

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



TOPIC:

**ECOLOGICAL BAG AS A TOURISTIC PRODUCT
BOLSA ECOLÓGICA**

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Though thy beginning was small, yet thy latter end should greatly increase (Job 8:7)

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ABSTRACT

The following work is born with the idea to make a change in the community through the elaboration of a touristic product. It comes from embracing one challenge after another and coming up with the idea to make the world a better place, even in small ways. Thus, my pulgarcito bag, an ecological bag made of cotton called “manta cruda” is born from the necessity of supporting the environment, and setting up my own business, better yet being a job generator as long as the business is growing up. The report is divided into five chapters which describe how this touristic product has been elaborated. To begin with the description and characteristics of the products, as well the mission and vision of the company as a guide. Then we move on the conditioning elements of the product where tourism history is part of the process, entrepreneur characteristics, barriers and success factors. In chapter three, the responsibility as entrepreneur will be studied, laws that support the product and the quality norms too. Finally, the logo, a costing plan, mission and vision which have been decided and established for the company will be showing up. Therefore, having set up a business plan goes beyond to sell a product or service, history is also part of it, besides all characteristics an entrepreneur must fill up and the bravery to face any challenge along the journey.

Keywords: ecological bag, entrepreneur, job generator, tourism, touristic product.

INTRODUCTION

Nowadays, the word entrepreneur is very recognizable and most people talk about having extra incomes or become their own boss. Along this work we intend to mix entrepreneurship with tourism, as a result a touristic product which name is “My pulgarcito bag”. The product previously mentioned not only intend to set up a business, if not supporting the environment too, since it is made based on natural resources.

On chapter number one, there is the product profile that describes all characteristics that the product will offer to the consumers, and the objectives that we are going to try to fulfill. Tourism can be split into two different branches, touristic services and products which will be deeply described. The tourism typology, routes and circuits are also part of this chapter.

Then in chapter number two, the history of tourism and how get started in El Salvador will be described, on the other hand the sustainable environment makes part of this chapter due to we intend to support the environment somehow. Furthermore, there is a description of the natural resources that El Salvador has and offers to people as touristic destinations, which are plenty of them that is the importance of knowing sustainable publicities to keep conserving the nature. In addition, a strategic touristic plan has been design which include the types of entrepreneurs, the characteristics and competence that an entrepreneur must fulfill.

On chapter number three refer to the entrepreneur responsibility, and the norms and laws that rule the touristic product. Finally on chapter number four, the results and the laborious work is presented, the logo, the mission, vision, values and most important a planning cost that as entrepreneur tend to achieve. All the research made throughout this work is showing on the chapter five as the bibliography and webliography that have been really useful to complete the theoretical part.

CHAPTER I

TOURISTIC PRODUCT PROFILE

1.1 Objectives

General objective

- To offer an ecological product that support environmental sustainability

Specifics objective

- Design a touristic product to entrepreneurship
- Highlight a representative touristic destination for each 14 departments within El Salvador through manta bags

1.2 Purpose statement

Manta cruda is a traditional cotton fabric, and its components make it an ecological product avoiding polluting the environment. It is used to tailor clothes, costumes, tablecloths, curtains, and blankets. Moreover, it is used for making ecological bags, and facemasks. Therefore, this material avoids polluting the environment, and replaces the use of plastic bags. Using the product and remarking on the beautiful places of our country together make an amazing product for selling. Furthermore, according to The Human Journey (2022) “the average person in a modern society breath in and drinks hundreds of tiny plastic particles every day”, therefore, we are in charge of stopping the use of plastic, and most of them are plastic bags, we must be aware that the world where we live is being harmed by us. However, plastic has been created to benefit humans too, but it is a little bit complicated imagine a modern society with the use of plastic because many products around us are made of plastic, so we need to make a change in the people's habit and starting to reduce the use of plastic, even better using a bag made of natural materials carrying our stuff and carrying the bags everywhere is an amazing idea.

1.3 Product description

The product is called *“My Pulgarcito Bag”*, this is a bag made of cotton with a picture of a representative place of our country, this is going to be a collection of 14 bags with different pictures on it. The product will be located in San Salvador, but marketing will be done through social media, specifically Instagram, in that way many people will have access to different bags designs, and choose the most attractive ones for them. The niche market will be focused on all people who want to carry out an attractive bag and show how beautiful El Salvador is, but also for the foreign people that might purchase the product as a memory when visiting El Salvador.

1.4 Execution of strategies for human development and sustainability

According to sustainable development goals¹, the sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development. To guarantee a long-term sustainability, it should:

1. The use of environmental resources properly, keeping ecological processes and contributing to conserving biodiversity.
2. Respect, and conserve socio cultural authenticity, also their living cultural heritage and traditional values
3. Guarantee long-term operation, providing socio economic benefits, moreover including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Taking into consideration all previous details regarding sustainability, the product in

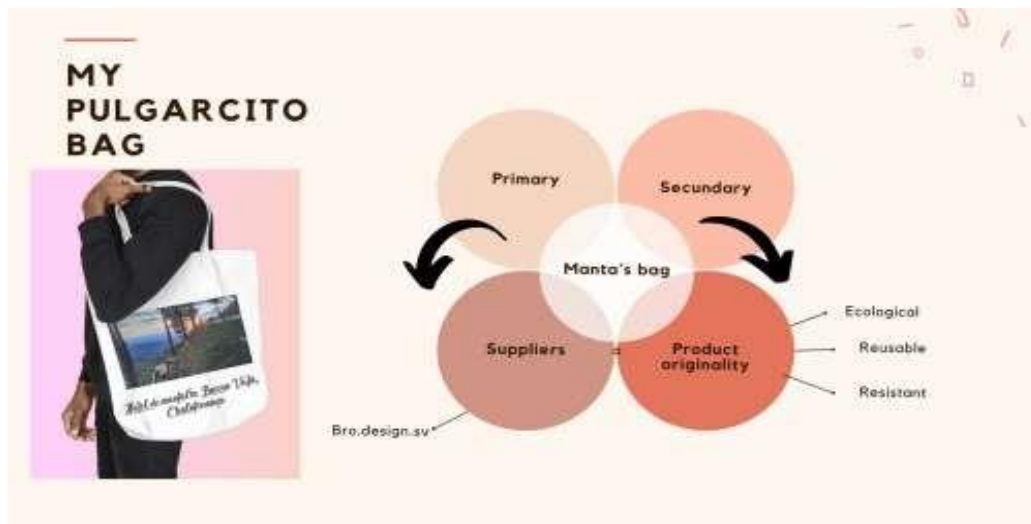
¹ These goals have been taken based on World Tourism Organization

question is going to use environmental resources for tourism development in order to demonstrate ecological places and biodiversity of some locations in El Salvador. Moreover, through pictures, the cultural authenticity, traditions and culture will be shown in each picture. On the whole, this specific product will be an opportunity for economic growth, and helping others to increase their incomes. Visiting other places within El Salvador will be an opportunity to act responsible and show our education in not throwing the garbage in inappropriate places, and still better picking up the garbage whenever is possible and conserving the beauty of each place, besides that being inclusive with locals will contribute to the local economy as well.

1.5 Business plan design

Product name: My Pulgarcito Bag

1.6 Mapping product²



² The mapping plan intends to show the suppliers, and the beneficiaries of our touristic product and what are going to make us different than other entrepreneurs that offer the same product like us.

1.7 Service and product touristic

According to Sellers. R & Casado. A (2010) *“The products can either fulfill a necessity or many. Meanwhile, the material property is a physical and tangible object that can be noticed by the senses. On the other hand, the services are intangible. A service is any action, benefit or satisfaction for another in an interchange. The services can have an added value or a value by itself”*. Therefore, in tourism these two terms are very useful. In the field in question, there are many companies which offer services and other products. Both of them are equally important when it comes to supporting ourselves and the country economically. We can use the math formula for better understanding this topic: $\text{Feedstock} + \text{infrastructure} + \text{service} / \text{tangible or intangible}$.

The owner of Hotel Buena Vista, located in Chalatenango explained how products and services work, and their characteristics. The hotel offers staying, meals, and camping, its attractiveness is the highest swing within El Salvador which differentiates from other hotels around it for the uniqueness that the swing has. So, which elements does the product touristic should include? It should include resources, tourist attractiveness, infrastructure, accessibility, symbolic values and price. All of these will be discussed later, before moving on it is important knowing that there are many touristic products in different modalities within rural tourism which are:

Modality Examples
Agritourism → Tours to farmhouses or agroturistic. → Coffee's festivals
Gastronomic tourism → Gallina India's festival → Jocote's festival → Peach's festival
Sport tourism → Surf city
Religious tourism → Regional holiday (August) → Local festivities, to recognize patron saints for each municipality.

Let's go deeper into touristic products; if we refer to resources, we are referring to natural and cultural resources. In natural resources we can find landscapes, flora & fauna, and aquifers, on the other hand in cultural resources, we find traditions, art, fests, fairs and gastronomy. A touristic attractiveness is not only the easy thing we perceive when looking, it goes beyond that, because it includes many aspects such as infrastructure, meals, outside activities and everything that is around to the product.

Mainly or focal	Incentive for visiting	Complementary Support Less important or Facilities, services, singular: additional viewpoints, tours and interest or value restaurants added up
Natural	Buena Vista Swing	El Pital, and the Hiking throughout Sumpul river the forest. Taking a shower in the river.
Cultural	Peace day	Artisans fair and Trip through the Fernando Llorc's market, church or painting viewpoints.
	Coffee festival Tasting	sampling, barism competitions and awards to the farmhouses with more scores.
	Farm visits and trips of coffee,	gastronomic festivals with products derived from coffee.

Finally, there are different types of touristic products.

- Mainly product: it is related to the benefits that customers need to get
- Support product: it includes property and services that include value to the main product.
- Amplified product: it is related to the two previously mentioned with the support with MITUR, CORSATUR, PLAN TRIFINIO and CONAMYPE
- Memorable product: it is a personalized product, made just as the customer wishes.

Furthermore, there are many people, and specific entities who play an important role within tourism, so refer toward them as touristic actors such as the Government (MITUR, ISTU and CORPORACION SALVADOREÑA DE TURISMO), which is beneficiated through the incomes that tourism provides for the country. The locals who develop their entrepreneurship and support local tourism when it is required. Touristic services providers such as Cadejo tours³. Potential touristic resources such as the biodiversity of our volcanoes, lakes or the beaches at the east of El Salvador. Finally, the tourists are the most important role, without them making tourism would not be possible no matter the reason why they have decided to make tourism. All of these actors are a complex organization that enable the production and the sell services in a harmonized way as a result of tourism practice caller touristic superstructure.

³ Cadejo travel & tours El Salvador is an entrepreneurship set up by an ex student of the foreign language department of The University of El Salvador. The use of languages opens up new opportunities not only for teaching, but for having our own business.

1.8 Tourism typology

When talking about people there are two types of tourism: the individual and the groupal tourism. However, when talking about motivation there are three different types: business, natural and cultural tourism.

Business tourism refers to the work and professional activities regardless of the destination. As examples we can mention conferences and congresses, commercial fairs and expositions or any other professional and business reasons. *Natural business* refers to getting in touch with nature or any natural environment where the tourist has access to see and do any outside activity. For example, Furesa, National Park El Boquerón, Complejo los volcanes, and El paso del Alaska.

Cultural business refers to cultural heritage that is still being kept, the main purpose is to enjoy the traditions and values. For instance, artistic representations, festivals or any other cultural activity. Even statues are considered cultural tourism such as La plaza Divino Salvador del Mundo. From this type of tourism there are many subdivisions, the *Urban tourism*, this refers to visiting the city, and anything that deals in urban areas. *Archaeological tourism* refers to temples, El Tazumal in Chalchuapa for example. *Shopping tourism*, many people travel to other countries or even inside its country to purchase specific products, they might not be realizing that they are doing tourism at the same time. Moreover, believe it or not, *Literary tourism* exists. This takes place in locations related to the events of the fictional texts or the lives of the authors, visiting Germany because of Anna Frank's book. Even more fascinating, visiting a house in Ahuachapán where the Poet Alfredo Espino lived. Aside from that, there is also *Cinematographic Tourism* that is related to all geographical locations related to the cinema, it also includes a typographic of active tourism.

Still in the same last category, we can find *Culinary Tourism*, it not only refers to food, and it also includes any kind of event related to gastronomy. On the other hand, according to the World Tourism Organization (1966), *Ethno Tourism* corresponds to "visits to places of one's own ancestral origin, and therefore consists of visits motivated by the desire to re-encounter, the desire to reconnect with one's roots, either at home or abroad. to rediscover one's roots, either in the places where one has spent part of one's life, or in the places where one has lived. where one spent part of one's life, or those where one's ancestor or those where the family's ancestors lived. family ancestors lived ". Basically, it refers to connection with the culture and indigenous practices or roots. In our country, unfortunately after the massacre in 1932, our indigenous people, most of them located in Sonsonate, were killed by the Government back in that time. It went on to ban every vestige of indigenous culture, including the language, traditional clothing, and music. However, Izalco in Sonsonate is still a representative place where we can enjoy ethno tourism. At last, *Rural Tourism* refers to all activity that is developed in rural areas. In recent years, country houses have been built with the purpose of relaxation for all the people that want to get away from the city. El Salvador has many representative places under this concept such as: Cabaña mi cielo located specifically in Sacacoyo, or Cabaña Tamanique, both located in La Libertad municipality.

1.9 Circuits and touristic routes

A touristic circuit⁴ is a circular or semicircular tour with attractions along the tour, this also can be defined as a touristic tour coming back to the same place without visiting a specific place twice. The circuits can be local, regional, national, continental and intercontinental.

⁴ According to Chan.N (2005), Circuitos turísticos, a touristic circuit have four elements; a specific place, a natural or cultural heritage, a theme and innovation capability.

Local circuits do not last more than a day; the interest is for locals mostly.

Regional circuits last three days maximum, and during the tour it visits different regions or locations.

National circuits last three days at minimum, its tour is made within the same country or many regions and locations.

Continental circuits last from six days or more and it is made within countries belonging to the same continent.

Intercontinental circuits do not last more than ten days and they are made in different countries or continents.

El Salvador offers ruta de las flores, ruta fresca, caminos de arte y tradición, costa oriental, all these circuits have been handled by Pueblos Vivos.

According to Chan.N (2005) describes a touristic route as the following “a touristic route has the feature to promote a specific area of a region or a potential tourist theme”. Its characteristics are to provide the relation between the tourist and nature, and freedom feelings. Routes can be senderism or thematic tours depending on the developed either urban or rural. This concept of tourism refers to short tours, “The Boquerón” located in San Salvador is an excellent example, this place had been developed in the last years improving the infrastructure but caring nature at the same time.

CHAPTER II

**CONDITIONING ELEMENTS OF THE
TOURISTIC PRODUCT**

2.1 Tourism history

2.1.1 Theoretical Framework

Tourism is a short word that has many meanings and history on it. Let's start defining tourism, and how all it started. Tourism is a social, cultural, and economic phenomenon, it is related with the displacement of people to places outside their place of origin or residence. In addition to the meaning, it is also important to know the importance of the history of tourism and recognize the people who played an important role within the field such as Thomas Cook

Thomas Cook (1808-1892) was an English ebanist and shepherd, and now he is remembered for being the founder of the first travel agency in the history of tourism, as well as the creator of meaning modern tourism.

It started in 1841 when he convinced the railway company Midland Counties Railway as a marketing action, to offer train services between Leicester and Loughborough locations, and he was going to select 500 travelers. He encouraged his perishers to attend meetings in his church, and he advised his perishers about dangers related to alcohol with the possibility of traveling by train to Loughborough, where AA congress is celebrated.

Then the railway company proposed planning permanent more train travels for non-alcoholic societies or groups of students, as long as he was the planner. His labor as a travel agent has started. Acknowledging the potential of those tours, Thomas Cook & Son was founded, and it is considered the first travel agency around the world.

Moreover, cook started publishing brochures monthly in which he described and detailed the route of each of its trips using the title the excursionist. For that, he is also considered the sponsor of the first travel magazine in history. These trips were expanded to other routes and package trips around England. Cook's ideas and his business did not stop growing. In the nineteenth century he had created a kind of

vouchers to pay for staying, and meals in the hotels, but it was in 1874 that he invented traveler's checks called *Cook's Circular Note*. When Cook died at 83 years in 1892, the business was handled by his son, John Mason Cook (1834-1899). In 1896, Thomas Cook & Son were selected as the official travel agency of the first Olympic modern games in Athens, Greece.

In 1899, the company continued as a familiar business until 1928 when they retired, and sold the company to Compagnie Internationale des Wagon- Lits et des Grands Express Européens. However, when the second world war broke out, the company was nationalized and the British Transport Holding Company was in charge. In the seventies was privatized again, and changed its official name for Thomas Cook, it was already one of the travel agencies outstanding in Europe. In 1991 the company created its own airline: Thomas Cook airlines. Unfortunately, they gathered debts, and their business broke down after their historic tours by train.

Tourism in El Salvador also started in a specific way, Susana Barrera, head of communications and gender at the armed forces pharmaceutical center wrote "A destination called tourism", in which she described when tourism started in El Salvador. Between 1956-1960, Coralia Lemus, first lady of El Salvador, fostered familiar excursions to national parks. National aquatic parks were just built such as Apulo (1948), Los Chorros (1952), Ichanmichen (1956) y Atecozol (1956), they were a sensation, and in this way local tourism was promoted.

In 1961 Instituto Salvadoreño de Turismo was founded, and the Ley del Turismo were also issued. In the seventies, beach tourism was developed in Costa del Sol, besides an iconic event of Miss Universe in 1975. The eighties, called lost century, miserably left 75 thousand deaths, and thousands of lost people, besides that tourism in El Salvador came up nevertheless. In the nineties peace accords were signed, in this decade the flower route started as a multi destination taking advantage of its biodiversity. La Corporación Salvadoreña de Turismo

(CORSATUR)⁵ came up, and it was in charge of coordinating tourist activity. In 2004 the Ministry of tourism was founded along with the academy for tourism education, tourism specialization, tourism plans etc. Furthermore, programs such as Pueblos Vivos, Un Pueblo & Un Producto promoted local identity and entrepreneurship.

As any other field tourism also has its own history, everything has a beginning and now we are going to highlight how tourism started in El Salvador. In 1924 the government of Dr. Alfonso Molina Quiñonez became aware of the importance of tourism within the country in order international society knows the culture and history seeking new relations to benefit the trade. Then 1930 new routes of communication started creating the national board of tourism which facilitated the creation of tourist cards to all that visit the country for up to nine days. Further, in 1939 the ornament board was created with the support of all fourteen departments, whose duties were to look touristic zones, access roads, and public gardens. In 1948 touristic centers were built along the country with the objective of offering healthy enjoyment to Salvadoran people.

In the 60s, specifically in 1961 Instituto Salvadoreño de Turismo (ISTU) was created as a governmental institution. To invest in tourism “La ley de fomento de la industria turística” was issued in 1967 opening credits for tourism. Miss Universe was held in El Salvador in 1975 which opened touristic opportunities, the coastal zone was promoted, more infrastructures for tourism was built and the Comalapa Airport was also built.

Despite all attempts to be a tourist destination, in 1979 the violence crisis started declaring El Salvador dangerous for tourists because the number of missing and murdered people. Between 1980-1992 the hotel industry was highly affected during the first years of the armed conflict, the worst of all is that El Salvador was out of the map as a tourist destination. After all this chaos, and the civil war ended, new

⁵ The role of CORSATUR is to promote the most attractive destinations within El Salvador and outside the country.

touristic companies were born, however we did not have a good image of being a touristic place yet. In July 25th, 1996 “Corporación Salvadoreña de Turismo (CORSATUR)” was created, their roles are:

- ❖ To promote our country's tourist attractions abroad
- ❖ To keep the national tourism registry, both of tourism business owners and of the legal incentives granted to such businesses.
- ❖ To keep a statistical census on the inventory of national tourist attractions and infrastructure and other information of interest on domestic and international tourism.
- ❖ Publish an annual catalog of the country's tourism offer.
- ❖ To promote the privatization of the companies and real estate that is awarded to it by operation of law, when this would be beneficial to our country.
- ❖ Encourage the integration and operation of regional, departmental and municipal tourism development committees.

In 2004 The Ministry of Tourism was created, getting in charge of the two pre-existing institutions, ISTU and CORSATUR. Within their national touristic strategy there are five axes which:

1. Promoting the tourism as a state policy
2. Development of the tourist destination
3. Tourism promotion and marketing
4. Support to Tourism competitiveness
5. Tourism facilitation

Then the tourism law was created which helped to support The Tourism Ministry with new investments. In 2009 was born a program very recognized nowadays, “*Pueblos Vivos*”, in which around 56 municipalities of El Salvador participated in it. Because of its success, it is a governmental strategy to promote sustainable tourism internally. Moreover, in 2015 The Ministry of Tourism (MITUR) through the Salvadoran Tourism Corporation (CORSATUR) and the Export and Investment Promotion Agency of El Salvador (PROESA), inaugurated Third Tourism Investment Forum, El Salvador, which aimed to expose the investment opportunities in the tourism sector that El Salvador has to offer.

It looks like the tourism industry in El Salvador has improved on a big scale. In 2021, a program for teaching English to touristic guides, and tourist police (POLITUR)⁶ in order to create abilities within the field of tourism. On top of that in recent years, the government has created many tourist destinations such as Sunset Park, improvement of El Tunco beach, and the adventure park Walter Thilo Denigher. Despite the two touristic breakdowns because of the civil war and covid-19 El Salvador is now one of the most beautiful destinations within and outside the country. Finally, according to World Tourism Organization (OMT) 2022, stated that “El Salvador is among the 15 nations that have recovered and surpassed tourism revenue levels from the first five months of the year prior to the SARS-CoV-2 pandemic.” Once again tourism is an economic pillar, and the field that is now creating new jobs, and entrepreneurship, so history will continue adding cultural value to El Salvador.

⁶ This is a division of the national civil police which function is assisting people in touristic matters as well as the protection of the cultural and touristic heritage.

2.2 Sustainable development politics within El Salvador

El Salvador is lucky to have a variety of biodiversity, which flora and fauna can be found along the country, besides all natural resources such as rivers, lagoons, lakes and beaches. But How El Salvador has kept all these natural resources in proper conditions? Let's talk about sustainable development. The Brundtland Commission's brief definition of sustainable development as "the ability to make development sustainable- to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs", therefore, due to the tourism industry mostly deals with natural resources is highly important to care about the environment because they are not only important for the economy, but also future generations and for us as humans too for living in a healthy place. What's more, sustainable development has a main goal to promote social and economic development to guarantee natural resources that are going to be renovated.

So, economic growth within our country where main products, together with the society have not thought of environmental costs implied in the production process and consumption, which has affected the development sustainability. Tourism is not only important for economic growth if not for caring and preserving natural resources. During the last years, we have seen catastrophic natural disasters in different places around the world such as Australia bushfire in 2020 due to the hottest temperature, also the drought in east Africa, floods in South Asia, dry season in Latin America because of the meteorological phenomenon "el niño".

El Consejo Nacional de Sustentabilidad Ambiental y Vulnerabilidad (CONASAV, 2018) has highlighted four challenges to be a sustainable country. First of all, it is to acknowledge El Salvador because its geographical location is also highly exposed to climate change, other natural risks since we are in a location with a strong seismic activity so we tend to be vulnerable somehow. Secondly, the necessity of having an educated generation regarding the management of natural

resources and the sustainable development of the country. The third challenge is to build a sustainable society to promote a truthful productive transformation that means that it must act proactively to build a better community supporting natural resources. Finally, the fourth challenge is to tighten public institutions as a vital factor to implement politics, strategies and public programs than to govern, regulate and promote actions within the Salvadoran society. To confront these four challenges CONASAV proposed The Sustainable El Salvador Plan⁷ based on four strategic axes in relation to the fourth challenges.

AXIS 1: Integral risk management for disaster reduction and climate change

There are some factors that contribute to the vulnerability of the country. Among them we can mention the poverty, environmental degradation and incapability of some institutions to fill gaps in the fight against the challenges. According to Protection Civil, our country is prone to nine dangers: landslides, floods, volcanic eruptions, bushfires, epidemics, danger materials, earthquakes, tsunami and droughts. Most of the population is aware that we also live in a risks zone; therefore, most of them are ready to confront any kind of risk situation. Nowadays, the public institutions are waiting for any emergency for the people who live in a risk zone due to climate change. According to MARN (2016) the main generating sources of earthquakes in our territory are:

1. The volcanic chain, which is part of the Pacific Ring of Fire and runs along the territory.
2. A system of geological faults with a predominant northwest-southeast direction within the Salvadoran territory.
3. The subduction process between the Cocos and Caribbean tectonic plates, whose relative movement originates from earthquakes near the Salvadoran coasts.
4. A system of geologic faults in Guatemala that define the boundary between the

⁷ The Plan El Salvador Sustentable, assumes the vision of conservation and restoration of nature, and proposes the challenge of finding the formula that promotes economic and social development in harmony with the environment with the environment.

North American plate and the Caribbean plate.

5. A system of geological faults with a north-south direction, located in the Honduras depression.

AXIS 2: Knowledge management and sustainability culture

Nowadays is very important to handle the necessary information to create new knowledge. El Salvador demands knowledge management and environmental education for sustainable development, and also for a generation of a sustainable culture. Based on knowledge management cycle there are eight different steps:

1. To identify the knowledge
2. To create knowledge
3. To select knowledge
4. To organize knowledge
5. To storage knowledge
6. To filter knowledge
7. To share knowledge
8. To use knowledge

Using the previous cycle and environmental education for the sustainable development in order to create a change in the process and consumerism which must be included in public institutions too. CONASAV stated that “Salvadoran society has not particularly invested in creating knowledge and generating studies and in creating knowledge and generating studies and research of its own.” This is a weakness of our country due to education being the main pillar to build a better society, a better country. However, public education is still being developed. The challenge is to go ahead toward a sustainable development where the society agrees to the information. In order to disclose information, there are many ways to deliver important information to the population such as virtual libraries, television, radio, press, social media, and also mass awareness.

AXIS 3: Promotion of productive transformation

Many people in our country are informal vendors which is the most predominant economic activity within El Salvador. This is a serious phenomenon due to seven out of 10 Salvadorans being informal vendors and just two of them having formal jobs. On the other hand, we live in a country where we consume more than we produce which is a negative factor in economic terms. Therefore, to promote a real productive transformation implies to promote consumerism and sustainable production. Besides those companies with a higher environmental and social impact may guideline through social responsibility and promote innovation and circular economic promotion, the famous 3R, reduce, recycle and reutilize.

AXIS 4: Strengthening of public institutions

The reason why it is important to have the support of other institutions is because the matter in question will have credibility, therefore people will trust in the importance of sustainable development. Also, there must be laws and regulations in order for people to stick to it contributing to the development. El Salvador started to include environmental issues in 1983 and since then efforts have been made to mitigate environmental deterioration.

Laws were created whose main objective is the conservation, protection, restoration and development of the country's natural resources. Their deterioration and destruction have caused significant impacts on the life of human beings, since they are in some way caused by them.

The ministry of environment and natural resources (MARN, 1997) is created based on article 114 of the Republic of El Salvador that says “it is the duty of the State to protect 9 natural resources, as well as the diversity and integrity of the environment to ensure sustainable development.”, also declares social interest in the protection,

conservation, rational use and restoration of natural resources. So, natural resources must be protected not only because they help against climate change if not because the Salvadoran government is also worried about preserving natural resources to guarantee sustainability.

It is essential to modernize environmental laws and their interactions, in the face of the big ecological processes and the great social conflicts generated by the disarticulation between environment, quality of life and sustainable development.

The Environmental Law of the Republic of El Salvador was declared in 1998 with the objective of regulating all economic, social and cultural activities of the country, ensuring that the preservation and sustainable development of the natural resources existing in the Salvadoran territory is a priority.

Finally, sustainable development is a commitment between those who mainly are concerned with nature and the environment, and those who value economic development. Moreover, we can mention all those who are concerned with human living conditions too. Achieving the four axes is not a governmental job, it is a task where all the population should participate and contribute. Recently, because of the storms, the press has published that there is a high number of trashes in the main rivers, mainly plastic after storms. To make a change in the world, the change will start with us.

2.3 Natural resources

Natural resources are very important for tourism due to tourism being developed mostly where a natural resource is located. The entity in charge of conserving natural resources in our country is the environment ministry and natural resources. My ecological bag is going to be represented for the fourteen departments of El Salvador, where we can find many emblematic natural resources.



Our country is divided into four zones⁸, western zone, central zone, paracentral zone, and eastern zone. All of these zones have natural resources such as forests, rivers, mangroves, lakes, lagoons and mountains.

WESTERN ZONE

1. Ahuachapán: It has one of the main hydrographic watersheds, the Paz River, 41% belongs to El Salvador, and 59% to Guatemalan lands (MARN, 2016; Rodríguez, 2010; UICN, 2007). El Salvador is known as the “hammocks valley” because of volcanic activity. It creates an amazing activity such as geothermal springs named “ausoles”, this department is very recognized by this natural phenomenon. Beside that it has two lagoons, Apaneca lagoon and Espino lagoon. But only that it has a protected area, the largest within El Salvador appropriate for ecotourism, El imposible national park with 4,000 of forest.

⁸ Geographical map has been retrieved from www.elsalvadormipais.com/mapa-de-el-salvador

2. Santa Ana: It has two important volcanoes, Santa Ana and Izalco volcano (also known as the house light of the Pacific and the youngest volcano in the world). Also, there is a lake with an altitude of 745 meters above the sea level, an area of 25.3 square kilometers, and a depth of 115 meters, Coatepeque Lake, next to the lake, we can find Cerro Verde national park. Cerro Verde is also a volcano covered by dense forest. It looks more like a hill than a volcano.
3. Sonsonate: Los Cóbanos is a representative paradisiac beach of this department because the sand is like honey color. It has a marine ecosystem protected by the environment due to its natural biodiversity.

CENTRAL ZONE

4. La Libertad: It has an archaeological site, Joya de Cerén. Based on the Culture Ministry, it is the only world heritage claimed by UNESCO on December 11th, 1993. Moreover, it has the most accessible beaches from the capital, and it has a natural reserve, Surf City Walter Thilo Denigher Adventure Park. 732 acres with wildlife and a variety of flora.
5. Chalatenango: The highest mountain is located in this department within the natural reserve of El Pital. Furthermore, it has many rivers such as Sumpul River (with a lot of history on it), Lempa River, Tamulasco Grande, and Azambio River. Recently, Eramon Hill has been one of the most popular destinations of this department.
6. Cuscatlan: It has two natural resources, Ilopango Lake, and Las Pavas Hill. 7. San Salvador: The capital of El Salvador also has a volcano, El Boquerón, with an altitude of 1700 meters above the sea.

PARACENTRAL ZONE

8. La Paz: this department is much known because of its beaches, the most recognized is la Costa del Sol, there are some other such as el pimental, san Luis talpa, las hojas, among others.
9. Cabañas: Cinquera ecological park has become the most important natural reserve in recent years. Along with its 5,000 acres host endangered species.
10. San Vicente, it has a volcano as its name, but is also known as “chinchontepec”. This is the second highest volcano and geothermal springs are all along the volcano. Moreover, Apastepeque lagoon is a stunning natural resource of San Vicente. As any other Salvadoran lagoon its origin came from volcanic explosion.

EASTERN ZONE

11. Usulután: Alegría lagoon is much visited and it is a representative tourist resource of this department, its green-yellow waters due to volcanic origin. Besides, it has a volcano with a small lagoon with turkish waters. Also, the most known natural resource, Bahía de Jiquilisco hosting a mangrove forest area.
12. San Miguel: It is said that this department has the most stunning beaches along El Salvador. There are cuco, and las tunas’ beaches, with black sand of volcanic origin. There is also a lagoon, olomega lagoon, its extension is 24.2 km square kilometers of freshwater.
13. Morazán: It has a variety of flora and fauna, besides the water sources that represent the main source for the plantations. Within the main rivers are motagua, flautas, camote, platanitos, jícaro, tablón, San Clemente River.

14. La Unión: Conchagua volcano has the most stunning view of the Fonseca gulf and the islands with a height of 1,242 meters above the sea level.

I have highlighted all these natural resources that each department has, even though the product will not represent all destinations, but hopefully as long as the entrepreneurship grows, it might be possible to visit these places taking pictures of them showing it through the product.

2.4 Cultural identity and idiosyncrasy study of El Salvador

According to Merriam Webster dictionary, it defines idiosyncrasy as “a peculiarity of constitution or temperament: individualizing characteristics or quality”, based on that definition we can mention that El Salvador has specific peculiarities that make it unique, its characteristics turn the country into a place where the culture is learned by legends, myths, belief and typical food.

Usually, the myths and legends tend to be mixed, despite they are not the same, and it keeps a cultural similarity. The myths are beliefs that some people say are really true. In spite of legends are stories based on reality that most likely happened once. The siguanaba, the cipitio, the cadejo, and the carreta chillona are some famous legends that all Salvadorans people recognize what is all about just hearing the title. The siguanaba is a popular legend saying that she was named originally Sihuehuet (beautiful woman), she had an affair with sun god, Tlaloc's son, which he got pregnant. She was a wicked mother because she left the cipitio alone to be with his lover. The child ate ashes, and he had a big belly by her careless mother. When Tlaloc found out what was happening, he cursed to Sihuehuet and told her “Now you are named Siguanaba (hideous woman)”. She would be a beautiful woman at first sight, but when the men get closer, she would turn around to become a hideous woman. It says that she is seen walking by night in the rivers of El Salvador, washing clothes, and always looking for his son, the

cipitio. The cipitio as a reward was given eternal youth because of his hardship. Overnight people are prone to see her; however, she chases men in love. The previous legend has many characteristics that make it special at the moment it is being told or is heard. It is peculiar that a curse was told to a beautiful woman turned into a history being part of El Salvador's culture. The siguanaba and the cipitio are found on Independence Day, 1st and 3rd of August San Salvador parades, everywhere that a patronal festival is taking place. Therefore, people make Salvadorans legends as its culture; we recognize that mythical beings are part of our traditions and culture.

On the other hand, the myths are oral traditional sayings based on old beliefs with supernatural explanations, they have been told generation by generation. Myths do not have any scientific study, but they are taken as truth. For instance, here in El Salvador people say that infants are prone to get the evil eye. Children show symptoms such as diarrhea, vomit, and fatigue. This does not have any scientific study since people with a stronger spirit or sight, can make an eye devil just seeing another person or even touching, no one has proved this before, but people here believe in it. There are some objects or charms that avoid getting an eye devil, any red wristband. It is said that infants might die if they are not taken to a healer on time. According to the BBC, they were told by Dr. Nese Yildiran, history professor of the Bahçeşehir university at Istanbul, that "the oldest version of these charms dates back 3300 BC", these charms had printed eyes to avoid an eye devil. Charms such as the Turkish eye, Fatima's hand and red wristband are specifically used to strike an evil eye off. Even though medicine cannot explain these myths, they are believed by people, who teach its generation the importance of knowing this myth, since it might mean death. No matter what science says, but our culture is that.

On the other hand, typical food plays an important role in Salvadorans identity. El Salvador as other Central American countries, meals are corn-based. So, we have something unique as the famous pupusas, which is our typical food by legislative

decree back in April 2005 denominating The Pupusa⁹ as the national dish of El Salvador, and it is celebrated the second Sunday of November. In addition to this there are other meals that are not too traditional or known by some, but they are part of our identity too. For instance, the izote's flower. The izote flower is our national flower, and they are natural fiber rich, proteins, and minerals such as iron, calcium and zinc, antioxidants, vitamins C, D and B, and important amino acids. The flower is cooked in different ways using other ingredients, scrambled eggs with izote flower, rice with flower, also it can be added to chicken soups too.

Further, there are some edible plants that do not grow in plantations, due to the fact that they grow naturally in the winter season. According to Roberto R (2021) "edible flowers have always been present in our culture", most likely we have not realized about the consumption of these plants since we have been raised eating these flowers, we might have not noticed that since we were children, we were raised with culture.

There are a variety of botanical species, in which the flower is edible. For instance, los chufles they are very good for the blood and provide energy. Its fibrous texture confirms that they are high in fiber, with low cholesterol. They are served in meals based on soups; it is up to each familiar costum of each region its usage. Moreover, there is another very famous flower, pito flower. This is grown in dry and wet places. Its flower despite its attractiveness, it's the intense red color making it part of Salvadoran gastronomy for being edible. It's rich in vitamin A and C, besides it is very popular for acting as a natural pill, and recommendable for threatening insomnia. Pitos can be found usually in bean soup, but also with scrambled eggs, even in alguashte (pumpkin seed).

⁹ Olocuilta municipality is known as the pupusa capital. They have got in into the Guinness Record for making the largest pupusa in the world in 2015.

Within the Salvadoran gastronomy, we cannot leave aside atole in its different presentation and flavors. Atole is an ancestral recipe that can be found everywhere mostly in the afternoons, this is consumed with a spoon most of the time due to its thick texture. Atole is made from pineapple, toasting corn, shuco atole, corn atole, these last three are made based on corn. In festivals such as jocote, peach, mango, marañon festivals, atoles are made based on the fruit they are celebrating. Preparing atole is not as difficult as we might think which makes it easier to sell it at a lower price.

To get deeper in the culture of a specific country the main step is to know about its gastronomy. Our typical food is made from autochthon products generating customs and traditions, best of all that products are natural, all came from the earth, even though some of them do not grow in plantations, but still keep it singularity. In addition to tourism, and based on tourism ministry “The OMT report that 88.2% of the destinations consider the gastronomy as a strategic element, and 30% of tourists expenses are due to alimentary consumption”. Therefore, our gastronomy plays an important role in improving the economy because of tourism, opening ideas of entrepreneurship, and highlighting the culture through traditional dishes. For that reason, appearances help the appetite as we all know, which is the light in the kitchen. Our gastronomy is incredible, no because of its products if not because there are uncountable ways in which it can be cooked. Since Salvadorans are experts in creating new ideas, this task is not hard for anybody here in El Salvador.

2.4 Strategic touristic product plan

2.4.1 Product quality definition

The quality of a product must have as main characteristics: the usage proposal, product enjoyment and experience. It means that the product we are offering will fill out the usefulness to be offered when marketing it. Besides, it is going to provide an experience to make the customers feel that he has acquired a benefit. All characteristics previous mentioned will the bag have.

2.4.2 Customer management

The purpose of customer management is to define the public to whom the product is directed, taking into account their consumer preferences, the needs to be met with the product offered, as well as to create a direct link between the product and the customer. All this in order to build strong relationships of fidelity and loyalty with the customer, as well as to create empathy for the product and to stand out from other brands or similar products.

2.4.3 Product quality

QUALITY PROPOSAL

Consumers are always looking for a good quality in the products they are getting as the main aim to purchase something. The quality we are going to offer it will be through the originality of each picture that it has been taken keeping the essence of each place, moreover the quality of the print and a bag made with cotton. A resistant bag that is washable and usable are also part the good quality.

Customer service: the product is going to be offered through Instagram, because it is a platform where we can share, upload and market the product, and most people is now visiting Instagram rather than any other social media. To convince the customer that our bags are the best in the market, we are going to share the process of how an ecological bag is elaborated, besides that we are going to post picture of touristic places where we are taking the pictures to be printed in the bag. The idea is to get the consumer interested in our product making them part of the process in advance.

Customer loyalty: to get the customer engaged and focus on the product, a promotional code will be created in order the customer can use it to get a 5% off on their next purchase. Thus, the customer will be committed to get another bag later on.

Conceptual map of collaborators¹⁰



¹⁰ It is a graphic representation of how the product will be elaborated, the resources, and probable alliances while the business grows. This is an initial representation of the product and it is subject to change

CHAPTER III

**RESPONSIBILITY OF THE
ENTREPRENEUR**

3.1.1 Entrepreneur concept ¹¹

Entrepreneurship means believing that one is capable of succeeding despite the circumstances that may arise along the way for our product or service to grow. It also means the commitment we have with all the people that surround our product or service. However, we live in a society where getting a job is sometimes very disappointed due to the job opportunities are not the one, we like to apply to, even though are many people who has studied, but reality outside the university or any other degree is totally different, so people decide to create job by itself, even better create job opportunities to other people. Having an own business implies mainly bravery to take risks, which is the best part of it, from a tiny idea might be a big company.

The term used to start a business is entrepreneurship. What do others say about this term? According to Grebel, Oyka and Hanush (2003) entrepreneurship plays an important role in the creation of new jobs, the establishment of new technologies and international competitiveness. Entrepreneurship incorporates a decisive way, the join between technological systems. Therefore, having an own business also implies learning some other things such as marketing. photography, and sells by instance. So, that means that we are in constant learning, but focused on the company we are trying to create. Furthermore, there is another main term within entrepreneurship, that is entrepreneur who is able to create ideas in an innovative way that tends to support its own economy, besides the country's economy as well. Bóveda J, Oviedo A, & Yakusik A define the word entrepreneur as "the main support of the economic and social development of a country. Identify opportunities, take advantage and seek the resources to change it into profitable business, the gist, it is its mission".

¹¹ The word "entrepreneur" is of French origin and arose around the sixteenth to seventeenth centuries, used to refer to those daring people who acted differently to create or improve results, generally linked to business.

So, an entrepreneur does not support economic growth only, there are some main characteristics that make them to be unique people due to the fact that they are creating new ideas that go beyond economic purposes. The main characteristics of an entrepreneur are passion, vision, bravery, creativity & innovation, work team and self-esteem.

On the other hand, an entrepreneur is born either for necessity or opportunity, any of them have genuine interest in generating innovative ideas. All those entrepreneurs that are born for necessity are because there is a concern related to job opportunities such as the loss of it, so they decide to supplement their own incomes. Also, those who are born for opportunities just decide to have their own business, for example an individual that may have plenty of trees in their land, sells fruits, does not have to plant the trees, because they were already there but is taking advantage of the product that is growing in its land. Being an entrepreneur means effort and sacrifice, this is a challenging decision that few are brave enough to face, but results will be the satisfaction of hard work, so it is worth it.

3.1.2 Types of entrepreneurs

There are many entrepreneurs since people offer a diverse range of services or products. My ecological bag is classified within creator, opportunity and creative entrepreneurs. Let's take a look at each of them:

1. **Creator entrepreneur**, I have decided to offer a product which has been born from creativity where competitiveness is one of the aspects that I am going to face, however, all interest is the product being recognized because of its quality and originality.
2. **Opportunity entrepreneur**, after acknowledging all information related to set entrepreneurship and with the appropriate use of financial resources, this is going

to be an opportunity entrepreneur due to the fact that the tourism specialization course provided us another resource for our professional development.

3. **Creative entrepreneur**, nowadays there many manta bags in the market with different designs printed on it, but mine will innovate the market because pictures of different tourist places are going to be represented in the collection of 14 bags which are the 14 departments of El Salvador, these pictures are going to be taken using a professional camera that also allow us to know all amazing places in our country.

3.1.3 Entrepreneurial ecosystem

1. **Marketing**: my potential customers will be mainly tourists who would like to get an ecological bag, besides that since marketing will be posted on Instagram, any person can have access to get the bag too.
2. **Politics**: ONU launched the "Clean Seas" campaign to prevent pollution, especially plastic pollution in the oceans. According to ONU (n.d) states that "the oceans regulate our climate and generate most of the oxygen we breathe, while supporting key economic sectors and harboring biodiversity", the idea of this campaign refers to the unnecessary and avoidable use of plastic. Therefore, our country making reference to support the environment has created the "Environment Law" in 1998, it establishes for the preservation, improvement and restoration ensuring sustainable use. So, my product will follow the environmental law of El Salvador to support ecological issues and preservation of the environment through the creation of ecological cotton bags, better known as "manta".

3. **Finance:** the financing will be my own savings, and hopefully meanwhile the business grows, I am going to think of getting a loan with a cooperative to improve the product or invest in marketing.
4. **Culture:** having a business implies that most likely there would be failures during the process; however I will take any risks for improving my product.
5. **Support:** tourism specialization course from University of El Salvador has allowed me to get knowledge to set a business, obviously within the tourism industry, so after getting information related to it, allowed me to set my product using the right policies so I can succeed.
6. **Labor force:** to generate entrepreneurial skills by sharing our knowledge with others that can lead to the generation of employment.

3.1.4 Competence and characteristics as entrepreneur

For achieving good results in our entrepreneurial life is crucial thinking in attitude and aptitude to become our ideas in results. Attitude is about how we do things, and on the other hand, aptitude is about the things we are capable of doing. Therefore, to start a business a person must have mainly these two competences, but there are some others which they must fulfill.

Related to achievements

✓ **Perseverance**

Doing what we desire despite the difficulty or how long it would take for setting a goal is what an entrepreneur makes to achieve everything within the business. There is an existing mission and vision already established that through the perseverance is the way we keep going and getting it. Koncinsky.J (2021) stated that "Perseverance in business is when your

company keeps pushing forward despite obstacles and challenges. Without a decision to keep going no matter what, a business would crumble when faced with any difficulty. But a core value of perseverance motivates you and your employees towards success.” This characteristic might be the hardest one since we may encounter tough times which might disappointed us as entrepreneurs; however this should be our motivation to go beyond our weakness becoming them into strengths.

✓ Quality demand

The word “quality” has a big impact for selling. Most people nowadays are looking quality before pricing tag. Thus, this characteristic in a product make the difference in the market, make a product also unique among others. Moreover, offering a good quality product we are assuring the customer loyalty toward us.

Related to commitment

✓ Setting of objectives

Objectives allow us to have an idea where the business is going to be within an estimated timeframe, they also help us to track the progress the company is showing up. Therefore, having set the objectives and trying to achieve them are the way we build the company making little steps.

✓ Resources search

When talking about resources for entrepreneurship, the first idea that came up to our mind may be the economic resource, it is really important for starting a business, but there are some other resources that should be taken into account such as the self-learning, technology, tangible products, intangible products, business blogs, supplies and the constant learning about other filed that deal with our product, in my case the photography, marketing and the use of social media are important resources research.

Related to leadership

✓ Problem solving skill

Being our own boss requires to be proactively problem solving to any situation we are getting through to find a solution when a gap in the product or services occur. Based on entrepreneur.com (2017) there is a series of steps that entrepreneurs follow to solve problems, but we are going to mention the ones which are related to my product. First of all, the problem identification, the successful entrepreneur identifies the problem carefully to then make the best decision. Thus, entrepreneur.com (2017) provided the Airbnb example in how the idea came up into a suitable rental platform “Airbnb, for example, started when its two founders, Brian Chesky and Joe Gebbia, realized that two problems existed in the same business area; one, they themselves were having trouble affording rent in New York; and two, nearly all the hotel rooms in the city were consistently booked.” Therefore, all problems that knock out door can be turn into great opportunities to our business; the idea is keep thinking in the benefits we can get in solving a problem. Secondly, the entrepreneurs are able to adapt to solve problems. Adapting to any situation is also important, in that way we get the confidence that it is required to solve problems. All problems come in different ways, so our mind as entrepreneur must be ready to face any situation being adaptable.

✓ Initiative

Entrepreneurs are always looking new ways to do something, which make them proactive. It is the ability to take actions without waiting someone’s else help, not because help is not need if not because we must think bigger and start taking action of what we are intend to be as a company, besides that thinking in all accomplishments we will have. Among all characteristics, initiative is the key for starting a business and the one that holds the business, without initiative it would not be resources or ideas for growing up.

3.1.5 Barriers to entrepreneurship¹²

The biggest challenge to start a business is the fear of failure, this is totally normal, and most people tend to think in all obstacles and non-positive things about having a business, however one of the characteristics of an entrepreneur is the risk taking, in order to overcome this, we are the protagonist who decide if that feeling wins or lose. On top of that, there are other factors such as some people sometimes think that being an entrepreneur is not a good idea, and start making comments that it might not work, but it's up to us if comments are better than the idea of a small business or not.

Besides, another barrier and maybe the most difficult is the monetary part, savings are not always a good idea since at the beginning getting incomes means that sales will be higher. As we could see there are many barriers to entrepreneurship, but let's take into consideration the most important within the field for ecological bags.

❖ **Lack of market knowledge**

Since this going to be the first time that I am going to set up a business there is a gap because I do not know the competence yet.

❖ **Under-selling**

Even though this is a creative product, but people tend to prioritize their budget due to economically everything has increases, so there may be low selling.

❖ **Underestimate competition**

There are many bags in the market with different prints, and this is going to be the first time that a bag will have a touristic place printed.

¹² The main barriers are those imposed by ourselves.

❖ **Financing**

This is probably the most difficult barrier to start a business, for mine in specific will through savings hoping getting good incomes or at least cover the initial expense.

3.1.6 Success factors

We tend to set up a business with the idea of success no matter what we may be facing, the idea of success will be our main goal. In order to achieve a successful entrepreneurship, there are some main strategies that will contribute to be successful in my entrepreneurship itself.

- 1. Strategy**, we are going to sell our product with the idea of raising awareness in the people that we can make the difference by getting an ecological bag and contributing at the same time that reusable products are now being very popularized. In fact, marine turtles eat jellyfish, they tend to confuse a jellyfish with a plastic bag, and they eat them. According to One Sea Foundation, Costa Rica stated that “around 100,00 sea turtles are killed by plastic every year”. Therefore, the ecological bag is going to post interesting topics on Instagram related to how we can be part of the solution instead of the problem, besides that picture of stunning touristic places of El Salvador are going to be posted as well, taking the consumer attention that they can highlight El Salvador’s beauty and being an ecofriendly consumer.
- 2. Staff**, the budget initially is not enough to hire another person, however this business is started with the idea to grow in many ways such as sales, employees, incomes etc. On the other hand, the bags are going to be printed by a specific company, so they will also be part of the staff.
- 3. Skills**, customer service and ability to learn are going to be the two most important skills due to the fact that we are new in the field, but we already knew that

customer's satisfaction is very crucial, and their comments really matter. Besides, in the way there may be some difficulties to overcome any gap, we will be open to learn all necessary things to achieve our established goals.

- 4. Shared goals**, being a business owner involves belief and attitude oriented to the business. Social responsibility, passion and quality are the pillars of my entrepreneurship. My business should take into account that all of having the same vision.

3.2 Responsibility of the entrepreneur

❖ Customers

For my own business one of the main responsibilities will be the customers, first of all because they are the ones who will contribute to growing the business. On top of that they are going to be the main actors in testing the quality of the product, so they can continue believing in us.

❖ Society

By creating products or services, the economy is also accelerated, therefore they generate employment. Nowadays, a large number of job opportunities have been created because of entrepreneurship. So, there is a commitment between my own business and the society due to the fact that it is the society we are trying to improve day by day and where we live as well, supporting other's economy and ourself.

❖ Environment

This is the most important responsibility we have with nature. Having an ecological product entail thinking in the future, the world where people we love will live and we must care about it. This is a big challenge since people have not been properly educated, there is a gap in environmental education that we are trying to fill out with the use of ecological products.

❖ Me as entrepreneur

Let's talk about mental health, why is it so important to be responsible? Mental health must be a priority not just for entrepreneurs if not for all people. Unfortunately, this is really hard to overcome or at least handle it. Not having mental health creates serious disorders that might affect the way we usually do a task; therefore, I do have the responsibility to think and care for myself to give the best for entrepreneurship.

3.3 Quality norms within tourism

The International Organization for Standardization (ISO) has established the ¹³ISO14001 norm which refers to the environmental protection where the company has the responsibility and commitment with the environment. Therefore, my ecological bag is going to be standardized using the norm that contributes to sustainable development, even though that is a small company, the way that ecological products are added to the market will support the norm in order to continue protecting the ecosystem.

To apply this norm there would be an approach to apply an environmental management system:

1. **Planning:** It sets out Ambiental aims in order to get results according to the Ambiental policy of the company
2. **Making:** Implementing Ambiental processes
3. **Verifying:** It follows up all Ambiental processes already established and the commitments
4. **Acting:** It establishes decisions to continue improving

On the other hand, El Salvador has created in 1998 the environmental law, the aim of this law according to article number one is the protection, conservation and restoration of the environment; the sustainable use of natural resources that grant future generations improve their life quality. My ecological bag will follow all principles of national policies of the environment. First of all, in selling a reusable product, moreover, the protection of the environment whenever a picture is going to be taken, because we must care about the touristic place we are visiting.

¹³ If we can sum up the ISO 14001 norm would be into the phrase “protection of the environment”

CHAPTER IV
COSTING PLAN

4.1 Logo

it has been created with some images that represent El Salvador without any further explanation. The idea is to get the customer interested in the design we are showing them convincing that our product is a local representation of El Salvador.



MISSION: To manufacture and commercialize handbags nationally and internationally. To offer our customers high quality products, meeting their needs and offering better quality, comfort and affordable prices.

VISION: Our vision is to become a company recognized worldwide for promoting a quality product with a national seal, which provides our customers with a unique experience that makes them feel identified with their cultural roots.

VALUES:

❖ **Creativity**

The American Psychological Association (APA 2022) stated the creativity as the ability to produce or develop original work. A creative individual typically displays originality, imagination, and expressiveness. Thus, this entrepreneurship has been born from the creativity which allowed me thinking the way we can support the environment, but at the same time support the country's economy and our as well. Therefore, one of our main values is the creativity.

❖ **Eco-friendly**

Not damaging to the environment is the definition by Cambridge dictionary which is very accurate for eco-friendly word. The idea of creating a product is for caring about our future generations through the use of ecological product that support a sustainable environment at the same time. We must be part of the solution instead of the problem that humankind has generated. So, another value that characterized us is being eco-friendly.

❖ **Integrity**

Do the right without anyone is seeing us, this is what integrity means. For this entrepreneurship we really valued due to the fact that we are going to tell the customer the truth is matters such as costs, prices, and quality. This is a very

important value which will allow us to gain confidence with our customer, and we are going to be valued for it.

❖ **Commitment to customer**

Many people say that the customer is always right, this dilemma is not going to be applied because our priority is going to offer the best quality product in order to get the customer’s satisfaction and credibility. If there might be a misunderstanding, the process will be fair so much that for the entrepreneur. We are humans, and we failed which is totally normal. Therefore, the commitment to the customer is another value in order to find both find the best solution in any inconvenience we might encounter.

4.2 Cost planning for elaborating a manta bag

Direct raw material ¹⁴	Direct workforce	Indirect manufacturing cost ¹⁵
Manta bag	Payment for printing	Machinery depreciation
Photography	Payment to the photographer	Camera depreciation
	Shipping: Payment to the deliveryman	Transportation depreciation

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¹⁴ Cost direct means that products are economically measurable.

¹⁵ Indirect cost means that a method must be followed to find the costs.

¹⁶ The cost will have a direct and an indirect component and will be permanent or variable, depending on its nature.

CHAPTER V
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