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SCHOOL OF ARTS AND SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES**



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CRAZY PINEAPPLES OF MY LAND

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INDEX

ABSTRACT	1
INTRODUCTION	2
OBJECTIVES:	4
SPECIFIC OBJECTIVES:.....	4
JUSTIFICATION.....	5
TOURISM PRODUCT PROFILE	7
1.1 PRODUCT DESCRIPTION	7
1.2. SUSTAINABLE DEVELOPMENT	9
CONDITIONING ELEMENTS OF THE PRODUCT	11
2.1TOURISM HISTORY IN EL SALVADOR.....	11
2.2. SUSTAINABLE DEVELOPMENT POLICIES IN EL SALVADOR.....	13
2.3. NATURAL SOURCES AND CIRCUITS.....	15
2.4. THE CULTURAL IDENTITY	20
2.5. QUALITY OF A TOURISTIC PRODUCT	22
2.6. CUSTOMER MANAGEMENT.....	24
2.7. QUALITY OF MY TOURISTIC PRODUCT	25
RESPONSIBILITY OF THE ENTREPRENEUR	28
3.1. ENTREPRENEUR:	28
3.2. ENTREPRENEURSHIP BY OPPORTUNITY	29
3.3 ENTREPRENEURIAL ECOSYSTEM	29
3.4 SKILLS AND CHARACTERISTICS AS AN ENTREPRENEUR.....	30

3.5. BARRIERS TO ENTREPRENEURSHIP.....	30
3.6 SUCCESS FACTORS.....	31
3.7. RESPONSIBILITY OF THE ENTREPRENEUR.....	32
3.8 QUALITY REGULATIONS WITHIN TOURISM	32
STRATEGIC PLAN OF THE SERVICE.....	34
4.1. QUALITY OF A TOURISTIC SERVICE OR PRODUCT DEFINITION.....	34
MISSION.....	35
VISION.....	35
VALUES.....	35
BIBLIOGRAPHY	37

ABSTRACT

Nowadays, tourism is one of the main contributors to national development. It plays an important role in the nation's economic development by bringing in needed foreign exchange and creating jobs. In other words, it is not just for moving to different countries and visiting other places around the world. Tourism helps to improve social development through knowing more about cultures, traditions, people and history. To promote a gastronomic product requires not just strategies but also purposes due to food has emerged as one of the motivations for people to travel and has an important multiplier effect in tourism destinations and choices. Additionally, food has been a key attraction to any destination and is widely featured in promotional literature by many destinations. This phenomenon is one of the signs to show the potential of food as a tourism product. This growth in interest in local products is linked to their regional or local heritage and is valuable for the tourism industry. The main purpose of this report is to explore the potential of food as a tourism product to identify and distinguish the potential of food as an image for the marketing of destinations through the following four chapters. Being known as a part of culture and richest creativity in gastronomic product that El Salvador has in this area. The main objective is to present a rich gastronomic product that can be consumed immediately, respecting the tastes of consumers and that they can feel identified with the culture of the country.

Key words: *tourist industry, economic growth, gastronomic product, culture, attraction*

INTRODUCTION

The tourism industry is one of the biggest economic sectors in the world, perhaps due to its sustained growth for more than half a century. One of the highest growing subsectors of the tourism industry is adventure tourism, with a total annual turnover of around one trillion dollars (Buckley, 2009a). Tourism has been one of the fastest and hardest hit sectors of the economy. The unfolding COVID-19 crisis has caused a major fall in tourism activity around the world. El Salvador is expected to lose about 440 million U.S. dollars in 2020 due to the fall in international tourism. It is estimated that, thus far, the tourism sector has lost up to 120,000 direct and indirect jobs. This report presents four chapters to develop a touristic product.

In the first chapter is the touristic product profile, in this section is presented the description of the touristic service in detail. A product is a form of cultural tourism that seeks to satisfy the demand of a market segment related to the supply of food products. Gastronomic product as a tourist phenomenon has developed considerably and has become one of the most dynamic and creative segments of tourism, not only because of the financial effect it gives as a result, but also because of the social and cultural interaction that is achieved.

The second chapter describes the conditioning of the element of the product. Gastronomy of a destination is becoming increasingly important among tourists, especially in the wake of the pandemic. The methods of preparing dishes and the quality of the food elements that constitute typical dishes at a destination are now generating tourism, which is gaining more relevance every day and is becoming the main reason for tourists to visit certain areas of the region.

The third chapter corresponds to the responsibility of entrepreneurs. The entrepreneur has to sell the products that he or she promotes in order to make money for their efforts. This person is also involved in the manufacturing process as well as marketing their products. Effective and productive use of time is one of the hardest skills for an entrepreneur to learn.

The fourth chapter is the strategic plan. The competitiveness of a tourism destination is built on the planning and strategic management of its comparative and competitive advantages and is based on the creation of high-quality, differentiated products that generate experiences and added value for tourists. Proper planning is necessary to boost the competitiveness of tourism destinations and maximize the positive impacts of tourism, minimizing the negative ones, and anticipating changes in the needs and tastes of tourism demand.

As a conclusion, tourism is a complex system that is built up of industry sectors including accommodation, recreation and entertainment, food and beverage services, transportation, and travel services. Its development requires to bring new and innovative products, experiences, and services to the market for tourists to buy.

CHAPTER ONE

OBJECTIVES:

General Objective: Shows the touristic gastronomic product to the visitors of “Los Planes de Renderos”, making them feel the flavor of something new and creative, in the way that they could return back and buy the product of “the crazy pineapples of my land” and share our product with people from different places and countries.

SPECIFIC OBJECTIVES:

- Determine “the crazy pineapples of my land” like a gastronomic and attractive product to increase the tourism in Los Planes de Renderos and increase the economy in certain way to the local people.
- Promote the product like something representative for the town and at the same time reach attraction for visitors having something that can be eaten and remembered for them.
- Produce the best product with high quality being a healthy and with reachable prices to the touristic people in order to made it the most attractive gastronomic product and most recognize by the municipality and the country.

JUSTIFICATION

“the crazy pineapples of my land” is an idea that was born because of the necessity to implement a new product and one of good quality, attractive and ingenious for tourists and locals in order to increase the recognition of the municipality with said product, being a cultural and economic contribution for the population. “Las piñas locas de mi tierra”, are created from the cultural identity of the municipality of Panchimalco and giving an extra contribution to Los Planes de Renderos that is identified as a national tourist spot, creating through our product creative names to identify different types of creations with pineapples, adding different products. Be an entrepreneur is not just sell something, is discipline, perseverance, planning, innovation, creativity, development, quality, that makes a product or service work and keeps it afloat. Entrepreneurship means much more than starting a new business, it is the opportunity to turn people into more creative, proactive, innovative entities, and anyone should have it in their DNA, regardless of their choice of profession.

According to Jeff Timmons, a professor at Babson University and considered one of the fathers of entrepreneurship, "this means creating in the individual an ingenious spirit for the benefit of humanity." It is important to undertake this product because I believe that apart from benefiting and promoting tourism in the municipality, it is a gastronomic product for the representative and attractive public that will increase knowledge of the natural and attractive sites of the municipality and at the same time it can be enjoyed and delighted by different

audience. In addition to the fact that in order to have a cultural and social impact, a unique creation with a cultural sense of the place where it will be sold has been thought of. "Las piñas locas de mi tierra" is a gastronomic touristic product that will be reachable for all the people that want to taste something spicy, fresh, healthy, and creative. It will make touristic people feel the necessity to taste it, and in that way helps to the community grow itself with more visitors and make them feel that in our town is the place where they can easily find our crazy pineapples, they could not let out their picture with the crazy pineapple, because when you see for the first time the pineapple you can see the colors and the creativity of them.

TOURISM PRODUCT PROFILE

1.1 PRODUCT DESCRIPTION **“The crazy pineapples of my land”**

Pineapple is a plant of the bromeliad family, it is herbaceous and perennial, native to the tropical areas of South America. The fruit as such is the result of the inflorescence of between 100 and 200 flowers arranged in a spiral, fused to the central axis. The mature fruit is obtained 135 days after the flower has emerged. Pineapple pulp is yellowish, aromatic and sweet with acid overtones. In the world, the main producer is Costa Rica while Mexico ranks ninth. The state with the highest production is Veracruz, which contributes almost 2/3 of the national volume, followed by Oaxaca and Quintana Roo. Per capita consumption per year is 6.5 kg, similar to papaya (6.4 kg) and less than orange (37.5 kg), banana (15.7 kg) and mango (12.2 kg).

Pineapple is one of the most appreciated fruits, for its flavor, texture and aroma qualities, not to mention its valuable nutritional and healing properties. Apart from its sweetness, pineapple is abundant in potassium, iodine and vitamins A, B and C. It contains 85% water, carbohydrates and fiber, and provides great nutritional and health benefits. It is excellent for weight loss diets. It prevents platelet aggregation, thereby preventing blood from clotting and thus preventing strokes and heart attacks.

“The crazy pineapples of my land” consist in a pineapple that is cut in the middle and with a pineapple corer take the food out, then with a middle already corer, use the food of the pineapple and cut it into pieces and form a creative

appearance, then add cucumber or mango, and also, we are going to add nachos and Japanese peanut. Also, we are going to add tagin, lemon, salt, and special sauce. It's going to be located at Los Planes de Renderos in front of the “El Mirador” because it is where all the people came to see the landscape of El Salvador. “Las piñas locas de mi tierra” is for every person that wants to eat something good, delicious; kids, teens, adults, etc.

“Las piñas locas de mi tierra” is a food craving that everybody would like to taste. It doesn't matter if you have eaten something before, you will try it just to have the savor in your tongue. The excellent combination of pineapple and cucumber or mango with all ingredients make it unique and be a favorite food craving.



1.2. SUSTAINABLE DEVELOPMENT

Sustainable tourism is now recognized as a viable and affordable option for achieve harmonious and inclusive development that benefits the most vulnerable through income generation, job creation, education, provision of goods and services to local communities and tourists, the management of small businesses and community businesses, as well as participate in the revitalization of terrestrial and marine ecosystems. It is so I know considers an activity capable of helping to achieve in different measures each one of the seventeen SDGs that propose the adoption of measures to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

The Tourism and Planning Policy for Sustainable Development emphasizes the need to establish a harmonious relationship between tourism and nature, proposing strategies and lines of action to deepen social inclusion and the transversality of tourism management, from the multidimensional evaluation of its impacts, to the design, operation and marketing of an offer tourist activity that serves as a basis for the strengthening of a more competitive, innovative and resilient.

In El Salvador there are all the conditions for the development of tourism becomes a matter of national interest and a State policy, if it is assumed its nature of action in the territory and interrelation with the locality under the three components of sustainability: economic growth, social welfare and environmental protection.

The present touristic product “Las piñas locas de mi tierra” is going to have the strategies of having a natural product, contributing to the health and wellness in society and at the same time to the environment with the natural resources that will be use in the product. Adding that the product is based on a natural and biodegradable element as it is the pineapple.



CHAPTER TWO

CONDITIONING ELEMENTS OF THE PRODUCT

2.1 TOURISM HISTORY IN EL SALVADOR

The development of tourism in El Salvador, had its beginnings in the nineteenth century, with the construction of railway lines to install the railway throughout the country, allowing the massive mobilization of the Salvadoran population to different places.

The first initiative to promote tourism in El Salvador took place in 1924, under the government of President Alfonso Quiñones Molina, with the creation of the Agricultural and Industrial Tourism and Propaganda Board, which aimed to promote national and foreign tourism. In 1946, the National Department of Tourism was created as a section of the Ministry of Foreign Affairs.

In the 60's it is taken as "the modern era of tourism development in El Salvador; tourism is systematically considered and some official instances are created for its promotion. In 1961, the Salvadoran Institute of Tourism (ISTU) was created as the governing body of the government. Its main duties were the preparation of projects for the promotion and development of the sector, the regulation of tourism companies, the management of assets and the presentation of regular reports on the evolution of the sector. Monitoring of the sector has been facilitated since 1968, when the ISTU began publishing detailed statistical bulletins on the flow of tourists to El Salvador.

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 tax incentives to companies that availed themselves of the national tourism system.

The financial outlook also improved for the industry, with the opening of lines of credit to promote tourism investment. The Economic Development Fund of the Banco Central de Reserva, created in 1966, contemplated the granting of credits for tourism infrastructure construction projects.

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 Intercontinental, 210; Gran Hotel San Salvador, 90 and Parker House, 20).

The Salvadoran Tourism Corporation, which may be abbreviated CORSATUR; was created on July 25, 1996, by Legislative Decree number 719, published in the Official Gazette number 156, volume 332, of August 23, 1996. It is an autonomous institution with legal personality and its own assets, with full powers to exercise rights and contract obligations; carrying out its administrative management with absolute independence, adhering to the decisions of the highest authority that is its Board of Directors, which must take them in accordance with the Laws of the Republic and will be totally responsible for its management. The President Director of CORSATUR will be the head of the secretariat of state for tourism; to whom the Law confers the judicial and extrajudicial presentation of the Corporation.



2.2. SUSTAINABLE DEVELOPMENT POLICIES IN EL SALVADOR

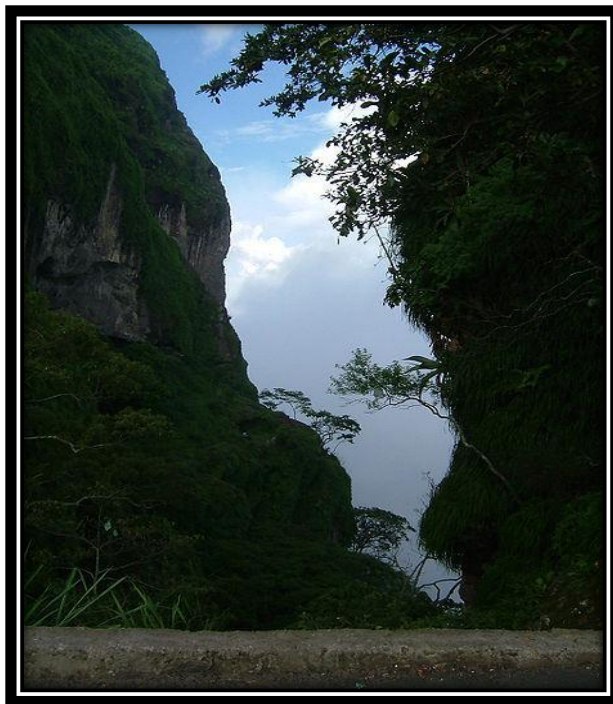
The Sustainable Development Goals are a global call to action to end poverty, protect the earth's environment and climate, and ensure that people everywhere can enjoy peace and prosperity. These are the objectives that the UN is working on in El Salvador:

1. End of poverty: By 2030, eradicate extreme poverty for all people in the world, currently measured by income per person of less than US\$1.25 per day.

2. Zero hunger, end hunger, achieve food security and improved nutrition, and promote sustainable agriculture. By 2030, end hunger and ensure access for all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food throughout the year.
3. Health & Wellness: Guarantee a healthy life and promote well-being for all at all ages. By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.
4. Quality education: ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all. By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education, leading to relevant and effective learning outcomes.
5. Gender equality: achieve gender equality and empower all women and girls. End all forms of discrimination against all women and girls everywhere. Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.
6. Clean water and sanitation, guarantee the availability of water and its sustainable management and sanitation for all. By 2030, achieve universal and equitable access to affordable drinking water for all.
7. Affordable and clean energy: Guarantee access to affordable, secure, sustainable and modern energy for all. By 2030, ensure universal access to affordable, reliable and modern energy services.

2.3. NATURAL SOURCES AND CIRCUITS

La Puerta del Diablo is a tourist site located in the municipality of Panchimalco, where Balboa Park or Planes de Renderos is also located, which includes "El Mirador", tourist places that are visited by nationals and foreigners. In the Devil's Gate its main attraction is the crack formed by two rocks nestled on the El Chulo hill, on whose peaks a wide panorama of the surrounding territory can be seen. It is located one kilometer from Balboa Park.



"The Devil's Gate" is the title of a novel published on May 24, 2015, written by Mirna Castañeda, which refers to historical and mythological facts about the legends of the place.

They say that in colonial times, the eldest daughter of the owners of the land also known as Planes de Renderos, in the center of the capital of San Salvador, was courted by the very spirit of evil.

Aware of these affairs, the father and his relatives decided one night to hunt down the fight against the prince of the angels who rebelled against God and were thrown into the abyss by him, according to Judeo-Christian tradition.

In the flight, and almost being caught by his pursuers, the undesirable suitor broke a rock that later began to be called the Devil's Gate because of the curious arch shape that the two high rocks that make it up appear to have.

The mythology around that nomenclature gathers another story about the alleged Renderos and his offspring: it is assured that the subject arrived at the place long before those events, accompanied by his twenty-year-old daughter and several orange tree seeds to plant.

But the girl fell in love with an Indian and even tried to marry him, despite the objections of the indigenous people who populated the area, who alluded to the stalking of the devil, encouraged by the beauty of the young woman. The couple disregarded the advice of the elders and one night, unexpectedly, the prince of hell arrived and kidnapped her by force.

Despite the fight waged by the groom to prevent the kidnapping of his fiancée, the force of the Devil prevailed, who managed to kill him. Aware of what was happening, Renderos went to the site in the middle of the morning and only found the Devil turned into a bull.

Using his tricks, the demon dragged the father of the young woman who was the object of his passions to some giant rocks and ended up throwing him into the abyss. Several centuries have passed, in which this legend has continued to feed, attracting a large number of tourists, who visit the stage where, it is said, the Devil defeated.

Its real name is little known, it is called the hill "El Chulo" better known as La Puerta del Diablo, located one kilometer south of Balboa Park in the municipality of Panchimalco. The place name Chulo means "Place of the deserter" and the name "Puerta del Diablo" is attributed by some to Raúl Contreras.

There are three large stone formations, known by the locals as the chulo, the chulito and the chulón (the largest), according to historical data these were the product of the whims of nature, and historian Jorge Lardé y Larín tells us. That back on October 8, 1762, a strong storm sculpted these imposing rocks, freeing them from the homogeneous hill that they used to be.

From its altitudes you can enjoy a complete 360-degree panoramic view, it's cool climate and the adrenaline vertigo that releases being on its peaks is indescribable, some more adventurous are encouraged to practice canopy and rappelling, others simply sit down to meditate and enjoy the infinite horizon.

The landscape is so generous that from there you can see Lake Ilopango, the hill of the Pavas of Cojutepeque, the Chinchontepec volcano of San Vicente, and in the foreground the town of Panchimalco, a town of indigenous origin with its church declared cultural heritage. Dedicated to Santa Cruz de la Roma, it was built in 1543 and rebuilt in 1736. The Festival of Flowers is celebrated here on the first

Sunday of May. And as if that were not enough, at sunset you can clearly see an immense mirror of crimson water that comes from the coast of the Pacific Ocean.



Balboa Park

Located in the Planes de Renderos, 12 kilometers from San Salvador, Balboa Park was inaugurated in 1949 thanks to the vision of the President of the National Tourism Board at that time, Raúl Contreras. The park is named after the Spanish navigator Vasco Núñez de Balboa, who is credited with discovering the Pacific Ocean.

This natural park is considered the first "tourist center" in the country and has an extension of 44 blocks, with a complete area of abundant vegetation, forming part of the main ecological reserves of El Salvador.

When visiting this space you will find different entertainment areas, play areas, its modern soccer field with synthetic grass, cycle paths, children's

amusement games, picnic areas, the castle, the labyrinth. In addition, one of the biggest attractions are the pre-Columbian monuments such as: the "Goddess of Rain", "God of Fire" and the "God of Spell", in addition to other sculptures such as "La Plaza de los Próceres" and the "Obelisk".

Balboa Park has also been characterized as a place where the typical dish most enjoyed by all Salvadorans, the famous pupusas, of all ingredients and sizes, is marketed in a hygienic and friendly environment; Likewise, there is the corn plaza, where a wide variety of typical dishes derived from corn are offered.



2.4. THE CULTURAL IDENTITY

It is a set of values, traditions, symbols, beliefs and ways of behaving.

Cultural identity is the sense of belonging to a certain social group and is a criterion for differentiating oneself from collective otherness. Cultural identity is knowing our traditions, the Nahuat, Salvadoran folklore music, legends, beliefs, religions, typical dishes, the Mayan and Pipil culture, among other aspects.



El Salvador has many different festivities, and religious traditions that are memorable for Panchimalco.

Panchimalco is a municipality in the south of San Salvador that offers us more than a trip to the past. The fascinating mix of rhythms and colors from the fusion of Spanish and Creole cultures gives us an unparalleled amalgamation of expressions and forms that are manifested in various ways. One of them is the Panchimalco flower and palm fair.

Panchimalco and its colonial church are just the beginning of an interesting journey through the Mayan culture, in which it is possible to learn about the ancient language of Cuscatlan, observe the colorful clothing of the

"panchas" or admire the brotherhoods of the palms. This last option is the one that attracts the most attention these days, since during the month of May the fair of flowers and palms is held. The municipality of Panchimalco is identified by producing showy coconut palms, which are adorned with flowers in a unique way to venerate the Mother of God. This is a colonial tradition, although before it was done in honor of indigenous gods.



2.5. QUALITY OF A TOURISTIC PRODUCT

The quality of a product or service is the customer's perception of it. It is a mental fixation of the consumer that assumes conformity with a product or given service, which only remains to the point of needing new specs.

Quality is a set of properties inherent to an object that give it capacity to satisfy implicit or explicit needs. Quality is to differentiate qualitatively and quantitatively with respect to some attribute required, this includes the amount of a non-quantifiable attribute in the form currency that each unit of an attribute contains.

Quality implies the ability to satisfy the wishes of consumers. The quality of a product depends on how it responds to preferences and customer needs, so it is said that quality is fitness for use.

Quality can be defined as relative conformance to specifications, the degree to which a product meets design specifications. Definitions from a value perspective: Quality means adding value to the customer, which is, offering conditions of use of the product or service superior to what the client expects to receive and at a Price accessible.

A current view of the concept of quality indicates that quality is delivering to the customer, not what he wants, but what he had never imagined he wanted and that once he get it, realize it was what you've always wanted.

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

Quality standards are formed both by international organizations and by the requirements of the national legislation of each country.

Quality is understood as the property and characteristic feature of a product that not only satisfies the consumer, but also has no defects. Quality must meet technical and functional requirements and ethical standards.

A tourism product involves a large number of people in its production. Human factors have a significant impact on the quality of a tourism product. For this reason, many tourism companies develop service standards, which are intended not only to establish service rules for tourists, but also to guarantee a certain level of quality of the tourism products produced.

The standards define the criteria with which the level of tourist service is evaluated, as well as the activities of all staff in general. However, the problem of standardization does not solve all quality problems in the tourism sector. A tourism product is formed, first of all, from the condition of customer satisfaction and their expectations for a particular product.

For a business to function successfully, it is necessary to be realistic in calculating costs in order to ensure profit and remain competitive in the market. For example, if the price of a tourism product is too low, the product itself may be successful, but it will not be profitable.

In addition, in the tourism sector, it is necessary to have capital for marketing, including promotions, printing of brochures and flyers, holding events of various kinds, coverage of the tourism organization in the media, the Internet, etc.

2.6. CUSTOMER MANAGEMENT

Customer management includes all those strategies and techniques that a company carries out to manage relationships and interactions with customers, both potential and existing. It supposes, therefore, directing the resources and processes available to the business at the service of the client -contact, streamlining processes, profitability, etc.-, who, after all, is the one that sustains the viability of the company with your purchase or contracting of goods or services.

Being, therefore, a fundamental activity for the performance of the company, customer management is usually located, both in SMEs and in large companies, at the center of business priorities and different departments are involved in it.

Why is customer management and monitoring so important?

If we start from the basis that customers are fundamental to the success of the business, it is clear that the management and monitoring of customers will be essential in any company. Keeping consumers satisfied is always positive.

Customer portfolio management allows you to obtain information, among other things, about who your regular customers are and who bought only once; how they behave at the time of the sales funnel; your consumption habits; and other data that allow us to personalize care and create loyalty strategies.

Therefore, proper customer management and monitoring has many advantages:

Loyalty: a company that works to maintain a good relationship with customers, both existing and potential, has a much better chance of getting that same customer to hire us again.

Reputation: good customer management also allows the company to project a better image of itself, so consumers will perceive it more positively. There is no better marketing than the one that costs no money.

Increased sales: keeping a customer satisfied not only allows their loyalty, but also a positive effect on other potential customers. Even more so in a world marked by marketplaces and social networks in which the opinions of other consumers have a great influence when buying.

Better conditions for workers: proper customer management, with appropriate procedures, resources and technology, prevents workers from spending more time than necessary dealing with requests from dissatisfied customers, thus improving the efficiency of the workforce.

2.7. QUALITY OF MY TOURISTIC PRODUCT

Our quality proposal starts with the collection of the products in this case the most important in my product is the pineapple because is basically the main character in this production. Find a supplier that gives me the best pineapples, the healthiest and juiciest will be the main objective so that my product has the best pineapple taste and also at the better price. Collecting the Obtaining the best additional resources for the completion of my product in a high quality standard will be the most important thing. Having the fruits and tools to use in the best as hygienic and clean as possible and provide the best customer service in the way that when they get the product may feel the satisfaction to have done a good shop and feel happy to help and buy the product to an entrepreneur because it was a good experience in the process of buying it is something that we are going to propose in

our quality since the first time of production. We pretend to give the best touristic product that will continue to innovate in the creation of the product, always doing the best combination that makes feel the customer it was not something they can have or taste and feel the quality on each additional product that contains this initiative. Providing as well the best price that is accessible for the consumer and that makes satisfaction and not doing any hesitation in the shop. Of course, attaching the attention and curiosity of the customer that they will not be able to resist purchase and they will want to come back for this product once they are tried it. So, that how we pretend to maintain the loyalty of our customers.

COLLABORATORS

LAS PIÑAS LOCAS DE MI TIERRA

PRIMARY

THE SUPPLIERS

- Tools to be use since the production until the selling.
- Local place and furnitures.
- Pineapples and special products



SECONDARY

IS THE QUALITY AND CREATIVITY OF "LAS PIÑAS LOCAS DE MI TIERRA"

- HIGH QUALITY ON THE PRODUCTS.
- CREATIVITY AND INNOVATION
- EXCELLENT PRICES AND CUSTOMER SERVICES

CHAPTER THREE

RESPONSIBILITY OF THE ENTREPRENEUR

3.1. ENTREPRENEUR:

The entrepreneur has to sell the products that he or she promotes in order to make money for their efforts. This person is also involved in the manufacturing process as well as marketing their products. Effective and productive use of time is one of the hardest skills for an entrepreneur to learn.

Being an entrepreneur, is an ambitious person, wanting to have something of his own, something that is unique, and something in which he can show his creativity, his passion and can develop. Being an entrepreneur is also the perseverance, discipline, and resilience that a person has to be able to have a plan or project that will benefit the entrepreneur or the people around them. And also, that it can contribute in a certain way, economically, culturally or in the care of the environment and natural resources. Also, it seems to me that an entrepreneur is the person who, despite not having the resources to start a business, looks for a way to gradually collect what is necessary and start it up and then grow their business until it becomes a business, a sustainable company.

The entrepreneur has the vision of undertaking something that he likes or something that he recognizes as salable in the market and has the need or the audacity to do so. It may be that the purpose is to impact society with the venture or to impact its economic growth and that of its surroundings, as well as to provide the necessary time in its plan to be able to make it grow. As well as, take into account innovation in any product or service. It is important that the enterprise

stands out with one or several characteristics so that it can be recognized by the market.

3.2. ENTREPRENEURSHIP BY OPPORTUNITY

Los planes de Renderos is a high touristic place, with many resources that increase the tourism and in addition to it, we create “Las piñas locas de mi tierra” to give a new sight of taste and creativeness to people who get attached to our gastronomic product, being a different element that will be created to give something natural, helping the environment and tourists health, because the pineapples are a product that it doesn't contain fat. There is not another option like this to change or to add to the list of things that they must to taste, Pineapples will be a new product who will create another expectative been there.

3.3 ENTREPRENEURIAL ECOSYSTEM

The entrepreneurial ecosystem of “Las piñas locas” is the market in which the product will be sell, since it is a highly touristic place, and mostly there is a lot of gastronomic product, but not very creative, this is an advantage in my product since it is something gastronomic, but at the same time sometimes very creative or striking, tasteful and natural, apart from the fact that the financing is not so high and the results are advantageous. Los Planes de Renderos as well as Panchimalco is a municipality with extensive knowledge by cultural, traditions, costums and a very representative place for its wealth in its beautiful places and viewpoints, but also for its wealth in gastronomy, this is an extensive ecosystem due to the many visitors of different places, what is the most important part, emphasizing that it is a product that can be food for a person from the age of 7 onwards without causing any harm, and also taking into account that it will be created with the best quality fruit in which our supplier will be from the local place.

3.4 SKILLS AND CHARACTERISTICS AS AN ENTREPRENEUR

An entrepreneur should have the ability to be innovative and persevering, which is something in which they keep running up to date, as well as the vision of not only undertaking something gastronomic but also undertaking other types of entrepreneurship of which they are own characteristics that could be taken advantage of to have a different enterprise and the characteristic of finding the financing and the time for it.

As characteristics of an entrepreneur, the most recognized are discipline, perseverance, good management of finances, creativity, positivism and authenticity. As well as the good communication to reach the audience of the product that they are producing.

3.5. BARRIERS TO ENTREPRENEURSHIP

➤ Non-strategic Planning:

Having inadequate planning regarding strategies can also create a great barrier in the path of success of entrepreneurship. There are lots of entrepreneurs who started a business just as a hobby without having a long-term vision and plan. Bad strategies and planning may lead to the failure of the business or can cause a huge loss to the business.

➤ Lack of Motivation:

The biggest motivation for any business is Money. When an entrepreneur starts a business then it takes some time to make the market value of the business. During this period the profit earned by the business is not so high which may reduce the motivation of the entrepreneur as well as of the employees of the organization.

➤ Managing Finances:

A great block while beginning the startup is to manage the finances that make things difficult. There are lots of ideas that come to mind while starting a business. No matter what kind of idea you have, there is a need for stable finances and funding for making sure the process stays smoother.

3.6 SUCCESS FACTORS

The strategy of the production and elaboration of the product, as well as using different tools for the marketing of the product.

➤ Work hard:

Success only comes from hard work. There is no such thing as overnight success; behind every "overnight success" lies years of hard work and sweat. Focus on things you can control; stay focused on your efforts and let the results be what they will be.

➤ Focus on execution:

Success doesn't necessarily come from breakthrough innovation, but from flawless execution. A great strategy alone won't win a game or a battle; the win comes from basic blocking and tackling. No matter how much time you spend perfecting your business plan, you still have to adapt according to the ground realities.

➤ Have integrity:

These two qualities need to be at the core of everything we do. Everybody has a conscience-but too many people stop listening to it. There is always that faint voice that warns you when you are not being completely honest or even slightly off track from the path of integrity. Be sure to listen to that voice.

3.7. RESPONSIBILITY OF THE ENTREPRENEUR.

- Creating employment opportunities
- Responsibility towards customer and society
- Income generation
- Economic development
- Attracting foreign investors
- Public relations

3.8 QUALITY REGULATIONS WITHIN TOURISM

Focusing on quality has become one of the key success factors for the tourism product providers and tourism industry in general. Current quality approach in tourism is the result of growing various consumers' needs, in the context of highly increasing competition, market globalization, and development of modern technology.

Taking into account customer orientation, Kosar and Kosar consider that "quality is a market category that encompasses the totality of creation and realization of tangible products and services, on the level to which their properties ensure the compliance with the requirements of demand". But the quality approach is more than marketing related: it covers the entire organization and includes all processes on which the client satisfaction depends. This holistic approach to quality in the organization context is generically called "Quality Management." Quality management presumes an approach of quality within the entire organization, given that satisfying customers and other stakeholders' requirements represent the mission of the whole system. As Juran highlights, quality is no longer a technical issue. It is a business issue and corresponds with the organization's mission to

satisfy the stakeholder's needs and expectations. Achieving quality in organization is a matter of management; as Feigenbaum (1983) says "quality is a way of manage."

CHAPTER FOUR

STRATEGIC PLAN OF THE SERVICE

4.1. QUALITY OF A TOURISTIC SERVICE OR PRODUCT DEFINITION

The competitiveness of a tourism destination is built on the planning and strategic management of its comparative and competitive advantages and is based on the creation of high-quality, differentiated products that generate experiences and added value for tourists. Proper planning is necessary to boost the competitiveness of tourism destinations and maximize the positive impacts of tourism, minimizing the negative ones, and anticipating changes in the needs and tastes of tourism demand.

“PIÑAS LOCAS DE MI TIERRA”

Logo:



Mission

Our mission is to give people a gastronomic product that gives them an enjoyable and pleasing palate.

To be a local enterprise that offers the best gastronomic product to tourists and locals with the best quality and service in order to be attractive and pleasant for the consumer, contributing to the natural creative gastronomic diversity.

Vision

Our vision is to be a gastronomic product with more recognition of high quality and freshness around the town and country. Get satisfied with production for people and show creativity based on color attractiveness.

To be a nationally recognized gastronomic product for its creativity and diversity in which quality is a key point and to be able to reinvent different products derived from pineapple

Values:

➤ CREATIVITY:

Each piña loca will have different mixtures of products and fruits, in addition to each one having a special name taken from the most well-known tourist places in the municipality.

➤ INNOVATION:

Innovation is part of our product, since new satisfactions constantly arise on our palate.

➤ **QUALITY:**

The quality of our products will be the main tool.

➤ **ECOLOGICAL:**

Our products will be based on nature and with biodegradable utensils in order to help the environment.

MPD (Direct raw material)	Direct Labor	Indirect Cost of Manufacturing
Pineapples (direct/variable) (cucumber, mango, tagine , alguashte, black sauce, lemon, salt, nachos) direct/variable (Disposable supplies) direct/variable (Fork and napkins) direct/variable Direct/variable water Sales premises (fixed/direct) Instagram page (fixed/direct) Special slicer for pineapple (fixed/direct) Knives (fixed/direct)	Person in charge of the production and creation of the product. Direct/Fixed	Knives (direct/fixed) Special slicer for pineapple (direct/fixed)

Budget:

Production cost table exercise for piñas locas:

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