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SCHOOL OF ARTS AND SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES**



TOPIC:

***PITAL CAMPING, DENTRO DEL MARCO DEL CURSO DE ESPECIALIZACIÓN
EN TURISMO (MODALIDAD DE TRABAJO DE GRADO)***

**PRESENTED BY: CARNE
YANCY GABRIELA LÓPEZ RAMÍREZ (LR16007)
GABRIEL ALEXANDER ORANTES SOSA (OS15015)
KARINA LISETH HERNÁNDEZ MARTÍNEZ (HM09040)**

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AND ENGLISH AND
BACHELOR OF ARTS IN ENGLISH WITH A MAJOR IN LANGUAGE
TEACHING**

**SPECIALIZATION PROFESSOR
LICENCIADA FRANCISCA AGUILLON RIVERA
GENERAL COORDINATOR OF THE GRADUATION PROCESS
LICENCIADO MIGUEL ÁNGEL CARRANZA CAMPOS.**

**CIUDAD UNIVERSITARIA, DOCTOR FABIO CASTILLO FIGUEROA, SAN
SALVADOR, EL SALVADOR, CENTROAMÉRICA, NOVIEMBRE 5 DEL 2022**

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AUTHORITIES OF THE DEPARTMENT OF FOREIGN LANGUAGES

HEAD OF THE FOREIGN LANGUAGES DEPARTMENT:

MAESTRA ANA GRACE GÓMEZ ALEGRÍA

GENERAL COORDINATOR OF THE GRADUATION PROCESS:

LICENCIADO MIGUEL ÁNGEL CARRANZA CAMPOS

SPECIALIZATION PROFESSOR:

LICENCIADA FRANCISCA AGUILLON

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ABSTRACT

Pital camping is an enterprise developed for Salvadorans and foreign tourists who want to dare to have an extreme experience in a safe and fun way in a place with a pleasant climate and that has a diversity of fauna and flowers that is highly appreciated nationally and internationally. The objective of our experience is to offer the opportunity to discover the most beautiful and highest mountain in El Salvador, the Pital. And to achieve our idea in an organic and sustainable way, we have investigated not only the history of tourism in the country, but also its customs and traditions to delve more fully into the world of tourism. In addition, we detail step by step the concept of our product as well as a profile of what we as entrepreneurs need to successfully complete a tourist experience or any other business idea. On the other hand, we specialize in the laws and regulations that will guarantee us legibility to operate in this area. Taking this into account, we have created a safe, pleasant, and viable experience using a natural and beautiful resource from our beautiful country, El Salvador.

Keywords: *Tourism, country, traditions, experience, mountain.*

INTRODUCTION

In the first chapter, there is a description of the product, everything about this tour operator.

All the benefits and contributions to society and the environment. We find the collective participation from all the members of the group, the adaptation, and the importance of having a strategy for doing a good product, also consolidate the open and participatory tourism planning model from the inside and promote tourism as an option to create business in El Salvador.

In the second chapter, we describe the culture of El Salvador, starting with gastronomy all the options that we can find in this country, as well the culture and origin and characteristics, it is said that idiosyncrasy is the set of inherited or acquired characteristics in a certain way that define the distinctive temperament and character of a person or a society. As well we are going to find the identity such social norms etc., we mention the myths and legends of El Salvador such El cipitio, the witch cart and others. And religious traditions and customs of El Salvador. We describe plenty of traditions like decorate the garden on the day of the cross, holy week and others. One of the most important things in this chapter is the history of tourism in El Salvador and the policies, definition of quality of a tourism product.

Chapter III, we describe the entrepreneur profile and the entrepreneur concept, type of entrepreneur and entrepreneur ecosystem and characteristics of an entrepreneur. As well all the responsibilities of the entrepreneur and finally the definition

of quality of tourism product Tourism competitiveness strategies in today's world have contributed to highlight the role of destinations for the agency it is very important that we have all the necessary quality requirements to satisfy our clients, this is reason why we are going to have the best plans and places to visit. In this chapter we talk about strategic plans for Pital camping. We looked for a couple of marketing strategies that would help us to reach and maintain our clients. The importance of the entrepreneur profile and the types of entrepreneurs such creative entrepreneurs, entrepreneurs' commercial specialty, entrepreneurs in the agribusiness sector and others. As well we talk about barriers to entrepreneurship, success factors and the importance of responsibility.

Chapter VI In this chapter you will have the work of the slogan and Logan and the characteristics of this mark, the creation of mission and vision following for the values and bugs. Finally in chapter V we found all the bibliography that we included.

CHAPTER I:

TOURIST PRODUCT PROFILE

OBJECTIVES

GENERAL OBJECTIVE.

Promote the Pital Camping is a touristic product in which we offer the opportunity to discover the beautiful and highest hill of El Salvador, El Pital.

SPECIFIC OBJECTIVE

- Consolidate as leaders in adventure tourism, by promoting outdoor adventures, considering strategies of human development and environmental sustainability.
- Contribute to the development of the history of tourism in El Salvador through Pital Camping and its strategic plan to carry it out, considering the Salvadoran culture and traditions.
- Fulfill the profile of an adequate entrepreneur, complying with social responsibilities, quality regulations and the necessary competencies.
- To institute the values, mission, and vision as main guides for the execution of the tourist product called Pital Camping to be leaders in the tourist field.

JUSTIFICATION

The present work will focus on presenting the tourist diversity that exists in El Salvador, a beautiful Central American country, publicizing the different ways of doing tourism in it, touring very beautiful places that are not yet well known by Salvadorans, because this way we can make everything that it offers more interesting and grow its economy, also taking them dares of history so that we know more about these beautiful places since each place has its own beginnings and the development that has occurred in time and to make it grow as a tourist place. This work will allow us to explore the maritime diversity, terrestrial that there is in El Salvador, and will also make known the identity of each people to which it will go and their customs. This will make you aware of how important it is to support tourism diversity to develop its power in the national and international economic sphere.

1. DESCRIPTION OF THE PRODUCT

Pital Camping is a service which provides a great experience, adventures. It covers the needs of recreation, as well as learning. We are located in a Virtual modality. As Pital Camping we organized every tour online, but we assigned a specific place and time for the departure of your chosen tour.

The different options of tours that Pital Camping offers is directed to adults from 18 to 50 years, specially is directed to everyone who loves adventures, who enjoys long and exciting hiking and at the same time spending a relaxing day at the beach. Mostly our tours have a duration of 2 days 1night (weekend). The perfect time to camp is from April- November due to the highest season because of the weather. But also, we work in Low season (December-March) and Holiday season (December 24th- January 2nd)

1.1EL PITAL HILL (CAMPING)

Cerro El Pital is a mountain in Central America, on the border of El Salvador and Honduras the “Cerro El Pital” is one of the most visited places in Salvador. Also, it's one of the most important mountains in the department of Chalatenango, it is the highest hill in El Salvador.



EDH / Archivo. (s. f.). *Este cerro es el lugar más fresco del país*

Day 1:

Starting point: Metro Centro S.S

Departure from San Salvador 5:30 am

Arriving 7:00 am

Breakfast 7:30 am

Camp preparation 8:30 am

Walk to Piedra Rajada 9:30 am

Lunch 12:00 pm

Guided tour in San Ignacio town 1:30 pm

Arrive to the camp and dinner 6:00 pm

Dinner 6:30 pm

Camp activity 7:30 pm

Day 2:

Breakfast 6:00 am

Guided tour to El Pital at 7:00 am

Lunch 12:00 pm

Remove camping 3:00 pm

Returning to San Salvador 4:00 pm

1.1.2 Describing materials or equipment.

- Camp equipment
- Group size: 15 max.
- First aid kit.

Offer details.

- Included Services:
- Comfortable transportation
- Camp equipment
- Tour guide

None included expenses:

- Food

Cancellation Policy

- To receive a full refund for the experience, you must cancel it at least 24 hours before it begins.
- If you cancel the experience less than 24 hours before it starts, the amount paid will not be refunded.
- Any changes made less than 24 hours before the start of the experience will not be accepted.
- The cut-off time is based on the local time of the place where the experience takes place.

1.2 IMPLEMENTATION OF STRATEGIES FOR HUMAN DEVELOPMENT AND SUSTAINABILITY

According to OSTELEA from the Tourism Management School from the University Leitat in Barcelona, there are six main strategies that guarantee sustainability.

1.2.1 SOCIOECONOMIC GROWTH

After more than 40 years of uninterrupted growth of the tourism sector in Spain, it is time to consider another model that guarantees growth, but without neglecting the needs of the sector, the territory and society in current terms. The actions undertaken

must respond to fair conditions of competitiveness and profitability. Digital transformation is fundamental to achieve this objective.

1.2.2 RESPECT AND PRESERVATION OF NATURAL AND CULTURAL WEALTH

It is not possible to continue feeding a tourism model that overlooks the natural and cultural wealth of the community where it is located. This is another of the pillars of the Sustainable Tourism Strategy 2030: to promote a tourism model whose primary objective is to respect and preserve the extensive heritage that surrounds it. Economic interests cannot override this ethical foundation; on the contrary, developing a sustainable tourism business implies finding respectful alternatives to provide traditional services.

1.2.3 SOCIAL BENEFITS

This third pillar is not minor, as it seeks a fairer distribution of the economic benefits generated by the tourism sector. Through the growth of a sustainable tourism model, it will be possible to address important social problems such as the depopulation of rural areas and agglomerations in large cities.

1.2.4 COLLECTIVE PARTICIPATION

Collective participation refers to the structuring of governance mechanisms in which the State and local and competent administrations work in an equitable manner at all levels.

1.2.5 ADAPTATION

A sustainable tourism model cannot be developed with its back turned to the ongoing challenges of the sector. That is why all the actions undertaken are aimed not only at improving the quality of services offered, but also at training an entire sector exposed to constant changes.

1.2.6 LEADERSHIP

Finally, the Sustainable Tourism Strategy 2030 aims to consolidate Spain as a world leader in tourism and ecotourism.

None of this is possible without an optimal technological infrastructure, with support networks for small and medium-sized tourism businesses. Although the road is long, the prospects for the medium-term future are positive and it is the task of all of us, both consumers and entrepreneurs, to work during these 10 years to ensure that this is the case.

1.2.7OUR STRATEGIES

A. To promote a cross-cutting approach to territorial planning that ensures that tourism is a driver of the country's comprehensive productivity.

B. Consolidating the open and participatory tourism planning model from the inside out with reciprocity.

C. To promote the prioritization of tourism as an integral element of land use planning.

D. To incorporate innovative formulas to plan the management of natural and cultural resources of the territory.

A. Promote a cross-cutting approach to territorial planning that ensures that tourism is a driver of the country's comprehensive productivity.

To achieve continuous improvement in the planning and management of tourism in the country and promote sustainable development, it is essential that the various national and local institutions understand and consider the tourist use of the territory while the institutions in charge of planning tourism include in its development perspective other productive activities that support local differentiation and are the basis for designing coherent alternatives according to the particularities of each region.

Lines of action

- Promote the creation within the Territorial Planning and Sustainable Tourism Management, which will provide guidelines and follow-up for the

sustainable and integrated management of the tourism space in accordance with the established tourism development objectives.

- Propose and develop guidelines and directives for the preservation and orderly and sustainable use of the country's tourism resources, adequate to the physical and ecological conditions of the territory, in accordance with the mandates of the competent institutions in the matter.

- Fusion the various institutions that participate in the country's land use planning to jointly establish issues related to land use, determination of areas of use, conservation, management of hydrographic basins and provision of tourist infrastructure.

- To analyze models and experiences of smart cities and territories.

- Strengthen the technical and operational capacities of the Comités de Desarrollo Turístico y Centros de Amigos del Turista (CAT) in matters of planning for sustainable tourism.

- Consolidate the leadership of the Tourism Development Committees in the territorialization of sustainable tourism guidelines, working together with the municipalities, their environmental units and Tourism units.

- Promote the implementation at the local level of strategic diagnoses that generate plans, programs and actions aimed at the sustainable management of space and tourist activities in accordance with the tourism development objectives established at the national level.
- Promote the integration with the tourism sector planning instruments of aspects related to environmental sustainability, biodiversity, climate change, vulnerability and risks, and others that may affect tourism activity.
- Promote the environmental design of tourist locations with physical, aesthetic, functional and environmentally appropriate and eco-efficient criteria, improving the urban landscape of destinations through the use of typical and traditional architecture, materials and colors appropriate to the ecosystem, generating accessible public spaces. Urban furniture according to the natural environment and surrounding cultural dynamics integrate the tourist infrastructure to the local natural and cultural landscape, adding value to the tourist and to the coexistence of the community.
- Generate policy instruments that expand the incidence and participation of tourism institutions and actors in the ordering as well as in the planning of territorial development, disseminating the importance of sustainable tourism as a tool for the integral development of communities and as an aid in the

implementation of strategies. of other sectors that help improve the life of the population.

B. Consolidate the open and participatory tourism planning model from the inside out with reciprocity.

The implementation of a sustainable tourism management that generates positive and significant changes in the host communities, promotes social inclusion, gender equity, universal access, identity and the Salvadoran host, in addition to promoting new paradigms related to the performance of tourism , the education and active participation of citizens in their own development, promoting the involvement of citizens in the development of tourism and the approach of the particular situations of their territories, in favor of building a better tourist destination, with quality and lasting in time.

Lines of action

- Strengthen an open planning model where local, municipal, community and business actors participate in defining the path to follow for tourism planning and development, following guidelines proposed by the governing body, and making tourism move progressively towards a sustainable model.

- To seek the empowerment of local actors in their tourism planning processes, thereby promoting decentralization, as well as a greater commitment on the part of local entities as those in charge of their own development.
- To strengthen mechanisms for citizen participation in the sustainable management of tourism, including indigenous populations, vulnerable populations, women, older adults, youth and people with disabilities, to identify inclusion measures and mechanisms that ensure access to the tourism value chain and Generate guidelines that allow to solve social gaps.
- Promote the formation of societies for the promotion and use of tourism, based on the territories and resources of the communities, to promote the sustainable development of productive corridors and tourism investment.
- Promote that Tourism Institutions, when preparing tourism plans, programs and projects, consider the integration of multidisciplinary teams, including experts in natural, economic and social sciences to achieve a comprehensive and sustainable vision from the beginning of policies, plans and projects.

C. Promote the prioritization of tourism as an integral element of territorial planning.

Both the tourism institutions and the actors in the sector must be aware of the importance of their role in local development and assume that the transformations to be carried out in tourism require a common commitment in the formation and continuity of strategies, both as progressive work on the diagnosis of the territories, as well as in the generation of tools and indicators that allow monitoring and control for the continuous improvement of tourism activity and its progress in sustainability.

For the strengthening of tourism planning, with a view to resilience and sustainability, it must be defined by local actors following the guidelines of the governing body, seeking the widest range of participation. Parallel to this, it is key to consider planning that has a vision of development, including a gender perspective. The Tourism Development Committees will play a leading role as articulators and transmitters of the sustainability guidelines issued by the governing body of tourism and intermediation with the local population and tourism entrepreneurs. Likewise, the involvement of the municipalities is vital for the success of the initiatives.

The vision of sustainable development and the growing use of digital information technologies must be considered in the design of planning to promote the development of smart cities and sites.

Lines of action

- Strengthen the participation and representativeness of MITUR within the existing institutional framework, in terms of territorial planning and ordering.

- To establish spaces for inter-institutional dialogue and strategic coordination with the Ministerio de Medio Ambiente y Recursos Naturales (MARN) and other entities that generate guidelines for zoning and land use planning, to ensure the growth and protection of tourism investments.
- To position sustainable tourism as a tool for human and territorial development, integrating it with the initiatives implemented by other institutions in terms of job creation, youth, and inclusion.
- Promote the transition of destinations towards the creation of smart cities and sites.
- Promote the integration of tourism master plans to local planning dynamics.

D. To incorporate innovative formulas to plan the management of natural and cultural resources of the territory.

The Union International de Conservación de la Naturaleza (IUCN) defines governance as a set of rules, institutions and processes that determine how power and responsibilities are exercised, how decisions are made and how citizens participate in the management of resources. natural, being the key social aspect for these processes.

Including governance in tourism development processes guarantees that actions are comprehensive, transcending mere compliance with the law in environmental aspects and moving to tourism management that identifies development opportunities through solutions to the problems that afflict the destination. (Such as the presence of solid waste, deforestation, water pollution and degradation of its sources, exploitation, poaching or poaching, and inadequate ownership of marine and terrestrial wildlife, among others).

Therefore, promoting adequate governance contributes to the rescue of traditional practices of management and use of natural resources and ecosystems and promoting community participation allows reducing risks and vulnerability to environmental or natural events that are difficult to foresee.

In tourism, governance implies stewardship and citizen participation, with active and responsible participation that generates social cohesion and a vision of development centered on people, families, and the community.

The protection of natural and cultural resources is as fundamental for tourism as the design, promotion, and marketing of tourist destinations, since it implies the conservation and sustainable use of the resources present in the territory, so as to preserve their quality. Over time, to offer a consistent product to tourists, and improve the living conditions of the local population.

Lines of action

- Promote with the Municipalities the creation of tourist ordinances on issues of health, hygiene, decoration, safety, environment, landscape, collection and treatment of waste, architecture, urban planning, advertising and commercial signs, citizen participation, prevention of light pollution. And acoustics,

conservation of biodiversity, use of public spaces for tourism purposes, use of tourism territory and tourism activities, respecting rights and promoting responsibilities.

- Identify inter institutional strategies for the conservation and protection of threatened and endangered ecosystems, where tourism is an ally.

- Promote the contribution of the sector to the fulfillment of the country's commitments on climate change, such as the Contribución Prevista y Determinada a Nivel Nacional (NDC) and the national planning instruments related to Climate Change.

- Accompany the planning design of public policy on sustainable tourism with components for adaptation to foreseeable and unforeseeable events resulting from climate change, particularly those that are a risk and threat to the population, supported by analysis and studies of vulnerability.

- Actively participate as MITUR in interinstitutional and intersectoral spaces on issues of sustainability, health, vulnerability, and climate change, such as the Gabinete de Sustentabilidad Ambiental y Vulnerabilidad y el Consejo Nacional de Sustentabilidad Ambiental y Vulnerabilidad (CONASEV) y Comisión Intersectorial de Salud (CISALUD).

1.2.8 ENVIRONMENTAL SUSTAINABILITY

Society is moving towards a circular economy model that is essential to address the climate crisis and the overexploitation of resources.

Circular models refer to the same people from our country El Pital who are interested in making local tourism, and they contribute to the local economy. For instance, El Pital Hill is known for its enormous production of peaches, so every tourist who goes there they get to know and learn more about this fact, furthermore they buy and contribute by buying their product, so when purchasing their merchandise, the tourist helps small and medium-sized entrepreneurs.

CHAPTER II:

CONDITIONING ELEMENTS OF

THE TOURIST PRODUCT OR

SERVICE.

1. SALVADORAN CULTURE

The culture of El Salvador is a mixture of the Mayan, Lenca, Nahuatl, Ulúa, Spanish and other minority ethnic groups. Less than 1% of the population speaks Nahuatl. The Catholic religion played an important role in the culture of El Salvador. Painting, ceramic and textile items are the main manual artistic expressions. The writers Francisco Gavidia (1863–1955), Alberto Masferrer, Salvador Salazar Arrué, Claudia Lars, Alfredo Espino, Pedro Geoffroy Rivas, and Manlio Argueta, and the poet Roque Dalton are among the most important artists to come from El Salvador.

Notable 20th-century figures include filmmakers Baltasar Polio and Guillermo Escalon; Miss El Salvador Maribel Arrieta, singer Álvaro Torres and artist Fernando Llort. Among the most recognized representatives of the graphic arts are the painters Noe Canjura, Carlos Cañas, Julia Díaz, Camilo Minero, Ricardo Carbonell, Roberto Huezo and many others.

1.1 GASTRONOMY

The most notable food in El Salvador are pupusas. The Pupusa is a thick handmade tortilla (either using corn dough or rice dough) filled with one or more of the following ingredients: cheese (usually a soft cheese called "Quesillo" with/without Loroco), pork rinds, refried beans, and/or loroco with cheese. Other ingredients such as

shrimp, chicken or squash are generally used by restaurants. Other typical Salvadoran dishes are atol shuco, chicken tamales, corn tamales, pisque tamales (stuffed with beans), fried or boiled cassava, bread with chumpe (turkey), enchiladas, sweet potato in honey, bathed cassava nuegados with sweet panela tied honey accompanied by hot chilate. In the east of the country, we find tortilla chips and donuts.

1.2CULTURE

The Spanish undertook the conquest starting from Mexico, towards Central America, in 1525 Pedro de Alvarado founded the city of El Salvador, near Cuscatlán; said territory is part of the general captaincy of Guatemala, belonging to Mexican territory. In 1821 Central America became independent from Spain and organized as a federation. El Salvador established its own constitution after a brief war in 1824; this is part of the United Provinces of Central America, which would later be the Federal Republic of Central America. The country has always been dominated by the large coffee growers. The political and economic life of El Salvador has depended on this since the 1920s. The coffee group was led by the landowners; they had to share power with the military to put an end to the peasant uprising waged by Agustín Farabundo Martí. The alliance between these two with great power, created great discontent in the population and even in the Catholic Church itself.

Arriving in the 70s the country had an armed conflict with Honduras, which lasted 100 hours after its end after 4 days of fighting. Currently El Salvador is a country with several cultures, we do not have our own culture since the Spanish colonized us, which lost our indigenous roots and now with all the technology, people have adapted new traditions.

1.3 IDIOSYNCRASY

It is said that idiosyncrasy is the set of inherited or acquired characteristics in a certain way that define the distinctive temperament and character of a person or a society. A serious example, the idiosyncrasy of the Salvadoran is different from that of the Guatemalan, since the Salvadoran is very hard-working and conformist.

1.4 IDENTITY

When we refer to identity, it is when we speak of a series of values, social norms, etc. Factors that guide our life and the life of the population. In El Salvador we have many sectors such as those ideologies in the religious and anti-communist right, we have a diversity of identities and logically many cultural forms. It must be said that the Salvadoran is practical; that is, he seeks to solve his immediate needs as well as those of his family and maintain his socio-economic status at all costs. From this national characteristic arises the generalized discrimination against the poor.

Salvadorans have a certain culture of survival; something very typical of the lower strata of the country and this economic as well as social subordination that develops in the national individual a very fatalistic vision of daily life. There are no desires to improve thanks to the comfort of the Salvadoran. Take life as you have received it. Earn the essentials. Achieving a certain minimum standard of living would improve material conditions. One of the greatest phenomena in the identity of the Salvadoran is migration since it would mark a variant within the lower sectors, who see in it a way out so as not to continue in poverty and therefore decide to emigrate preferably to first world countries.

Being Salvadorans means being sacrificed; since this is a derivation of the survival culture discussed above. This is one of the traits that helps define Salvadorans as conservatives, this is so because it clearly follows from this the national idea of acceptance of harsh living conditions, so this would predispose social subjects to tolerate or endure the circumstances of its materiality rather than overcome them.

1.5 MYTHS AND LEGENDS OF EL SALVADOR

1.5.1 The Cipitio

According to ancient beliefs, Cipitio was the son of Zigueguet, the queen of the moon, who, betraying her husband with only a morning star, received a terrible curse from the God of Gods, Teolt. The curse fell on his son, who would be the result of treacherous love. Which would never grow up and would not be a man. He will

symbolize the God of illicit romances and would remain until the consummation of the centuries as a baby, that is, always a child, always Cipit. Of so many Stories and Anecdotes here we will narrate two:

They say that a few years ago, when our grandparents were young, it was more common to find the footprints of a child in the ashes of the wood from the oven, anyone could think that it is a mischief, but... perhaps it is not, the Cipitio He loves to wallow in the ash, and get very fed up with it. It is characterized by a small and paunchy being with a huge hat on his head, his feet are backwards, that is, his toes are backwards, that's why when people tried to chase him, and he continued their footprints to the contrary. It was common to find his tracks around mills and mills, or in the ashes of old earth ovens, this little mocking spirit hid in the bushes on the banks of rivers and streams to spy on the girls who came to wash or bathe half naked...

1.5.2 THE WITCH CART

They say that for a long time and to this day every Friday night, in some towns of El Salvador, at the stroke of midnight you can hear a cart that starts in the depths of the plains and approaches slowly, you can clearly hear the squeal of the wheels rubbing against the dry-grease axles. There are many stories of the witch cart, I will tell you today the experience of Majin, a man of advanced age who lived when he was young in

a small town in the north of El Salvador, it happens that one night he came to visit some relatives at night, it was almost midnight but he was already used to walking those dark paths, only with the light of the moon.

Nothing scared Majin anymore, he had run into Cipitio, Siguanaba and sometimes Cadejo accompanied him, but that night not even Palomo, his guard dog, went with him. Suddenly, with about 2 kilometers left to reach his town, he heard a cart approaching, suddenly he thought, it must be Don Concho who is coming to bring grass tonight, or it must have been ruined for them, in short, many ideas passed through his mind head. Each time that noise became closer and louder, for that Majin was about to reach the town, he only needed to pass by the cemetery, he always felt chills when passing through that place, so he just crossed himself and continued on his way, when he managed to pass the cart was almost behind him, when he felt a current of icy cold that ran all over his back.

1.5.3 LA SIGUANABA

This is one of the most common legends in El Salvador, who does not joke "the siguanaba will take you" in short, so many legends, La Siguana is the mother of Cipitio, which is the first legend on this page. La Siguana still appears in the creeks and streams washing at midnight. It happens once to a man, who had agreed with his girlfriend to escape at night. Said and done at about 11:30 p.m. The young man was with his horse

waiting for his beloved, suddenly he saw the figure of a woman approaching him, out of happiness he didn't even notice, he just helped her to ride with him, they took the road, but nobody noticed all of this. He had crossed a single word.

What began to worry the young man the most was that he had not brought his clothes with him, after a long time she began to caress his chest, the poor man did not find what to do when he felt her large breasts on his back, the young man finally decided and began to caress his whole body, although he could not see his face but he felt happy, as he entered the thick mountain, from those soft hands large nails emerged that dug into the young man's skin, and scratched the horse, which prevented him from standing up, when trying to see his face he saw a disheveled and distraught woman who laughed out loud.

He did not remember any more of his grandfather's advice and bit the horse's reins to gain courage and said: -You are so sexy Maria, give me a kiss Maria, give me your whole body that here is your goose bumps Maria, so that He said this and that woman jumped off the horse and came out frightened by the bushes, from which the young man was saved, since they say that Siguanaba is annoyed that they call her Maria 3 times. The Siguanaba is a legend that almost all Salvadorans know and some anecdotes are known, so when going out at night and alone, worse if there are streams, rivers or streams, be careful not to be seduced by this being.

What ruffled his hair the most was when the chickens began with their characteristic screech of fear, the dogs were frightened, scared, that instilled more fear, he knew that the cart was not good, so he crossed himself and half jumped a fence and he took refuge behind some pineapple trees when he felt that the cart was almost in front of him, he said prayers. At that moment a lump was appearing, which upon closer inspection could see the figure of a broken-down cart that was moving slowly, it also had no oxen, and on the end of its pawls it had skulls, inside it they already made bodies of people , which she did not recognize, and beings with grass heads advanced behind her, she passed in front of him and walked away, Majin does not remember how she got home, only that she spent 3 days with a fever, since that day she no longer knows let grab more of the night and worse if it's Friday.

This is one of the many stories, many say that the cart went through the towns taking the souls of bad people and others say that this legend begins when a man was won by the devil and forced his oxen to enter a church, but the oxen resisted and did not do it, but burst their joints and escaped, the cart rolled without oxen low hill the strange thing is that they never found it, but the cart always travels the streets of lonely towns and cities in search of bad souls.

1.5.4 THE CADEJO

Much is said about this little animal, El Cadejo appeared to night travelers, sometimes the cadejo used to always accompany men, but only with singles, the Cadejo as well as defending his companion, bothered him that he did not did his will, and when he got angry it was very dangerous because he turned into animals of immense size. El Cadejo, some people say, feeds on the blood of animals, many people say that sometimes he crossed the street and did not let his companion pass, if he resisted he enlarged and he had to obey, the next day the rumor that there was a robbery up ahead, or the Guard was beating up everyone who passed by.

The Cadejo for the most part has not been seen as fright, but as a nocturnal being with supernatural properties, those who saw it say that it was the size of a puppy, had a pointed nose and when walking it caused the sound like the hooves of a goat, when feels far is that it is close, perhaps next to one, and if it feels close it is that it is far. The cadejo often fought with other spirits, even with men, to defend his companion. Many have once wanted to touch him, but no one has said they have been able to do so.

1.5.5 THE BLACK KNIGHT

He is a being that causes panic, who imagines that the mere devil appears to him, they die of fear, since he is imagined as a monster, but as you know the devil is an intelligent demon, it would be absurd for him to appear as an ugly animal, would present itself in the most attractive way possible. They say that a long time ago some owners of haciendas suddenly disappeared and some appeared later in the dead pastures and inside nothing but grass, they say that when bad luck surrounded some people or for reasons of life a man was desperate, they invoked the devil for help.

Without waiting, a thick whirlpool formed, and a rider appeared, very elegant on a powerful horse, with gleaming saddles and a great cape, his business was to buy souls, he granted some wishes to whoever invoked him in exchange for his soul, they say that he offered money, women, luck, future for children and riches in exchange for the soul. The gentleman gave seven years to his clients so that they could enjoy everything he offered, and he came at seven years old to take away the soul that he had bought most beautiful traditions and customs of San Salvador

Many agree that the identity of a people can be defined by its customs and traditions. The beauty of the culture of San Salvador can also be appreciated in them.

These not only introduce us to the essence of the city and the country, but also invite us to be part of joyous celebrations. Shall we meet them?

1.6 RELIGIOUS TRADITIONS AND CUSTOMS OF EL SALVADOR

1.6.1 DANCE OF THE PINTO BULL

These folk-dance dates back to the Spanish conquest. It is a representation that mixes rituals and traditions of Mesoamerican origin with part of the culture of Spain. In this dance a person puts on a frame (a kind of giant mask) in the shape of a bull. The other participants in this dance stand in a circle and whoever has the mask dances in the middle of them as if he were chasing them. To the beat of the music, the bull imitates said animal and does different pirouettes. This dance can be seen in some events that take place in the city or in the large parks of San Salvador during festive events.

1.6.2 PUPUSA SUNDAYS

One of the most popular customs of San Salvador is eating pupusas on Sunday nights with the family. Because life without pupusas is not life for Salvadorans and every foreigner who tries these delicacies usually agrees with this. Whether they are corn or rice pupusas, with cheese, with beans, scrambled eggs or pork rinds, everyone ends up delighted with them. This dish is so important that they even have a special day for it: National Pupusa Day. It is celebrated on the second Sunday of November. One of the

best places to eat pupusas with the ingredients that you like the most is in Antigua Guatemala where there is a wide variety of pupuserías.

1.6.3 DECORATE THE GARDENS ON THE DAY OF THE CROSS

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 from the land. It is a festivity of a religious and spiritual nature, 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.

1.6.4 EASTER CARPETS

One of the most special customs of San Salvador is to create carpets during Holy Week. Many families in San Salvador have a tradition of painstakingly working together to create the amazing carpets of sawdust, salt, and many colors in the streets where the processions parade. In these temporary works of art, you can see everything from country landscapes to images of a religious nature. Its explosion of color and beauty

makes it one of the most anticipated traditions of San Salvador. To admire one of these carpets, you can go to the Historic Center during Holy Week.

1.6.5 HOLY WEEK

It is one of the most important traditions in this country, the devotion of Catholic parishioners overflows to adorn our Lord Jesus Christ, accompanied by processions and different religious acts, people relive the passion and death of Jesus, son of the Blessed Virgin Mary. One of the details that enrich the Holy Week are the handmade rugs, these embellish the representation of the path that Jesus Christ traveled before being crucified.

In Chalchuapa the tradition is that the bearers of the litter walk barefoot through the streets of the city, this is considered a very strong and special act of piety. Another tradition is that of the Talciguines in the municipality of Texistepeque, which takes place on Holy Monday in the morning. It consists of the Talciguines going in search of Jesus and on their way, they whip those who cross their path, upon arrival at noon they stand in the back corner of the church and fall humiliated before Jesus. The 19 men dressed in a red suit fall to the ground and Jesus passes over them, at the end they turn around and Jesus rings loud bells and the Talciguines run out and enter the Church.

1.6.6 Augustine Festivities

These are held in San Salvador, in honor of the Divine Savior of the World, and are surrounded by songs and prayers of the parishioners, the smoking of candles, the smell of incense, the explosion of rockets in the sky, among others.

Fiestas Julias, the Santanecos celebrate them in honor of their Patron Saint, Santa Ana, year after year hundreds of people gather in the field of the fair and other places to demonstrate the dedication they give Santanecos to these celebrations.

The Carnival of San Miguel is another of the most important festivals in El Salvador, it is celebrated in honor of the Patron Saint of the population, the Virgin of Peace, as the days go by, and a series of carnivals are celebrated in different sectors of San Miguel.

1.6.7 INDEPENDENCE DAY

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

are shown and the artistic acts that are made, ending with a message alluding to the homeland.

1.6.8 ALL SAINTS DAY DEAD

November 2 is very important for most Salvadorans, since it is part of our traditions, people go to cemeteries to dedicate time to loved ones who have left and are no longer part of this world. Large numbers of people are blooming every year and despite the death of loved ones who are remembered, it has become a very popular festival. Almost always a meeting is held where the first thing they do is clean the place where the person is buried or wash and paint the platform days before so that the tombs are decorated with flowers, whether artificial or natural, on the same day. Something traditional for this day is the performance of a mass for these people who have left, it is also not necessary in some places where mariachi is brought and they sing songs that the person liked when he was alive, and This is how the National Day of the Dead is celebrated year after year in El Salvador.

1.7HISTORY OF TOURISM IN EL SALVADOR

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 La Junta de President Alfonso Quiñones Molina's government, with the creation of the Junta de Tourism and Agricultural and Industrial Propaganda, whose objective was to promote national and foreign tourism domestic and foreign tourism. In 1946, the National

Department of Tourism was created as a section of the Ministry of Foreign Affairs. Was created as a section of the Ministry of Foreign Affairs.

The 1960s are considered the modern era of tourism development in El Salvador. Tourism is systematically thought of and some official instances are created for its promotion. In 1961, the Salvadoran Institute of Tourism (ISTU) was created as the leading governmental.

Its main attributions were the elaboration of projects for the promotion and development of the sector. And development of the sector, the regulation of tourism companies, the management of heritage and the presentation of regular reports. Management and the presentation of regular reports on the evolution of the sector. The monitoring of the sector became easier from 1968, when the ISTU began to publish detailed statistical bulletins on the flow of tourists to El Salvador.

The institutional framework was strengthened with the issuance of the Law for the Promotion of the Tourism Industry.

The formation of the institutional framework was reinforced with the issuance of the Law for the Promotion of the Tourism Industry in 1967, which provided fiscal incentives to companies that joined the national system of tourism. Companies that joined the national tourism system.

The financial outlook also improved for the industry, with the opening of lines of credit to promote tourism investment. Lines of credit to promote tourism investment. The Economic Development Fund of the Central Reserve Bank

The Economic Development Fund of the Central Reserve Bank, created in 1966, contemplated the granting of credits for tourism infrastructure construction projects of credit for tourism infrastructure construction projects. However, the impact of these

However, the impact of these policies does not seem to have been very significant: by 1969 there were only 320 rooms available (Hotel El Salvador). Only 320 rooms available (Hotel El Salvador Intercontinental, 210; Gran Hotel San Salvador, 90 and Parker House, 20).

The decade of the 1970s. These have been considered the golden years of tourism in El Salvador, with an economic and political life characterized by a relationship characterized by relative stability.

Two factors drove the development of the hotel infrastructure: first, the motivation of private initiative in identifying the potential for tourism in El Salvador. Private initiative was motivated by the profitability of this type of investment. Second, the tax incentives and credit facilities granted to the sector.

In 1979, it was the beginning of the political crisis and the climate of violence that led to the outbreak of war. The outbreak of war a year later. During this period, disappearances, and murders increased, and some businessmen were kidnapped by leftist military organizations. Military leftist organizations (such was the case of the president of the ISTU, Mr. Roberto Poma).

The international press spread the image of belligerence and the country was declared dangerous for tourists. The international press spread the image of

belligerence and the country was declared dangerous for tourists.to the levels of seven years before; in 1980 the lowest quota of visitors in 15 years was reached.

1.8SUSTAINABLE DEVELOPMENT POLICIES IN EL SALVADOR

According to the UNDP (2021), the 2030 Agenda for Sustainable Development internalizes the idea that development cannot follow the same current patterns, since maintaining this trend implies going beyond the limits of the planet and it would lead to the eventual extinction of the human race. The 2030 Agenda promotes a balance between the environment and the well-being of people, especially those who face inequalities, and they are falling behind. The transgression of planetary limits puts risk to humanity, but especially to groups in condition of vulnerability, who are the ones who suffer the most environmental deprivation and suffer more strongly. The schedule is also an invitation to make changes in practices and values, as it promotes changes and modification of behaviors around production and consumption. (UNDP 2021)

The new visions of sustainable development must guarantee a universal minimum of well-being without compromising the means of the planet Land. The “donut economy” (Raworth, 2017), in tune with the agenda 2030, is an example of a model that outlines the space between planetary boundaries and people's well-being. The donut economy consists of two concentric rings: the area of the inner circle of the donut corresponds to an area of deprivation in human and social development; the outer zone represents an area that would be exceeding the planetary limits and causing scenarios degradation critical. Between the outer boundary of the first circle and the inner

boundary of the second circle is where the space is found in which the needs of all people can be met, regardless of compromising planet earth resources.

The path to achieving sustainable development should not be the same for different countries or territories. Although the commitment to consolidate a greater balance with the planet must be global and collective, the actions to be prioritized will be different and will vary depending on of national problems and specific social deficits, and of the responsibility for contributions to planetary imbalances, like climate change. The richest countries with the highest HDI are those that generate the most cumulative CO₂ emissions and that radical measures must be taken to control them. The results of the measurement of the HDI adjusted for planetary pressures (HDI-P) confirm that countries with a higher degree of human development have higher CO₂ emissions per person and have an ecological footprint per capita deeper (UNDP, 2020).

The critical challenges for sustainable human development in El Salvador in the Anthropogenic era are associated with the reversal of pollution processes and environmental degradation, the reduction of the social and economic vulnerabilities of the population and the promotion of resilience to extreme events caused by climate change. Alternatives to address these challenges are multiple and include, among others, the implementation of circular economy, nature-based solutions, education and innovation for sustainability, as well as improved management budget and the use of available resources for climate finance. Although it is recognized that by themselves these alternatives are not enough to consolidate a development process sustainable human development in the country, are pertinent to initiate or deepen a plural dialogue that allows to advance in a more forceful way in this address. The productive

transformation of the countries and the adoption of models of more inclusive, resilient, and sustainable economies require reflection on production and consumption: the circular economy is an example of a new way of doing things (Schröder et al., 2020). The circular economy is conceived as a system of use of resources where reduction prevails, reuse and recycling, as well as the use of biodegradable materials to generate the least amount of waste and damage to the environment. In contrast to traditional linear industrial approaches that based on taking, making, using and disposing (UNDP, 2020; Schröder et al., 2020), the circular principles contemplate product designs more durable that can be reused, repaired or recycled, as well as the closure of certain cycles in the production processes to ensure the reuse and recycling of materials in the different phases of the value chain (UNDP, 2020).

There are public and private initiatives to implement a circular economy in El Salvador. As of 2019, the following efforts promoted by MARN: National Program for Comprehensive Management of Solid Waste in El Salvador (2010), Guide Technique for the Comprehensive Management of Electrical Equipment Waste and Electronics in El Salvador (GIRAE) (2017), Plan El Salvador Sustainable by 2030 (2018)¹⁰, SOS Ríos Limpios Program (2019) (Cerna et al., 2019). Also, recently added to this list the Law on Comprehensive Waste Management and Recycling Promotion (2020)¹¹, as well as the initiative to develop a roadmap in the country (MARN, 2020; Deumann, 2021). In addition, some experience innovative initiatives led by the private sector, in particular, by the plastics industry that is gradually adopting these practices as a result of significant external pressures for their transformation.

Nature-based solutions (NBS) represent another alternative compatible with sustainable human development, since actions aimed at protecting, managing and restoring ecosystems are natural or modified. The SBNs promote, among other things, an approach in sustainable infrastructure to improve urban resilience and, at the same time, safeguard biodiversity (Cohen-Shacham et al., 2016). The combination of investments in traditional gray infrastructure, with the protection and restoration of natural infrastructure can be a cost-efficient alternative to develop more resilient works. In El Salvador, a climate change adaptation strategy in the road and hydroelectric infrastructure from an SBN approach would imply a broader intervention process in the basin, to transform agricultural practices and improve water regulation. Education has a critical role in underpinning and reinforcing changes in the social norms necessary for sustainability, the patterns of production and consumption, as well as in the necessary lifestyles to travel a path of sustainable human development and face the climate emergency. This role has been formally and widely recognized by various international instruments that indicate the relevance of promoting, inside and outside the formal educational systems, actions, education, training and awareness on these issues. In Salvador, for more than a decade, at least six public policy instruments expressed intentions by strengthening these areas from formal and non-formal education. To the date of this report, however, there is no information available that allows comprehensively assessing the extent to which these plans and strategies proposed have been implemented; or know your results, your effectiveness, or their contributions to the transformation of social norms. In the future, and in view of the implications of the anthropogenic, it is essential to concretize, sustain, improve, and scale these intentions. Promoting innovation for development and improving formal education in science,

technology, engineering, and mathematics (STEM) in English) is another way of equipping Salvadoran society to address planetary imbalances and climate change. A scenario of fiscal restrictions such as the one that the country takes advantage of available opportunities to improve the budget management and access to climate finance is essential to activate the path of sustainable human development. In this area, El Salvador must move towards planning results-based budgeting that allows, on the one hand, to establish environmental performance indicators linked to specific goals, which would facilitate evaluating the effectiveness of the instruments of national planning linked to climate change; for another, review each of the different phases of the budget cycle and its main instruments and information systems based on of climatic considerations. This would make it easier to determine if the country's international commitments, such as the SDGs and the NDCs, are duly incorporated into the budget processes; what's more, would contribute to improving the quality and transparency of public spending climate. Identifying and managing financing options and the mobilization of fresh resources—including lines of credit special and insurance funds, payments for services environmental issues and access to international climate financing— would serve to deal with climate change.

1.9 DEFINITION OF QUALITY OF A TOURISM PRODUCT

Tourism competitiveness strategies in today's world have contributed to highlighting the role of destinations. The commitment to quality as a differentiating

element of our tourist destinations has become the axis of these strategies in tourist companies and destinations. Recent trends and changes in the international tourism market and the complex situation of tourist areas require new policies and strategies from the States. At the national level, destination plans play a decisive role in the framework of tourism quality policies, and their analysis is of great interest in terms of investments made, actions carried out, results obtained, etc.

Quality is a subjective concept, which explains its dynamic and non-universal nature (Sánchez, Díaz and Bethencourt). It is a dynamic concept since tourists' tastes evolve over time. Moreover, the idea of quality is not universal either; it requires specific supply responses to the desires and aspirations of increasingly differentiated market segments. Thus, for example, a German tourist may demand a faster response to his requirements than a Spanish or Italian tourist, who may be more permissive. Therefore, the study of the market, that is, of the aspirations, desires, tastes, and motivations of the consumers of tourism products, is fundamental when it comes to improving the quality levels in the provision of tourism services by destinations.

1.9.1 NATURAL RESOURCES THAT ARE CLOSE TO THE MUNICIPALITY WHERE YOUR PRODUCT WILL BE LOCATED AND EXISTING CIRCUITS.

1.9.2 RUTA FRESCA

The natural beauties found in the municipalities of La Palma, San Ignacio and Citalá are now promoted with a name: Ruta Fresca (Fresh Route), which includes 14 tourism options. The agro-ecotourism tour is one of those options. La Ruta Fresca, named for the beauty and rich climate of the municipalities of La Palma, San Ignacio and Citala. The route offers alternatives for outdoor fun with family and friends. In addition to places to spend the night, in hotels and hostels, or outdoors in areas surrounded by pine trees. The high zone of the department of Chalatenango has a pleasant climate, even when in other parts of the country there is a hot climate, there is a climate of between 10°C and 18°C there. Before, for example, it was promoted as Artisan Paradise, but that did not identify the full potential of the area. Now all these municipalities are known as Ruta Fresca, a private effort promoted by companies in the tourism sector, with the support of the municipalities and other governmental and non-governmental organizations. To promote tourism in the Trifinio area, as a single tourism destination, which includes hotels, restaurants, handicrafts, good agricultural practices, ecotourism, and adventure tourism. Within this concept, each municipality exhibits its own tourism offer and identity. La Palma "Cuna de la Paz", San Ignacio "Hospitalidad de altura", and Citalá. Each of these municipalities has unique attractions for tourists. For example, those who travel this route can choose the flowers they prefer, ask for them to be cut and pay an affordable price for them, the same can be done with fruits, vegetables, and legumes.

2. STRATEGIC PLAN OF THE TOURIST PRODUCT

2.1 CUSTOMER MANAGEMENT

Customer service is a management modality that starts from the top of the organization. Once these factors have been identified, if any of the members of the organization are able to articulate them in a simple way, something lasting will be built.

Customer management is all those activities and processes that the company performs throughout the customer's life. For example, every company has a customer relationship model. Well, management is the application of that model. It could be summarized as all the efforts and actions you make throughout the customer's life cycle.

For the agency it is very important that we have all the necessary quality requirements to satisfy our clients, this is the reason why we are going to have the best plans and places to visit.

There will be a detailed planning of the price, place of visit and detailed planning. As well we are going to have the best transportation and air conditioning.

When customers arrive, they are going to have the best experience because everything is going to be in the good order. As the planning will be exactly as we said before they can have the best experience without any complaining. Agency is going to maintain all the prices and look for the best season for traveling to Pital.

2.2 DEFINITION OF QUALITY OF A TOURISM PRODUCT

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2.3 QUALITY OF YOUR TOURIST PRODUCT

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2.4 STRATEGIC PLAN

El Pital has a humid forest made up of trees such as pine, oak, and cypress. The peak of El Pital, a camping area and where the lowest temperatures in El Salvador have taken place.

El Pital hill is one of the most visited tourist destinations in Chalatenango, El Salvador. With an elevation of 2,730 meters above sea level, it is considered the highest place in El Salvador, which is why it enjoys a cold climate almost all year round.

This is a place of great importance since it is considered a humid forest that allows the conservation of natural ecosystems. This ensures the maintenance of native wild species; especially those considered as endemic or under threat of extinction. This type of forest allows maintaining the ecological balance and life in the area, both animals and plants. Because of that, our marketing plan is to explore all the beauties of the place

and its surroundings and promote our tours through social media such as Instagram, Facebook and Tik Toks of the amazing adventures lived by our clients. We would pay for the marketing advertisements to reach different people interested in our market.

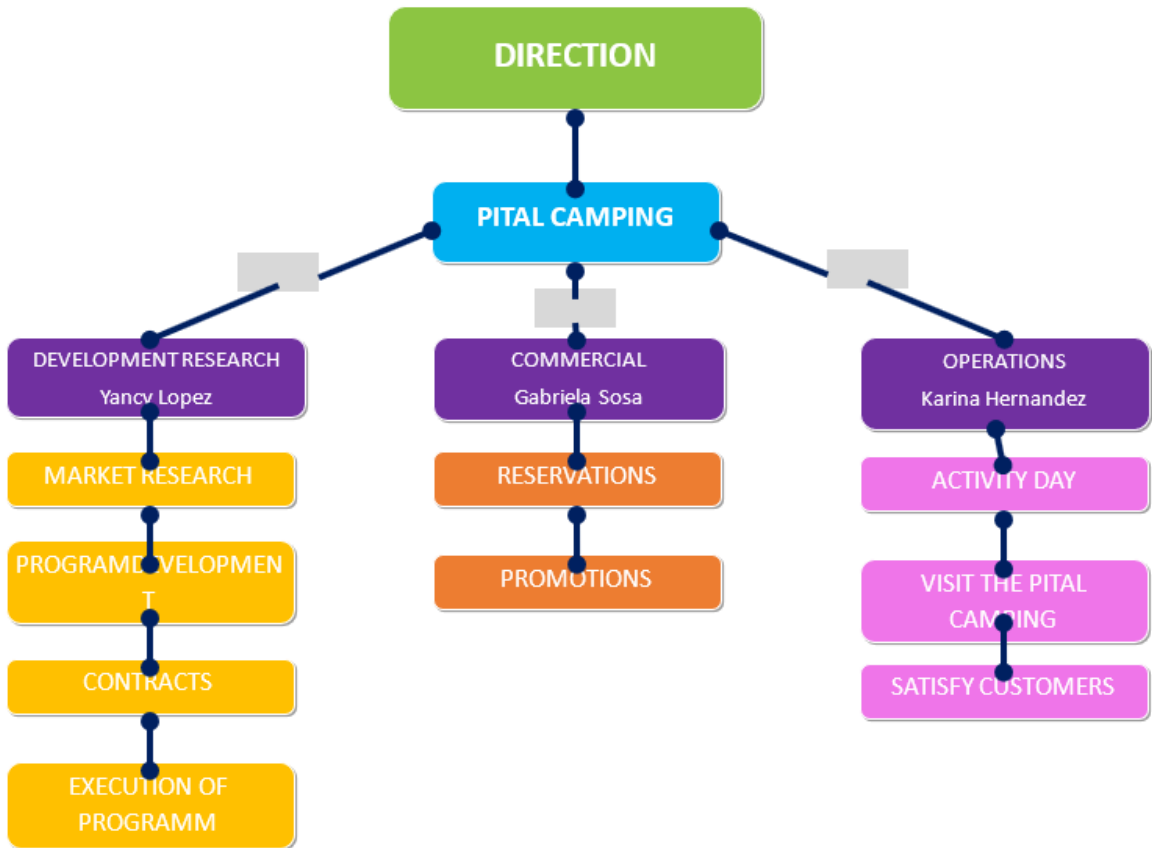
As Pital camping we looked for a couple of marketing strategies that would help us to reach and maintain our clients:

According to a study made by Muelas, C. (2020), there are strategies used to achieve our goals or improve our marketing area. That is why Pital Camping selected the advice that will be used to reach out to the clients which suits our company.

- Segmentation strategy

A segmented marketing strategy will allow you to divide and focus your campaigns on a specific audience or segments of people. There are different types of segmentation:

- Undifferentiated: the company chooses to carry out a mass marketing strategy, trying to get the more impressions and customers, the better.
- Differentiated: consists of segmenting the market into different groups and establishing different marketing strategies for each of these groups. It allows the strategy to be more differentiated and the tone with which the message is transmitted to be personalized and therefore more adapted to each of the defined groups.



CHAPTER III:

ENTREPRENEUR'S

RESPONSIBILITY

ENTREPRENEUR PROFILE

1. ENTREPRENEUR CONCEPT

Precisely establishing the meaning of entrepreneur is, without a doubt, a difficult objective by virtue of the different theoretical currents which tend to define the entrepreneur according to their own area of study, predominating the definitions made by economists and behaviorists, but some current definitions of the entrepreneur can be reached. The word "entrepreneur" is of French origin and arises around the 16th to 17th centuries, used to refer to those daring people who acted differently to create or improve results, generally linked to business.

According to SEBRAE ²(2010), an entrepreneur is an individual capable of thinking and acting in an innovative way, identifying, and creating opportunities, inspiring, renewing and leading processes, making what seems impossible possible, exciting people, fighting routine and taking calculated risks with the goal of profit.

Starting in the 20th century, the economic schools, through their main exponents such as Schumpeter (1949), Knight (1942), Kinzner (1979) have presented their interpretations, serving as the basis for the evolution in the definition of the entrepreneur.

Entrepreneurs are the main promoters of the economic and social development of a country. Identifying opportunities, taking advantage of them and finding the resources to transform them into profitable businesses, in essence, is his mission.

The expert in entrepreneurship, Robert D. Hisrich (1989), defines "Entrepreneurship" as the process of creating differential and value, dedicating time and necessary effort,

assuming the corresponding financial, psychological, and social risks and receiving the consequent economic and personal rewards.

Zinga (2007) defines the Entrepreneur as the self-motivated, visionary individual who interprets the market, identifies, and explores business opportunities and takes the initiative in creating a company.

And according to us an entrepreneur is someone who leads, develops, and builds a company or business from scratch.

1.1TYPE OF ENTREPRENEUR

- Creative entrepreneurs

They are those who decide to find a company based on a product, service or technology of their own or that they have developed by themselves. Creative entrepreneurs have a highly appreciated competitive differential, their creative capacity; while some copy, they are creating new products or looking for new processes.

We believe that this type of entrepreneur is attached to us since we have a key differentiator that makes us unique and innovative in the tourist experience services market.

Entrepreneurs with a commercial specialty: Regardless of the area where they enter, commercial entrepreneurs have a greater commercial response than any of the entrepreneurs presented. Due to their deep knowledge of the market,

they are often involved in product development to respond to the real needs and desires of the customer. Thus, when they achieve a good balance between their commercial ability and the confidence of those who work on a good product, the result can be noticeable.

We believe that this type of entrepreneur sticks to our service, because we respond to a need that has become more necessary after the pandemic we have experienced, since people want to travel safely and enjoy the natural resources and return to a normality we have lost since 2020.

- Entrepreneurs in the agribusiness sector

This category can be integrated into any previously identified sector, these entrepreneurs focus their attention on an activity with growing profitability and application of knowledge and innovation. Technological or scientific-based projects or initiatives linked to rural and adventure tourism are some of the undertakings that have the potential to develop new markets ³(PRODEM 2013).

We believe that this type of entrepreneur sticks to our service, because we focus on our goal, which is to promote a profitable and ecological rural tourism and adventure service in the country.

1.2 ENTREPRENEURS ECOSYSTEM

Daniel Isenberg⁴ (2011), defines the "ecosystem" as a combination of several domains: culture, politics, leadership, financial availability, human capital, market favorable to dynamic ventures.

An entrepreneurial ecosystem must create an environment where entrepreneurs can validate their ideas, simulate the business model, and find reliable and supportive support to turn their ventures into sustainable companies.

Universities form a key link in the articulation of the entrepreneurial ecosystem, linking entrepreneurs with the academic, business and public sectors; mediating interests and expectations, they definitely become strategic actors in the development of the ecosystem.

The growing population of the young mass and the strength that the middle class is gaining, are creating a socioeconomic context that the government must understand, attend to, and create the conditions to respond to the expectations of a country with all the development potential; public-private dialogue is essential to align common objectives and strengthen relationships with strategic allies, which will contribute to generating more sustainable solutions. The economic revitalization of the country and the generation of jobs must be a priority on the political agenda.

Building the ideal conditions to promote entrepreneurial development must have a systemic perspective, where entities must demonstrate functionality, coordination, and

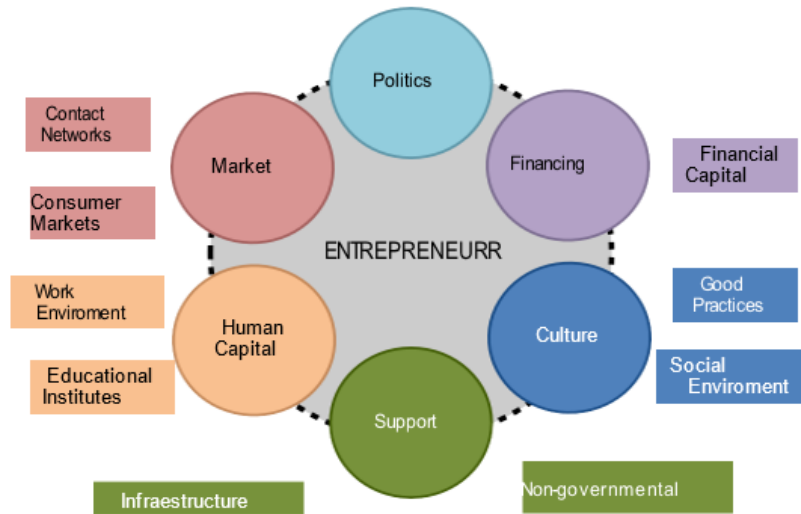
autonomy, to capitalize on the entrepreneurial potential that demands sufficient knowledge, technical support, capital, availability and speed of response.

In an entrepreneurial ecosystem, everyone depends on each other, which is why it is essential to establish an environment where the rules of the game are respected.

Isenberg (2011) groups certain elements in an ecosystem into 6 key areas.

1. Market: including the first clients and the networks that are essential for the development of a new company, such as networks of entrepreneurs.
2. Policies: including real support from the authorities and public bodies, such as the creation of a legal framework that favors the creation of companies and their expansion.
3. Financing: access to bank financing and a sufficient number of experienced angel investors and venture capital entities capable of accompanying the growth of new companies.
4. Culture: key factors, including giving visibility to successes and raising the social status of the entrepreneur, as well as a culture of tolerance for risk and failure.
5. Support: which covers both the infrastructure and the presence of incubators, legal and financial advisors, mentors, civil society organizations that support entrepreneurs, etc.
6. Human capital: covering the talent, training, knowledge and experiences of individuals and the quality of teaching that develops entrepreneurial skills

Graph: Entrepreneurial Ecosystem



Badson Global, Daniel Isenberg (2011).

1.3 COMPETENCIES AND CHARACTERISTICS AS AN ENTREPRENEUR

Competencies	Characteristics	
	Search For Opportunities	It is a quality that distinguishes an entrepreneur; detecting an opportunity and taking advantage of it is a

Linked Achievement		characteristic common to all entrepreneurs.
	Perseverance	An entrepreneur has to consider failure as part of the process and not as an exception. Ability to not lose sight of the planned course regardless of how adverse the road may be but considering the positive or negative learning that the experiences faced leave. This requires a strong will and perseverance in the objectives.

	<p>Quality Demand</p>	<p>Linked with responsibility; it is self-demand. Setting your own standards without allowing mediocrity; It is a seal of reliability that favors relationships.</p>
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Competencies	Characteristics	
<p>Linked Achievement</p>	<p>Calculated Risk Taking</p>	<p>Starting a business means taking risks; this is not necessarily equivalent to being suicidal. The risk is inherent to the entrepreneur, and the calculated risk allows anticipating in some way the impact of</p>

		<p>possible failure.</p> <p>Minimizing risks with information, planning, and experience often goes a long way. If you want to achieve something that is not yet known, you have to take some risk.</p>
	<p>Uncertainty Tolerance</p>	<p>Who does not tolerate uncertainty, it is better to get a job since the path of undertaking does not offer guarantees of success.</p>
	<p>Goal Setting</p>	<p>It is not enough to stick to the plan, but to be fairly clear about where we want to go and have the ability to know how to transmit it to the team. From there, all the adjustments that</p>

		<p>are necessary for the success of the enterprise must be considered without rigid schemes.</p>
<p>Linked to Commitments</p>	<p>Fulfillment Of Commitments</p>	<p>Commitments allow us to establish timelines in our actions so that achievements or failures can be measured in some way.</p> <p>If we also add partners, investors, or contributing institutions, the commitments will be more and more concrete and enforceable.</p> <p>Fulfill commitments with others and with oneself, without external pressure, without</p>

		postponing things for later or giving up at any time.
	Information Search	Given that the resources of a start-up are extremely scarce, the search for information by the entrepreneurial team becomes the only or main source about trends, skills, markets, etc. Ability to search for it, identify it, classify it and make use of it at the right time.

	Resource Search	<p>The search for resources is a permanent task for the entrepreneur. The financial resource is usually very critical but they are not the only resources needed to start a business.</p>
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Competencies	Characteristics	
Linked Commitments	Planning and Monitoring	<p>Ability to divide our activities into steps, optimizing the time and resources necessary to achieve the objectives. Being flexible to adapt to a changing and demanding environment. The paper holds everything, the pocket</p>

		<p>doesn't; a good plan minimizes risks, but it is not a life jacket.</p>
	<p>Building Networks of Contacts</p>	<p>Gradually build relationships that are strategic for your objectives, using them when some type of resource is required. They are the product of continuous and dynamic monitoring through communication, not allowing them to die and establishing mutual benefits. Networks constitute their own capital that can become a competitive advantage.</p>
	<p>Persuasiveness</p>	<p>Entrepreneurship requires making decisions on an ongoing basis. Not all team members think the</p>

Linked Leadership		<p>same about each of the topics that arise on a daily basis. It takes a lot of persuasiveness to achieve the decision-making process.</p>
	Capacity For Teamwork	<p>As the enterprise grows, the number and diversity of human resources increases. It is essential to have a business leader with the ability to work with the different members of the team, containing, challenging and committing everyone to the same vision.</p>
	Capacity To Solve Issues	<p>The entrepreneur is a great problem solver. Look in the problems for an opportunity and in the solutions an asset to capitalize on for the</p>

		project.
	Bargaining Power	This is a crucial capacity, since the entrepreneur must exercise it when dealing with suppliers, customers, employees, partners, investors (if any), and other market players..
	Initiative	Proactivity is an inherent quality of the entrepreneur. Without initiative, there will never be entrepreneurship, because there will be no resources, no possibilities for growth.

Source: SEBRAE, Brasil, (2005)

1.4 BARRIERS TO ENTREPRENEURSHIP

1) Financing: the initial investment and the working capital to cover the negative cash flows of the initial period are one of the most difficult obstacles to overcome.

2) Ignorance of the market: great innovations, generally perfect from a technological point of view, are sometimes not recognized in the market.

3) Lack of complementarity on the part of the work team: many entrepreneurial teams are created in the place of study or work, where generally they have a profile very focused on the technical part, leaving aside the commercial profile.

4) Underestimating the competition: Competing with large companies is generally not a great idea. One can differentiate itself with additional services, but it must be evaluated that there is an unsatisfied, sufficient, and valued demand.

5) Limitations in the supply: the accessibility and the form of supply of inputs and raw materials must be evaluated. This sounds simple, but there are material resources that are not easily obtained: imported supplies, chemicals that require authorization, other products that require certifications or permits.

6) Logistical difficulties: in certain markets, logistical aspects may outweigh price and quality. For some companies, environmental problems such as rising or falling rivers, inaccessible routes, social problems, such as road closures, shortages and excessive delays, complicate marketing, alter prices and paralyze projects.

7) Oversizing of the initial structure: when one plans, one imagines the company working at its maximum capacity, however the quantity to be produced may exceed the quantity that the market demands. Entrepreneurs must size their investments according to the real and potential needs of the market.

8) Insufficient sales: there are many cases of technically perfect projects that cannot be marketed.

9) Collections and inappropriate payment conditions: it is difficult to collect 100% of the credits, however, cash payment policies reduce the client portfolio.

10) Legal barriers: it is not very common, but it happens that good ideas have already been created and patented by others; thus, making its implementation or production very complicated.

1.5 SUCCESS FACTORS

1. Strategy: since we have a good inclusive strategy which indicates and guides us to the best path to follow, according to our environment and the resources we have, in addition to determining the goals, times, deadlines and establishing the relationship conditions between the competition and customers.

2. Personnel or work team: our company is made up of people who are capable of executing the administrative, financial, logistical and human resource development processes, in their orientation towards the strategy.

3. Style: it is the only way in which we differentiate ourselves from other companies since despite forming a saturated market, our difference is inclusion, reliability and the way we make our clients feel part of the total immersion of the company. Experience we offer, in addition to treating them as part of a family.

4. Shared values: they constitute the support of our company, form the beliefs, attitudes and guide all the actions of the company. That means that we are guided by unique values and that leads us to maintain an ethic that positions us in a leading company in having the trust of the public.

2. RESPONSIBILITY OF THE ENTREPRENEUR.

2.1 ENTREPRENEURIAL RESPONSIBILITY

"These demands of society towards companies, mean that today all entrepreneurs should think about implementing good CSR practices, which allow them to improve their management systems, identify new business opportunities and minimize the legal, social and environmental risks of their company, with the aim of increasing their levels of competitiveness and sustainability," explains Patricia González, head of CSR at the Bogota Chamber of Commerce. (Rodríguez González, A.)

A management system that considers the expectations of stakeholders related to the company, through transparent and ethical behavior". Ricardo Pineda, project manager of Compartamos con Colombia, adds that CSR is "the commitment of companies to make a better society so that, in the future, they will benefit from a better market and greater opportunities.

The company must be conscientious and have ethical values and principles that regulate its operational and financial conduct. Various studies show that the adoption of CSR measures brings value-added benefits for the organization, including capacity for innovation, transparency, increased efficiency and profitability, sustainable development, trust and reputation, and social legitimacy. Applying CSR

principles to a venture is much simpler than implementing them once the company has begun operations.

2.2 SOCIAL RESPONSIBILITIES FROM PITAL CAMPING

According to a study made by AS News Mexico the implementation of social responsibilities brings great benefits that is why we retake some from them to Pital camping, such as:

- Improve management systems: Communication is an important factor when organizing a trip, so it is vital to create an effective way to use a tool to coordinate the trips. We would use tools such as zoom or slack to maintain a constant contact between the crew.
- Improve working environment: When we are part of a team, it is essential to create a nice environment with different activities that promote relaxation to take a break for a moment and increase productivity. This is a way to take care of the employees.
- Take advantage and generate opportunities associated with social responsibility: In Pital Camping it is important for us to create awareness of

the environment and green life due to our company being led to interact with the environment and its surroundings.

- Consider their opinions: For Pital Camping it is important the opinions of the employees and the customers because through them and their feedback we can improve and innovate.
- Build alliances with other entrepreneurs, depending on where you are, to help the community: As part of our social responsibility, we implement the creation of alliances due to the importance of support to the community and other enterprises that share the same goal as ours.

3. QUALITY REGULATIONS WITHIN TOURISM.

Quality regulations within tourism.

The Ministry of Tourism recognizes that the quality of tourism services has become the main strategy for tourism companies, and that it is a differentiating element within the competitive environment that prevails in the sector.

With this launch, entrepreneurs will have clear tools to improve the capacity of the Salvadoran tourism private sector, in preparation for regional quality certification.

ISO 9000 standards are a set of standards on quality and quality management, established by the International Organization for Standardization (ISO). They apply to

any type of organization or activity oriented to the production of goods or services. In El Salvador there are different quality standards that govern the branches of tourism:

- Restaurants
- Hotels
- Tourist guides
- Tour Operators
- Adventure tourism
- Handicrafts

The quality certificates aim to generate trust in customers by letting them know that a company has products or services that are endorsed by a certifying company.

This certification gives the company Prestige, Differentiation, Reliability, Competitiveness and Promotion.

The ISO 9000 family of Standards listed below has been developed to assist organizations of all types and sizes in implementing and operating effective quality management systems.

— ISO 9000 describes the fundamentals of quality management systems and specifies the terminology for quality management systems.

— The ISO 9001 Standard specifies the requirements for quality management systems applicable to any organization that needs to demonstrate its ability to provide products that meet the requirements of its customers and the regulations that apply to it, and its objective is to increase the customer satisfaction.

— ISO 9004 provides guidelines that consider both the effectiveness and efficiency of the quality management system. The objective of this standard is to

improve the performance of the organization and the satisfaction of customers and other interested parties.

— ISO 19011 provides guidance on audits of quality management and environmental management systems.

Eight quality management principles have been identified that can be used by top management to lead the organization towards improved performance.

a) Customer focus: Organizations depend on their customers and therefore should understand current and future customer needs, meet customer requirements and strive to exceed customer expectations.

b) Leadership: Leaders establish the unity of purpose and direction of the organization. They should create and maintain an internal environment in which staff can become fully involved in achieving the organization's goals.

c) Staff participation: The staff, at all levels, is the essence of an organization, and their total commitment enables their skills to be used for the benefit of the organization.

d) Process-based approach: A desired result is achieved more efficiently when the related activities and resources are managed as a process.

e) System approach to management: Identifying, understanding and managing interrelated processes as a system contributes to the effectiveness and efficiency of an organization in achieving its objectives.

f) Continuous improvement: The continuous improvement of the overall performance of the organization should be a permanent objective of it.

g) Fact-based approach to decision making: Effective decisions are based on the analysis of data and information.

h) Mutually beneficial supplier relationships: An organization and its suppliers are interdependent, and a mutually beneficial relationship increases the ability of both to create value.

These eight quality management principles form the basis of the quality management system standards of the ISO 9000 family of standards.

Quality policy

Overall intentions and orientation of an organization related to quality as formally expressed by top management.

Note 1 to entry: The quality policy is generally consistent with the organization's overall policy and provides a framework for setting quality objectives.

Note 2 to entry: The quality management principles presented in this International Standard can form the basis for establishing the quality policy.

CHAPTER IV:

COSTING PLAN FOR THE PRODUCT OR SERVICE TOURIST SERVICE



PITAL CAMPING

LIVE YOUR
ADVENTURE!

1.1 LOGO AND SLOGAN

1.2 MISION

Promote and inspire the Salvadoran population to engage in tourism in the interior of the country, in addition to motivating outdoor adventure.

1.3 VISION

To be pioneers in the promotion of tourism in El Salvador, specifically in the mountain area known as El Pital.

1.4 VALUES

- Responsibility

Responsibility is a very important value for Pital Camping due we compromise to provide secure transportation, the required guide and lodging. Most of all we take responsibility very seriously when accomplishing the itinerary.

- Honesty

Pital camping won't tolerate any display of dishonesty towards anyone since we look forward to being an organization that tourists can reliably trust on

- Humanism

In Pital Camping, there are no boundaries with tourists, we are wide open to interact with different people around the world with the due respect and provide them with the best service we can offer.

- Service

As an organization, we strive to serve Salvadorians and foreigners with the highest quality standards to fulfill their expectations of the adventurous trip of eco-tourism.

- Leadership

Thanks to the organization and collaboration of its members, Pital Camping promotes leadership to be leaders in the market of eco-tourism.

1.5 BUDGET

<i>Fixed Costs</i>

	Unit Price	Quantity	Total
Internet	\$25.00	1	\$ 75
Electricity	\$30.00	1	\$90
<i>Variable Costs</i>			
Ticket entrance	\$3.00	15 approx.	\$ 45
Camping ticket	\$5.00	15 approx.	\$75
<i>Direct Costs</i>			
Transportation	\$200	1 group	\$200
<i>Indirect Costs</i>			
Publicity	\$15	1	\$15
Total			\$500

Our group goal for every trip is 15 people, the cost of the transportation is always going to be \$ 200, which is going to be divided between the 15 people, plus the ticket entrance and that camping ticket.

To get the sales price we divide the total cost of the transportation, and tickets for camping and entrance to the establishment, and we divide that between the gain we want to obtain which is a 50 % n and finally we multiply it by 100.

$$\text{Sale Price} = [(22.00) \div (100 - 50)] \times 100 = \$42.00$$

The sales price is going to be \$ 42 dollars, which leads us to the total of 630 in 15 people, and a total gain of \$ 130 dollars.

CHAPTER V:
BIBLIOGRAPHY

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