), sugar, four cans of corn (can be in grains or cream) or 12 corn shelled. Blend the corn well with a little milk and put the rest of the milk in a pot, adding cinnamon, corn mixed with milk and sugar. Cook about 20 minutes, beating constantly. Before serving, it is advisable to strain the mixture, cool it and taste this delight. These are just a couple of typical dishes out of all the diverse gastronomy of El Salvador.



<https://www.recetassalvador.com/recetas/reposteria/atol-de-elote>

2.6 RELIGIOUS TRADITIONS

Usually, most of the traditions of El Salvador are related to religion. The most important dates for this country are festivities in honor of an important character for the Catholic religion, in this way the most relevant activities are found from the religious cults, although all this supposes to be an important factor for the promotion of other cultural manifestations such as gastronomy, crafts and commerce.

2.6.1 “DÍA DE LA CRUZ”

Every third of May, it is one of the traditions of San Salvador to decorate a cross-placed in the garden with flowers, fresh fruits and colorful papers. Around the cross, people gather to pray or simply cross themselves. This celebration is to announce the beginning of the rainy season and, with it, the period of crops, which are considered a gift of the land. It is a religious and spiritual holiday and it is precisely its peculiarity that draws the attention of many foreigners. Several parishes and educational centers also adopt this tradition and celebrate it by preparing different activities during that date.



<https://www.univo.edu.sv/dia-de-la-cruz-2021>

2.6.2 “ALFOMBRAS DE SEMANA SANTA”

One of the most special customs of San Salvador is to create carpets during Easter. Many families in San Salvador have the tradition of working together with care to create the amazing carpets of sawdust, salt and many colors in the streets where processions parade. In these temporary works of art, we can appreciate from country landscapes to religious images. Its explosion of color and beauty makes it one of the most awaited traditions of San Salvador. To admire one of these carpets, you can go to the Historic Center during Easter.



<https://www.pinterest.ca/pin/378865387409262616/>

2.6.3 “DÍA DE LOS SANTOS DIFUNTOS”

Every November 2, (as it happens in Mexico) families in El Salvador organize family activities such as dinners or visits to the cemetery. This is an iconic aspect of the country, since that day is considered joyful.

The whole State dresses up to celebrate and remember the relatives who are not present. They take the opportunity to lighten their graves.



<https://www.quierovuelos.com.ar/wp-content/uploads/2020/06/dia-de-los-muertosesalvador-768x512.jpg>

2.7 FESTIVITIES IN EL SALVADOR

The Festivities of El Salvador represent those moments that usually occur once a year, where customs and traditions are transmitted to the new generations, to identify them with their community, their country and their environment, expressing their deepest feelings.

Many of these celebrations have become, with the passing of the years, massive parties where locals come and many tourists come, even from abroad.

There are many reasons for the festivities of El Salvador to discover those feelings that we have inside us and that are magnified in very specific days and dates. It is in those moments when we overflow in demonstrating everything that identifies us as a nation.

It is there that we wear our typical clothes for each occasion, we take care to prepare the dishes associated with the party, we do our traditional dances, and we take care of every detail of the decoration, suitable for each occasion.



<https://i.pinimg.com/originals/4a/6f/b7/4a6fb705159fb69fee901d906654e2e3.jpg>

2.7.1 “FIESTAS AGOSTINAS”

These celebrations take place during the first days of August each year, on their patron saint’s festivities in honor of the Transfiguration of Jesus.

The first day, with the parade is announced that the capital is celebrating, touring its streets and avenues. Floats accompany them where the queens of the festivity go, while the orchestral bands put the musical tone on the tour. We will also see the “viejos”, acquaintances of August, those characters disguised according to Salvadoran mythology.

We enjoyed with neighbors dressed as the “cipitío”, the father without head or the “siguanaba”, popular characters in the legends of El Salvador, making faces to the attendees.

August 5th is the moment for all expected within the festivities of El Salvador, when the descent occurs, and where the image of the national Patron Saint runs through the streets of San Salvador, until finally reaching the great Cathedral to perform the ceremonies.



2.7.2 INDEPENDENCE DAY

Every September 15 is celebrated the day of independence in El Salvador, that day the national anthem is sung in all schools and institutes of secondary education, there is also a civic act of Salvadoran students, alluding to independence, 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 they follow 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 band of peace, the different typical costumes that are shown and the artistic acts that are made, ending with a message alluding to the homeland.

The photo below shows the dancers of the parade that Salvadorans call “cachiporras”



2.8 STRATEGIC PLAN OF THE TOURIST PRODUCT

2.8.1 QUALITY OF TOURIST SERVICES

Problems in ensuring the quality of tourism services worldwide are universal. The future of any sector of the economy depends on how effectively this issue is resolved. Tourism, like other sectors of the economy, must comply with general standards, that is, comply with product quality standards.

According to (Vera, 2018), in the time in which we live, work is a growing need, and the new paradigms link it to entrepreneurship, however, and since not all entrepreneurs have the economic capacity to set up a company of physical products, services become a tempting alternative, if we consider the investment aspect.

On the other hand, we find the concept of quality, knowing that this is quite subjective in terms of perception of the service received, given that what is quality for some, for others is not. Let us remember that quality is equal to «expectations vs service received», and, before moving forward in the development of this writing, let us take into account that tourism is clearly a service and there are several indicators to measure the quality of it.



Within the quality, there are two important aspects to consider (expectations and service received), expectations are an independent variable, that is to say, we cannot control it, since the customer can create them according to what he sees and assumes he will receive. On the other hand, the service received; this variable is dependent, as service providers, we must plan to provide a quality service or at least as the customer expects.

In this sense, and being a dependent variable the received service, the service provider must ensure that the physical means used to provide the services, are adequate and respond to a certain image or comfort. For example, in a restaurant the service provider can control several implicit aspects of the place, such as clean tables, suitable cutlery, presentable hygienic service, temperature of the place, service personnel, among others.

However, of the implicit factors mentioned above, and which affect the perception of quality, human capital is the most important; the one maintains direct contact with the client. Although sometimes such human capital is "variable" for different reasons, problems at home, differences between colleagues, good or bad days, however, a company linked to the tourism sector, must maintain the same sense of quality, even if the worker is new, old or has gone through the worst day of his life.

This is why, many tourist companies, tourist destinations and even tourist towns, place special emphasis on the constant training of their workers, so that the best customer experience is offered, at the end of it all, the only thing that really remains of the purchased tourist product is the experience and the memories.

2.8.2 CUSTOMER MANAGEMENT

Customer management is essential to the success of a business, since a satisfied customer is more likely to buy, increase the expense of your brand and recommend it among your acquaintances.

What is customer management? Customer management is the practice of maintaining a company's relationship with its customers on the best possible terms. It's about knowing customers so thoroughly that you can create and deliver personalized experiences that will convince them not only to stay loyal to a brand but also to recommend us with others, and that's the most valuable form of advertising out there.

It is important to define the customer profile. If you do not really know whom you are selling to, you will not know if your products or services serve the needs of your target audience.

To improve customer management, you also need to focus on customer experience management. This process involves understanding and planning strategies for interactions with the buyer. The aim is to cover their needs and meet their expectations so that they are satisfied with your company, its products and/or services. By managing the customer experience, you can increase their satisfaction with your business and therefore, retain customers. A good experience will also help increase word-of-mouth advertising and create memorable consumer experiences. All this will have a positive impact on your company. Satisfied customers become loyal and official references of the company, and their opinions could be used to market services to new customers. Therefore, it is important to maintain customer relationships for your company to drive cross selling and upselling your services.

Why do a customer management?

According to (Miranda, 2021), did you know that it is 25 times more expensive to attract new customers than to retain those you already have? In addition, as if that was not enough, there are many other reasons why customer management is worth implementing.

Imagine the following situation: you have a business that begins to stand out in the market and, with it, gets more and more customers. That is the ideal plan for any entrepreneur.

However, there may come a time when you cannot provide the care and service your customers expect, hurting their opinion about your business. As a result, they can decrease purchase frequency or even abandon your brand. To prevent this from happening, you need to think about managing your customer portfolio to optimize your work and maintain personalization, which is so important to today's consumers.

Managing the buyers of your product or service will help you to have more clarity about what the potential leads of your business are, what stage of the funnel they are in, what problems they want to solve and what benefits they would like to have in the medium or long term.

TYPES OF MANAGEMENT OF CUSTOMERS

The wider access to information, in general, increased not only the ability of the consumer to search, but also their demands in relation to what they are looking for. That is, the customer's buying behavior has changed and it is necessary that entrepreneurs also follow this movement.

1. Customer relationship management

Today, actions and campaigns to attract and retain, as well as customer service strategies, are user-centric. With that in mind, customer management is related to creating a true and lasting link between your business and the consumer.

Search, organize, centralize and analyze customer information.

Building true and effective links.

Maintain frequent contact with your consumers.

2. Customer portfolio management

The portfolio is nothing more than the set of clients of a business. However, not only is it made up of people who already buy your brand's products or services, but it also includes your potential customers.

Therefore, portfolio management aims to retain these buyers, to expand the market and identify new opportunities.

To perform a good management of the customer portfolio, you must collect complete information from your consumers such as name, address, email, phone, purchase history and everything that is relevant to offer them a personalized service.

3. Customer Service Complaint and Complaint Management

First, it is important to understand that complaints and claims are not the same. Although the complaint is presented lightly, the complaints reveal a high level of disgust. Therefore, it is important to manage them because, although it does not seem like it, it contributes to loyalty to the customer who has some problem with your brand.

Here are the best practices for this type of management:

Records and creates a history of customer complaints and claims.

Be helpful and willing to solve the problem from the first contact.

Creates direct resolution and prevention actions.

Follows up on complaints and complaints.

Offer definitive solutions.

4. Customer experience management

This type of management is based on understanding and planning strategies so that each interaction with the consumer is effective and meets their needs and expectations. Customer experience is just a reflection of how you feel about your business or brand. To manage well, you need to:

Provide fast, real-time service.

Provide quality and personalized service.

Train your team to be collaborative.

Provide a functional self-service.

2.9 QUALITY OF MY TOURIST PRODUCT

The products offered by our business are made by artisans of our municipality, making use of high quality materials and that are durable, so that the buyer feels that more than an expense will be an investment. We want our customers to feel that they are buying a product that will not be easily damaged, a product suitable to cover their needs in the short and long term. Visually we offer a variety of designs, fabrics and colors for different tastes, from dark shades to strong colors that attract attention. A very important detail in our craft business is that we have very affordable prices, from \$1 tablecloths to \$15, depending on the size and function of the product. In the same way, our hammocks and bedspreads have a variety of prices, designs and sizes always accessible and this is how our business is distinguished from the competition since we maintain the quality of the product, but without unnecessarily raising costs. Many of our customers tell us that they like to return to our business for the same reason of our offers. With that strategy, we managed to maintain the loyalty of our customers.

QUALITY PROPOSAL

The treatment of our buyers is another very important detail to highlight. As a small company, we know and we are aware that we owe our customers, without them our business would not exist, that is why we want to provide the best possible deal. A warm welcome is essential, also a show of sympathy during the buying process, where the customer sits in a comfortable, pleasant atmosphere and with the freedom to ask anything about the product. We know that good treatment is essential for a customer to leave satisfied because it does not help us to offer a good product, but with a bad deal, so a customer will not return because he will have the feeling that in that business was not treated properly.

In our business, it seems to us that it is a nice gesture and a very good strategy to give some kind of souvenir to the buyer when they have made purchases of different products, is a gesture in gratitude to support our venture. That way, the customer feels appreciated and with the desire to return when needs it.

TARGET

Now that we have delimited our audience, it is time to set both, short and long-term goals.

STRATEGIZE

Define the strategy or strategies that will allow us to achieve the objectives already set.

ACTION LINES

At this point, it is important to define the different lines of action that make up this strategy because it is no use having a good strategy if we do not take it into action.

DEADLINES

What is the period for achieving our goals? How long do we have to conclude our strategy? What times do we mark for our lines of action?

TAKE ACTION

Since we are clear about our objective, strategy, lines of action and timing, it is time to implement each of our lines of action.

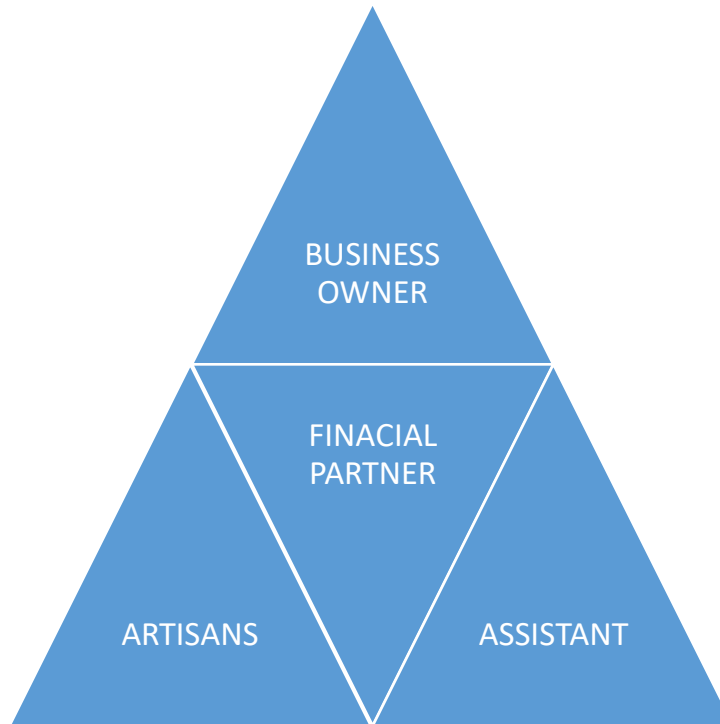
DIFFUSION

To get our strategies going we must spread our message and values, create social conversation, interact with our audience. In this phase in “Artesanías Bamatel” we make use of business cards as a diffusion resource. Despite the fact that many basic websites serve as a business card in the digital world, it is still necessary to keep a stash of your cards, with your e-mail, phone and website information, on hand at all times. People will not remember your website; they will check it out when they find your card while clearing out their wallet. As business entrepreneurs, we are aware of the big impact that social media has nowadays that is why we have created a Facebook page in order to promote the business, customers can find us online as Artesanías Bamatel, that is our digital way, but we make use also of different tools like the ones already mentioned before.

MEASURE RESULTS

Finally, it is time to measure results. Have we achieved our goals? How many resources have we used? How many of our followers have become potential customers? By measuring our results, we can identify what is working in our business or what we need to change to elevate our sales. It is important to be ready and willing to innovate.

2.9.2 CONCEPTUAL MAP OF COLLABORATORS



Business owner: Is in charge of the main business administration.

Financial partner: Collaborator who has the capital to grow the business.

Artisans: Essential part of the team as they are the ones who create the raw material.

Assistant: Person in charge of running the business when the owner is not there.

III. ENTREPRENEURIAL RESPONSIBILITY

3.1 ENTREPRENEUR PROFILE

An entrepreneur is a person who has the ability to discover and identify some kind of business opportunity. Based on this, it organizes a series of resources in order to start a business project. Regarding the meaning of an entrepreneur, it is usually understood as one who becomes the creator or founder of a business initiative. This, individually or acting as a collaborator in union with other individuals helping to realize it.

Commonly, the entrepreneur occupies positions in the business projects in which he is responsible for directing and organizing their birth and subsequent operation. It thus assumes a number of risks, mostly of a financial or economic nature.

3.1.1 TYPE OF ENTREPRENEUR

My business is based in the concept of entrepreneur by necessity, my family decided to open the craft business mainly to generate economic income, since we were daring a difficult situation. I am also identified with the concept of social entrepreneur because we also want to contribute to maintain the cultural heritage of our municipality.

3.1.2 ENTREPRENEURIAL ECOSYSTEM

According to new research (*Miriam Martínez - EUDE Business School, 2020*) an entrepreneurial ecosystem refers to more than physical proximity, since an entrepreneur requires training, financing, human talent as well as an appropriate cultural and social context, as well as an open market and infrastructure.

A good ecosystem is one that has a good relationship between startups, where public private collaboration is constant, where capital flows and access to specialized talent. There must be an entrepreneurial attitude and culture, both in the population, as in institutions, university open to startups, large companies.

Startups are **young companies founded to develop a unique product or service, bring it to market and make it irresistible and irreplaceable for customers.**

In San Sebastián San Vicente, textile products are promoted by the Municipal Council, this is the main entity in the town that organizes forums and events for entrepreneurs to offer their products.

Throughout the year, the municipal government holds different tourist events where the main objective is for businesses to offer their products and present to tourists the variety of textiles we have to offer. This is an advantage for both, small entrepreneurs and the municipality in general, since we generate tourism and so our people can take advantage of what this generates in our economy and in our socio-cultural environment.

3.1.3 SKILLS AND CHARACTERISTICS AS AN ENTREPRENEUR

Self-confidence: Being an entrepreneur means that you will regularly be faced with making decisions. Having self-confidence aids you in knowing that you make good decisions. It allows you to trust your instincts and not live in a space of self-doubt and fear. Failure is an unavoidable result of making moves toward success. You will have failures as an entrepreneur. Not every goal you set will be achieved and not every decision you make will be a good one. However, having confidence will help you embrace these failures, as simply be part of the path to success.

Leadership skills: Being a good leader is one of the main characteristics of the entrepreneur, the reason is that at some point in your trip you will have to lead the personal or business decisions you make, lead a team and lead your dreams.

Creative thinking: The first step to undertake is to have an idea, since this is where new projects arise and can revolutionize the market or sector.

Courage to take risks: All entrepreneurship projects, eventually, come to one of the most important tasks: making decisions. If you analyze the advantages and disadvantages of a situation, being as objective as possible, the decisions you make will be right but we need to be willing to take the risk in every step we take.

3.1.4 BARRIERS TO BEING AN ENTREPRENEUR

Not having enough capital to start or maintain a business: It is usually the biggest difficulty faced by many entrepreneurs who have good ideas but do not have enough capital to develop them. It is always best to be able to find investors who bet on that idea, however in some cases, even if you have the most wonderful idea the money does not appear, and therefore the enterprise stagnates to the maximum. To overcome this economic barrier you must have a good business plan where all the strengths and objectives are shown in order to attract future investors. Another way to overcome this cruel barrier is to apply for a loan at the bank.

Ignorance of the market, the sector, the competition, suppliers and future customers: This knowledge can be obtained through the internet, published information, fieldwork, for example, talking to potential customers, sales consultants, and expert consultants. They say that to launch into the market you only have to have a first customer, however, it will be more effective to have all this knowledge to not make the same mistakes that your predecessors could do, to better design the plan of your idea, project or business and to have more clarity the product or service to offer.

Fear of failure: In the case of an entrepreneur, psychological barriers are mental factors that can prevent us from moving forward in any action, thus being able to curb our idea, project or business. These barriers grow within us unconsciously. Within these psychological barriers, we have the fear of failure, unrealistic expectations, procrastination or wanting to control everything. A way to overcome these barriers would be to know your limiting beliefs, reflect on them to realize that they do not contribute you and then, change them for other realistic beliefs.

3.1.5 SUCCESS FACTORS OF AN ENTREPRENEUR

Perseverance: You have to be patient and stay constant in the process. Perseverance is related to a quality called *resilience*, which is the ability of the human being to overcome a crisis and rise to continue.

Passion: Another key to being a successful entrepreneur is loving what you do. Never give up on your ideals. Working with passion, you will have the opportunity to take advantage of any situation positively. Besides, you will always have time to improve whatever it takes.

Creativity: A good entrepreneur should be creative at all times. It is important to keep developing and always want to do new things. The entrepreneur must always be in constant creation, especially to promote and manage their services and products.

Determination: As entrepreneurs, we need to have the ability of taking resolutions and setting objectives effectively.

3.1.6 ENTREPRENEUR RESPONSIBILITY

With our customers: Our responsibility to the customer is to offer them the highest quality in our products and services, provide the best care and never lie to get a sale. A good entrepreneur is honest and gives a good price/profit ratio. We should never use marketing to deceive or sell false expectations. A good entrepreneur keeps its promises and is willing to go beyond the usual to get loyalty and satisfaction from consumers.

With our employees: As an entrepreneur and employer, we should always try to offer a healthy work environment, where everyone is respected and their opinion is considered. We need to listen to all our collaborators and worry about their welfare. Remember that they are the ones who work so that your company exists and is profitable and that the better they feel, the better they will do their job.

With the Society: Entrepreneurs are those who build a country's wealth; we are those who generate jobs and income. Therefore, from the moment we start our business, we must create a good for society, either by providing products that meet needs or developing solutions for problems such as pollution, poverty or low educational level.

With the environment: As an entrepreneur, in addition to starting a business that helps reduce pollution or promotes recycling, we also have the opportunity to adopt a "green" mentality in our company and permeate it to all our collaborators.

With ourselves: If you are betting on an entrepreneurial career, make sure you are following your passion and working on what you love most. There is no use having a company that makes a lot of money if we are not happy with ourselves. It is also important to be aware of the risks and sacrifices, but also that our health and happiness come first.

3.2 QUALITY STANDARDS IN TOURISM

ISO standards

ISO standards are a set of internationally recognized standards that were created with the aim of helping companies establish levels of homogeneity in relation to management, service delivery and product development in the industry.

The initials ISO are the acronym of *International Organization for Standardization*. Its origins date back to 1946, as a union of other organizations that existed previously and whose objective was the regulation and establishment of standards for manufacturing.

Since then and to date, more than 23,000 standards have been created covering many areas of management, technologies and production processes. It is a non-governmental organization, present in 164 countries, with 781 technical committees and subcommittees involved in the development of standards, and with its Central Secretary in Geneva, Switzerland

ISO 9001 establishes the requirements of a **Quality Management System**, which allows a company to demonstrate its ability to meet the requirements of the customer and to prove this ability to any interested party.

The requirements specified in the ISO 9000 Series Standards are generic and applicable to all organizations regardless of type and size.

ISO 14001 Environmental Management System

The international standard ISO 14001 (UNE EN ISO 14001 in Spain) was born as a response to the global concern for the environment and the proliferation of regional environmental regulations. In this context, there is a need for a universal indicator to evaluate an organization's efforts to achieve reliable and adequate environmental protection.

ISO 45001 General Description

ISO 45001 is the new international standard for occupational safety and health management (OSH). It is a useful tool to help organizations and companies in managing risks and opportunities in preventing injuries and health problems at work. The objective of the implementation of the standard is to improve the management system to provide a safe and healthy workplace.

It is therefore a proactive approach aimed at preventing absenteeism due to injuries and poor health of workers. The requirements contained in the standard are oriented to integrate within the processes of the organization.

3.2.1 LEGISLATIVE DECREES

DEGREE 671 THE LEGISLATIVE ASSEMBLY OF THE REPUBLIC OF EL SALVADOR, in exercise of their constitutional powers, at the initiative of the President of the Republic through the Minister of Justice and after hearing the opinion of the Supreme Court of Justice, DECREES the following CODE OF TRADE Preliminary Title General Provisions

Art. 1.- TRADERS, ACTS OF COMMERCE AND COMMERCIAL MATTERS SHALL BE GOVERNED BY THE PROVISIONS CONTAINED IN THIS CODE AND OTHER COMMERCIAL LAWS, FAILING THAT, BY THE RESPECTIVE CUSTOMS AND PRACTICES, AND IN THE ABSENCE THEREOF, BY THE RULES OF THE CIVIL CODE. (4) Special and local customs and customs shall prevail over general ones.

Art. 2.- They are merchants: I- Natural persons who are holders of a commercial enterprise, who are called individual merchants. Societies, which are called social merchants. Trade shall be legally presumed to be carried out when it is advertised or when a commercial establishment is opened to serve the public. Foreigners and companies incorporated under foreign law may engage in trade in El Salvador subject to the provisions of this Code and other laws of the Republic.

Art. 3.- They are acts of commerce: I- Those that have as object the organization, transformation or dissolution of commercial or industrial enterprises and the acts carried out en masse by these same enterprises. II- Acts that fall on commercial matters. In addition to those indicated, acts of commerce are those that are analogous to the previous ones.

Art. 4.- Acts that are commercial for one of the parties shall be commercial for all persons involved in them.

IV. COSTING PLAN FOR MANUFACTURING A PRODUCT

4.1 DEFINITION

According to (Moreno, 2022) a cost plan is a documented strategy about a company's goals and plans. Describes the marketing plan, financial projections, market research, commercial purpose and mission statement. It can also include key staff to achieve goals and a timeline.

A business plan serves to cement the foundations of an organization, have certainty of what is sought and plan the actions of the company to achieve the goal. It is an excellent instrument that provides visibility and, therefore, control of scenarios, variables and factors that combine for a company to succeed.

4.2 NAME OF THE PRODUCT

“*Artesanías Bamatel*” (barro, madera y tela).

4.2.1 MISION

To offer our customers a wide range of artisan products that are functional and economical, designed with materials of the best quality.

4.2.2 VISION

To become a company that supports and contributes to sustainable development, as well as a business in favor of improving the socioeconomic and cultural system of our municipality.

4.2.3 VALUES

Transparency: In a social environment where it is less frequent, within our business values we can integrate transparency towards our team and our customers. Transparency implies trust and human relations, including commercial ones, are forged with confidence.

Responsibility: Both socially and ecologically, if we demonstrate responsibility to society and the environment, we will show that we are not only interested in economic benefits.

Passion: When someone is passionate about their work and what they do, they spread that passion and energy to others. If our company conveys that passion to your team and your customers, they will also feel that way.

Materia prima	Elementos: Hilo de algodón Tela Manguillo (soga y amarre)	Costos de acuerdo a la identificación DIRECTO DIRECTO DIRECTO	costos de acuerdo a su comportamiento FIJO/VARIABLE
MANO DE OBRA	Salario mensual del propietario Alquiler de local Luz Agua Empleado	INDIRECTO DIRECTO DIRECTO DIRECTO DIRECTO	VARIABLE FIJO VARIABLE VARIABLE FIJO

4.3 LOGO OF THE BUSINESS



V. WEBGRAPHY

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