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SCHOOL OF ARTS AND SCIENCES  
DEPARTMENT OF FOREIGN LANGUAGES**



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**TOURISTIC SERVICE “RELATOS DE CAFÉ”**

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**CARNÉ**

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## ABSTRACT

For almost a century, coffee has had a very important role in El Salvador's history and economy; and, it has become an essential element of our cultural identity. But, people have forgotten that coffee is more than an agricultural product, there is a whole world ready to be explored; such as, Coffee tourism; It is necessary to mention that tourism has become one of the most important economic activities in the world. This project is focused on exploring this new market that is been emerging on these days. That's why I wanted to take advantage of it and propose a new different and particular project; and, that's how "Relatos de Café" was born. In order to execute this innovative project, the entrepreneurs investigated deeply the place where "Relatos de Café" is located, to evaluate how this new business will impact the town, they have done a deep research about the Salvadorean laws to take care of their users and customers; but also, to take care about the environment. Besides that, they have a very strong mission, vision and values, they have also thought about the marketing strategies to be successful and the budget to launch "Relatos de Café" to the market. After all the research that they have done, "Relatos de Café" is ready to open its doors to international and national public.

**Key words:** Coffee; entrepreneur; culture; Salvadoran identity; tourism; economic development.

## INTRODUCTION

Since the coffee's introduction in Salvadoran territory in 1779, the cultivation of these beans has impacted the history and economy of this country. Salvadoran coffee has become a fundamental part of our identity and culture. As Salvadoreans we can not let this important part of our history and identity aside, we have to continue sharing our coffee culture with the future generations and people around the world.

Also, coffee production is vital to the Salvadoran economy; it creates jobs and produces export revenue since a large percentage of Salvadoran coffee is exported. That's why we have to take advantage of this to continue developing our economy and society. To accomplish our objectives we will present a new touristic profile product related to coffee in this project.

In this project, we will find different chapters, in the first chapter, we will discover the objectives and justification of this project. We will start knowing "Relatos de Café", what It has to offer to us, its location, and how it will contribute with keeping and helping the environment.

In the second chapter, we will understand how tourism was born, its importance in the world development, its advantages and how tourism started to become part of El Salvador's reality and its types. It is very important also to understand what sustainable development is, sustainable tourism, its importance, and how this is implemented in El Salvador. Finally, we cannot forget El Salvador's identity, its gastronomy and its myths and legends.

Then, in the third chapter, we will discover the entrepreneur's profile, his responsibilities, and Relatos de Café's responsibilities. As well as, the laws that work as back up for Relatos de Café.

Finally, we will discover the budget that its creators will start with, in order to launch this amazing concept and touristic product to the public. However, this is not only a coffee experience, this is also a discovering experience of a beautiful village where we can know warm people, their gastronomy, their traditions and their way of living, The town offers the peacefulness of the mountains, surrounded by hills and offers beautiful sightings.

Let's discover this magnificent village and all that it has to offer to national and international tourists and this new manner of enjoying coffee.

## **CHAPTER I.**

## **1.0 OBJECTIVES**

### **1.1 General Objective**

★ Introduce the cultivation, processing and preparation of coffee drinks to tourists who visit the "Silvita" farm in Ataco, Ahuachapan, El Salvador.

### **1.2 Specific Objectives**

- ★ Offer guided tours in the coffee crops of the "Silvita" farm.
- ★ Exhibit interactive representations about the processing of coffee at the "Silvita" farm.
- ★ Prepare drinks with coffee that will be tasted by tourists who visit the "Silvita" farm.



## 2.0 JUSTIFICATION

Tourism isn't just about holidays and new adventures on distant shores. This incredible industry, quite literally, makes the world go round. From supporting local businesses to making up trillions of dollars of the global GDP, the importance of tourism on the economy is simply massive. And with the COVID-19 pandemic crushing the tourism industry lately, the damage has been felt across the world.

In 2019 alone, the tourism industry contributed 10.3% of the global GDP – that's US\$8.9 trillion! It also provided 330 million jobs, or one in 10 jobs around the world, while over the past five years the tourism industry created one in four new jobs. The sector also experienced a 3.5% growth in 2019, exceeding the global economic growth of 2.5% for the ninth year in a row. For this reason, it is imperative to create new touristic products and services to propel the tourism industry in El Salvador.

Salvadorean coffee is and has been a big part of the nation's history and culture. Since the 19th century, coffee has contributed to the economic development of El Salvador, it was and it is essential for our economy because it generates jobs and produces export revenue. Continuing the export line, it must be said that Ataco, Ahuachapan has been at the spotlight because of its delicious coffee, many foreign and national tourists are interested in knowing more about the land where this coffee is produced, they want to know the crops, the process of the seeds until becoming into a delicious coffee cup.

That's why this touristic product is so important because it gives more publicity and visibility to the coffee industry; and not only to the coffee industry, but also to the village where it's produced. It will contribute to jobs generation. These jobs are not only a part of the tourism sector but may also include the agricultural sector, communication sector, health sector, and educational sector. Many tourists travel to experience the hosting destination's culture, different traditions, and gastronomy. This is very profitable to local restaurants, shopping centers, and stores.

This initiative will also contribute to the infrastructures' development of the country such as roads, parks, hospitals, schools and community areas. And, we cannot forget it will promote a sense of cultural exchange between foreigners and citizens since foreign tourists bring diversity and cultural enrichment to the hosting country. Moreover,

It also helps to preserve heritage sites, natural wonders, and precious cultures, by creating space for people to showcase their cultural traditions and protect sacred areas.

### 3.0 DESCRIPTION OF THE PRODUCT

#### 3.1 Logo



“Relatos de café” is a touristic service that offers the experience to international and national tourists of discovering the coffee process from knowing the coffee crops to making a coffee cup ready to drink. It’s well known that there are places in El Salvador where coffee is processed and this can be observed; however, there are no interactive experiences where we can discover the crops of the coffee bean, its collection, its processing, and taste the final product, all in one place chronologically speaking. “Finca Silvita” offers this experience not offered before in El Salvador.

This project is aimed at all audiences because it not only promotes gastronomic tourism among nationals and foreigners but also promotes knowledge about coffee and its process, which is one of the largest export products in our country and has played a very important role in our economy throughout our history.

“Relatos de café” is located in Concepcion de Ataco, Ahuachapán which makes part of “Ruta de las Flores”, we can find its location in the following images.

### **3.2 Details of the Product**

Finca “Silvita” will offer a 30-45 minutes tour around the coffee crops that will be guided by an expert in coffee who will explain how the fields are sowed, cultivated and how the coffee is collected. Tourists will be able to walk in the middle of the crops; so, they can see the coffee plants very close. Moreover, the expert will answer all the questions they might have during the visit.

Once the tour is over they will get into the main house of “Finca Silvita” where they can enter four different rooms. In the first room, tourists will access to a mini cinema to see a video about the important role that coffee has and has had in El Salvador’s history, in the following rooms, they will have photographs, videos and some examples of machines that are used to process the coffee seeds until they become in coffee powder ready to be prepared and be drunk. These photos, videos and machines have the chronological order that the coffee seed follows during its process.

After visiting the coffee museum, tourists will get a sample of the coffee produced in the “Finca Silvita” fields. And, if they wish, they can buy coffee bags ready to be prepared. This sample will be led by an expert who will explain the coffee characteristics, their processes; and, he will answer all the questions they might have about them.

### **3.3 Prices**

Tourists will be offered one tour per hour starting at 10:00 am to 5:00pm from Tuesday to Sunday with a minimum of 8 people per tour.

- Adults (from 18 to 55 years old) \$12.00
- Older adults \$9.00
- children (from 5 to 17 years old) \$9.00

- Children from 0 to 4 years old is free
- Students with a carnet \$9.00
- Groups more than 10 people \$8.50 (each)
- Ask for special discounts for students groups

#### **4.0 OUR CONTRIBUTION WITH THE “SUSTAINABLE DEVELOPMENT GOALS” ACCORDING WITH THE UNITED NATIONS ORGANIZATION**

“Relatos de Cafe” will contribute with the goal #7 which stands for “Ensure access to affordable, reliable, sustainable and modern energy for all” because we will use only solar panels as provider of electric energy, we will purchase a networked photovoltaic system to Soluciones LED S.A de C.V.

We will also contribute with the goal #8 which stands for “Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all” since we will use last generation technology to contribute with the economic growth in our country and at the same time we will ensure a competitive salary to our team members.

The previous point will help us to raise our coffee production, which means we will be able to create more jobs and we will contribute with the goal #9 (Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation).

As you know “coffee” has been very important in El Salvador’s economy and history; and, it is still pretty important for us, for this reason “coffee” in our little territory is considered part of our culture; and, “coffee” it is a very important part of Ataco culture since they are big coffee producers and one of our most delicious coffee in El Salvador. by promoting our coffee culture, we contribute with the goal #11 (Make cities and human settlements

## CHAPTER II

## 1.0 THEORETICAL FRAMEWORK

### 1.1 Tourism history in El Salvador

The tourism industry has evolved with many limitations during the first decades of the century since the communication channels were deficient; and, there was not a big interest in the development of tourism inside and outside the national territory. On the other hand, the government did not have the capacity and technical resources to achieve the proper tourism development in the country.

In El Salvador, the first initiative to promote tourism took place on June 12th, 1924, during the government of Alfonso Quiñónez Molina, with the creation of the “la junta de turismo y propaganda agrícola e industrial” , which had the objective of promoting domestic and foreign tourism. In 1930, “la junta de turismo y propaganda agrícola e industrial” was created to pursue the following objectives:

- To promote tourism in El Salvador by providing the cultural and financial resources, materials, and everything needed.
- Creation of proper advertising and marketing strategies to propulse the salvadoran natural attractives and get tourists.
- To boost touristic education among Salvadorians.
- To create conferences and exhibitions around the world to present El Salvador as a tourist destination.

In 1939, “la junta de turismo y propaganda agrícola e industrial” was closed due to the need to create its own entity that will watch over the growth and development of tourism in El Salvador. The government showed its interest in the promotion of tourism in different occasions, these were observed in different periods, one of the most

dynamic was in the late 1940s with the in the “la junta nacional del turismo” framework of a modernizing development project of the economy inaugurated with the called revolution of 1948.

The effort to modernize the economy carried out by the initiative of the government and later by President Oscar Osorio, also reached the tourist category. In this period, the government issued the first laws to promote the tourism industry; and, built some of the current tourist centers such as “Apulo”, “Amapulapa”, “Atecozol”, “Ichanmichen”, “Altos de la cueva”, “Parque Balboa”, “los chorros”, etc. at this time.

“La junta de turismo y propaganda agrícola e industrial” until 1960, the year in which it was replaced by another institution that was created by decree under the name of Department of Promotion of the tourist industry, depending on the Ministry of Economy whose main objectives were:

- To detect and Implement different measurements to propulse tourism in El Salvador.
- To develop new tourist centers.

The decade of the 60's marked the beginning of a different phase of tourism in the country. During this decade, a great step was taken by enacting a law that would promote tourism, with the idea of turning it into a source of wealth for the economy which resulted in the creation of the integration program in Central America. This program was the creation of the Tourism Council of the Organization of Central American States (SITCA), achieving true tourist integration in Central America.

Another important aspect to mention during this period was the modernization of transportation. This included the establishment of the Ilopango International Airport and the expansion of road infrastructure. By 1961, the creation of the Salvadoran Tourism Institute (ISTU) was envisioned, with the sole objective of stimulating tourism in all its aspects and increasing its promotion in El Salvador.

The 70s were a very important decade for the tourism industry in our country since different hotels were built such as “Alameda”, “Camino Real”, “Ritz” and “Terraza”. Unfortunately, in 1975 we had a decrease in our tourism because of the civil war which was around the corner. However, we were the hosts of the “Concurso de miss universo”; then, the government launched a lot of advertising and executed many marketing strategies which had a positive impact on tourism in El Salvador.

The period from 1973 to 1978 was considered as “los años de oro” of tourism since we improved the hotel infrastructure, there were many investments that had high profitability results and the credit facilities offered to the sector were quite attractive. It is in this period that tourism took off and began to position itself as an actor capable of generating foreign exchange and employment. The construction of the International Airport of Comalapa came to greatly benefit tourism, as well as the modernization of some roads. Nevertheless, between 1979 and 1991, El Salvador was considered as a dangerous destination for tourists because of the civil war that was going on at that time, the civil war removed our country as a tourist destination.

In 1997, “la Corporación Salvadoreña del Turismo” (CORSATUR) was created with the purpose of promoting the development of tourism in El Salvador, one of the projects to be carried out by this institution was ethnic tourism, which intends that the Salvadorans residing in the United States direct their remittances to invest in tourism that will be carried out in their towns or cities of origin. By that time, remittances families already reached a figure of \$1,300 million a year, which were destined mainly for consumption and not to invest.

This same year the project of rural lodgings (hostels) was born with the purpose of looking for rural development poles and capturing the funds that tourists leave when visiting the rural areas of the country and thus creating micro-enterprises. With the execution of this project, the government wanted to contribute to job creation, improve



family income, to take advantage of the natural resources of each area, to increase sustainable rural development.

### **1.1.1 Importance of tourism.**

The tourist activity that the country develops has the objective of offering to residents and foreigners, the opportunity of recreation and leisure, for which the promotion and encouragement of tourism in all its aspects is carried out, offering the natural and cultural riches that the country possesses. By doing this, we project an attractive place to the eyes of the countries whose residents seek a place where they can go to take a comfortable and well-deserved rest.

We cannot forget that tourism is an activity that is becoming more and more important in the last years for the nation's economy, El Salvador is not the exception. The development of the tourism industry is characterized by a high generation of jobs, since it uses large amounts of labor, both in the construction of the basic infrastructure, hotels, and commercial areas, as in the operation and maintenance of these, and at the same time allows raising the standard of living of large segments of the population from various socioeconomic strata.

According to Katie Birtle (2020), In 2019 alone, the tourism industry contributed 10.3% of the global GDP – that's US\$8.9 trillion! It also provided 330 million jobs, or one in 10 jobs around the world, while over the past five years the tourism industry created one in four new jobs. The sector also experienced a 3.5% growth in 2019, exceeding the global economic growth of 2.5% for the ninth year in a row.

Yasmine Yehia (2019) also reminds us that this job creation is not only a part of the tourism sector but may also include the agricultural sector, communication sector, health sector, and educational sector. Many tourists travel to experience the hosting destination's culture, different traditions, and gastronomy. This is very profitable to local restaurants, shopping centers, and stores.

Tourism creates a cultural exchange between tourists and local citizens. Exhibitions, conferences, and events usually attract foreigners. Organizing authorities usually gain profits from registration fees, gift sales, exhibition spaces, and sales of media copyright. Furthermore, foreign tourists bring diversity and cultural enrichment to the hosting country.

Tourism is a great opportunity for foreigners to learn about a new culture, but it also creates many opportunities for local citizens. It allows young entrepreneurs to establish new products and services that would not be sustainable on the local population of residents alone. Moreover, residents experience the benefits that come with tourism occurring in their own country.

According to the Salvadoran Tourism Corporation (CORSATUR), tourism is the second sector with the greatest impact on the Salvadoran economy (only below remittances). This, in a good way, benefits the Salvadoran population and especially the micro and small entrepreneurs, for example, owners of hotels and restaurants, transportation, and artisans who make their products and which are often sold to foreigners who visit our country.

### **1.1.2 Advantages of tourism**

- It generates foreign currency, distributes wealth, and alleviates poverty in the territories in which it develops, both in urban areas and in remote rural communities with few development opportunities.
- It creates jobs and opportunities for productive insertion with gender equality, for people of different ages and with different levels of education. It articulates productive chains, favoring social activities in rural areas, so its impact transcends the results of the activity, even contributing to reducing the need to migrate from the countryside to the city and to other countries.

- It promotes the enhancement, dissemination, and enjoyment of the natural and cultural heritage, because it originates recreational activities, entertainment, and education for the joy of the host communities and visitors, motivating conservation, heritage protection, and renewal.
- It strengthens the sense of identity, local pride, and respect for the cultural diversity of the towns in which it takes place. It helps promoting family integration, as well as combating discrimination.
- It shows a positive image of the country, which motivates the desire to know its destinations, it promotes investments in the territory, and the consumption of other national products, strengthening the country's leadership in the international arena.

### **1.1.3 Tourism in El Salvador**

Local development is defined as that process that is socially built, whose content and essence differs from place to place based on its cultural and social identity. From this perspective, the public policies, laws and strategies, programs, and projects of a national character seek to promote the development of the tourism sector. They will only be successful long term if they are clearly designed from the perspective of the diversity of resources that each locality has and region of the country, this concept is also applied to the development of strategies to promote tourism in different territories of our planet, with the aim of offering domestic and foreign visitors the best travel experience.

Taking into account this, the government plans and the local effort have to be aligned to be successful, an example of this was the “Plan Quinquenal de Desarrollo 2014- 2019, El Salvador Productivo, Educado y Seguro” which had as its main objective to dynamize the economy to create more opportunities to Salvadoran families and entrepreneurs. The tourism ministry was included in this plan, that's why they executed

the “Plan Quinquenal de Turismo 2014-2019”. This plan included 8 different programs to promote local development, among these programs, we had: “Pueblos vivos” and “Pueblos encantadores”.

“Pueblos vivos” has been successfully implemented and it is the result of the efforts of the local communities and the tourism ministry. The emphasis of this policy is the local economic development through tourism promotion organization local tourism from the promotion tourism and as an instrument for strengthening local governments to boost tourism investment in the territories, thus generating spaces for exchange of experiences successful with the aim of strengthening the strategic approach in the offer national tourism and promote it at the national, regional and international.

This Policy is aimed at strengthening the development of touristic products, to promote the investments in the territories that stimulate the local economies to offer a differentiated and profitable local tourist offer distinguished for its high quality in El Salvador.

#### **1.1.4 Types of Tourism in El Salvador**

In El Salvador, there are different types of tourism, all of them are regulated and highly promoted by the Tourism Ministry (MITUR) and Salvadoran Tourism Corporation (CORSATUR).

- *Sun and beach tourism.* This is characterized by leisure activities to enjoy the sun and the beach. In El Salvador, we have more than 45 beaches.
- *Cultural tourism.* It is the one that motivates the approach to the heritage of the place visited. This includes any kind of artisanal production, gastronomy, architectural infrastructure, religious traditions, or even typical dances. Its purpose is to visit the cities, museums, monuments, art galleries, historic

neighborhoods, ruins, archaeological sites, and theaters that have historical value and/or artistic, but also coexistence with indigenous communities.

- *Rural tourism.* This type of tourism takes place in small towns where you can interact with nature. Tourists who look for nature want to relax and disconnect from their jobs.
- *Ecotourism.* This tourism is characterized by visiting places where the main attraction is nature. It consists of visiting geographical areas relatively undisturbed, tourists follow a process that promotes conservation, ecotourism has a low environmental impact and encourages the active participation of local people in planning processes and in the distribution of its benefits.
- *Business tourism.* It is more about the travel business, dealers, exporters, importers, traders, and others with the purpose of making business in the country. But in addition, business tourism is also done by those who wish to sell products/services in national or international fairs, or as in the case of those who make trips to fairs, congresses, seminars, etc.
- *Adventure tourism.* It is an activity that involves a risky, and an exciting experience from the tourist's point of view. The term is often used to refer to activities with some potential for physical danger, such as skydiving, mountain climbing, and other extreme sports.

## **1.2 Sustainable development policies in El Salvador**

### **1.2.1 Sustainable Development: Definition**

According to Monash University (2022), sustainable development is broadly defined as: 'development which meets the needs of the present without compromising the ability of future generations to meet their own needs.'

However, the drive for economic growth has resulted in problems such as environmental degradation and social disparities. Sustainable development prescribes a more balanced approach to growth that progresses development across three underlying pillars: social inclusion, environmental sustainability, and economic prosperity.

That is why The 2030 Agenda for Sustainable Development was adopted by all United Nations Member States in 2015, which provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

All countries have committed to prioritize progress for those who're furthest behind. The SDGs are designed to end poverty, hunger, AIDS, and discrimination against women and girls. The creativity, know-how, technology, and financial resources from all of society are necessary to achieve the SDGs in every context.



UNO. (2015) *Sustainable Development Goals*. Retrieved Aug 15<sup>th</sup> from <https://www.un.org/es/sustainable-development-goals>

### 1.2.2 Sustainable Tourism: Definition

For decades, tourism has experienced continuous growth and deep diversification, until becoming one of the economic sectors that grow fastest in the world. The contribution of tourism to economic well-being depends on the quality and the income that it offers. The first definition of sustainable tourism was provided in 1991, within the framework of the 41st Congress of the International Association of Scientific Experts in Tourism, and arose as an application of the principle of sustainable development: "sustainable tourism is that maintains the balance between social, economic and ecological interests". The UNWTO (World Tourism Organization), in 2000, added that "sustainable tourism is one that meets the needs of today's travelers and recipient regions while protecting and fostering opportunities for the future".

The UNWTO points out that sustainable tourism must:

- Optimal use of environmental resources by maintaining the essential ecological processes, and helping to conserve natural resources and biological diversity.
- Respect the socio-cultural authenticity of the host communities, and preserve its architectural cultural asset and its traditional values.
- Ensuring long-term viable economic activities, which report well-distributed socioeconomic benefits for all involved people.
- Opportunities for stable employment and earning income and social services for host communities.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it

requires constant monitoring of impacts, and introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience for the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

### **1.2.3 Benefits of Sustainable Tourism**

Sustainable Tourism incorporates new ethics of tourism and the tourist, the sensitivity towards nature, the culture, and the ways of life of the receiving populations. Among its benefits, we have:

- Ensures an adequate balance between benefits and costs.
- Stimulates the profitability of domestic and local industries.
- Generates foreign currency inflows into the country and investments in the local economy.
- Diversifies the local economy, particularly in rural areas where agricultural employment can be sporadic and insufficient.
- Seek understanding and decision-making between all social groups for their coexistence with other resources.
- It incorporates planning that ensures adequate tourism to the carrying capacity of the ecosystem.
- It stimulates the improvement of local transport, communications, and basic infrastructure.
- It encourages the recovery of agrarian uses in marginal lands and, on the other hand, favors the maintenance of natural vegetation in large areas.



- Controls and assesses the impacts caused by tourism develops reliable methods of environmental responsibility and counteracts the negative effects.

#### **1.2.4 Sustainable Tourism in El Salvador**

Tourism must be considered more and more as an important source of economic growth. In El Salvador, tourism has a high impact on its economy, more than 4.4% of GDP in 2016, when in 2010 it was only 2.4%. Also, In 2015 the average salary in the tourism sector was \$519.7 above the national average salary of \$483.9. There has also continued to be a sustainable increase in the number of visitors per year, more than 1.9 million visitors in 2015, which represents an increase of 4.6% compared to 2014.

In tourism, El Salvador has the following regulatory bodies: “Ley de Turismo”; “Reglamento General de la Ley de Turismo”; “Ley de la Corporación Salvadoreña de Turismo”; “Reglamento de la Ley de la Corporación Salvadoreña de Turismo”; “Ley del Instituto Salvadoreño de Turismo”; “Reglamento General de la Ley del Instituto Salvadoreño de Turismo”, “Política Nacional de Turismo y Plan Estratégico Institucional”.

In 2013, the Ministry of Tourism launched the National Tourism Policy, an instrument that takes into account the social, economic, environmental, and cultural pillars of sustainability.

In 2021, “La Política de Turismo Sostenible” was proposed by POLITUR (Tourism police) presenting clear guidelines to integrate sustainability as a natural way of doing tourism, promoting the responsible use of the territory and resources, the improvement of the quality of life of the inhabitants residing in the regions and the permanent effort to provide a competitive offer of services.

There is a diversity of actors involved who offer opportunities to generate strategic alliances, coordinational mechanisms, and integration of capabilities and strengths of public and private actors to achieve the objective of improving the quality of life through sustainable tourism development. Being these actors: public officials of

different government institutions and government municipalities participating in the tourism activity, tourism entrepreneurs, media communication, all members of society, non-governmental organizations, tourist and business associations, academics, artisans, artists, researchers, communities recipients, officials of organizations of regional and international cooperation, visitors and Salvadorans abroad.

### **1.3 Natural resources in Concepcion de Ataco and tourist circuits**

#### **1.3.1 Concepción de Ataco, its history and traditions**

Concepción de Ataco, also known simply by the name of Ataco, is a municipality in the department of Ahuachapán, in El Salvador; that limits the north with the municipality of Ahuachapán; to the west with Tacuba; to the east with Apaneca and San Pedro Puxtla; to the south with Jujutla and Guaymango. Ataco is one of the most touristic municipalities in El Salvador, it is also considered one of the “Pueblos vivos” that offer many options for tourists to enjoy a stay. At=water, Acu=tall y Co=place. A name that was possibly given due to the topography of the area.

This place was founded on January 15, 1543. Throughout history, Concepción de Ataco has belonged to various departments.

The municipality is divided into 11 “cantones”, which are: El Arco, El Limo, El Naranjito, El Tronconal, La Ceiba, La Joya de los Apantes, Los Tablones, San José, Shucutitán, Texusín and Chirizo. Concepción de Ataco has a territorial extension of 61.06 square kilometers, in which a population of more than 13 thousand inhabitants lives. The municipality is located at an altitude of between 1,000 and 1,260 meters above sea level.

The population of Ataco has pre-Columbian origins, it is believed that it was created by Yankee or Pipil Indians in the center of the Sierra de Apaneca. Its name in Nahuatl means: "Place of high springs", and comes from the roots.

In colonial times it belonged to the administration of Izalco, in the department of Sonsonate until 1832 when it was annexed to the department of Ahuachapán, however, in 1855 it was incorporated into the department of Santa Ana, until finally in 1869 it came to form part of the district and department of Ahuachapán, as it is preserved today. Ataco obtained the title of town in 1911 and the title of city in 1999.

Concepción de Ataco is characterized because it is not densely populated, except in the center of the city where the dwellings are concentrated. The municipality is characterized by the presence of the “Sierra Apaneca–Lamatepec”, with a predominance of “Santa Ana” volcano and “Las Ninfas” volcanoes, Laguna Verde and Cerro Grande de Apaneca. Currently, they are dedicated to the forestry area, based in the cultivation of forests and coffee plantations. Also, they have a high landscape and cultural value, which has allowed a strong tourist impulse in the area.

It is also important that we know Ataco’s traditions and culture, “Las fiestas patronales” of Concepción de Ataco are celebrated from December 11 to 15 in honor of its patron saint, the Immaculate Conception of Mary. In Concepción de Ataco you can find shops that sell handicrafts with a wide variety of sculptures, ornaments, fabrics, embroidery, key chains, and coffee candles. The native population of Ataco still preserves many of the customs and traditions of their grandparents, which goes from generation to generation through oral tradition, preserving until now a bit of our Nahuatl culture. Ataco, also counts with different tourist attractions, such as: Piscinas de Atzumpa, La cruz del cielito lindo, Plaza mirador Pío Pietrelcina, Mirador divina Providencia, Iglesia y santuario de la Inmaculada concepcion de Maria y el Parque Central.

### **1.3.2 “Ruta de las Flores”**

“Ruta de las Flores” is a charming journey over the Apaneca-Illamatepeq mountain range between the departments of Ahuachapán and Sonsonate in western El Salvador, with a pleasantly cool climate, places steeped in tradition and history, peculiar gastronomy, and a variety of hostels and small hotels that will make your stay a colorful memory of your time in El Salvador.

In the West of the country, there are mountains and important elevations above sea level, among them the Cordillera Apaneca-Illamatepec stands out, whose highest part reaches 2,381 meters. In a good part of these elevations six municipalities are located: Ahuachapán, Concepción de Ataco, Apaneca, Juayúa, Salcoatitán and Nahuizalco, which are connected by a road that was called "Ruta de Las Flores". "La Ruta de las Flores" is impregnated with a lot of history, with the participation of characters and institutions that have had relevant actions to achieve the recognition of the population of El Salvador and the affluence of international tourism.

This route is conformed by Ahuachapan, Concepcion de Ataco, Apaneca, Juayúa, Salcoatitán and Nahuizalco. *Ahuachapán*. Among its tourist attractions are the Church of Our Lady of the Assumption, in the historic center of the city; the passage La Concordia, to one side of the church; the Alfredo Espino Center for Culture and Arts, a young poet who wrote poetry alluding to pictures, customs, events and, in essence, nature, crops, trees, and birds characteristic of the area. Another tourist attraction is the Ausoles, steam emanations that arise from the bowels of the earth.

*Concepcion de Ataco*. Over the years, this population has worked on lever looms and carved wooden handicrafts. Surrounded by coffee plantations, gourmet and typical national cuisine are food options for tourists. "El dia de los farolitos" is a tradition that has remained alive for more than 200 years and has been celebrated ever since, filling all the streets of the town with light with colored lanterns.

*Apaneca*. Its name of Nahuatl origin means "where gales/rivers of winds abound". Due to its altitude, the area produces coffee of the highest quality. The hotels and restaurants together with its two lagoons "Las Ninfas" and "Laguna Verde" attract tourists to this pre-Hispanic city where the sculptures known as "Gordinflones" are located on coffee farms. The practice of adventure sports such as buggies and canopy

tours, as well as ecotourism such as landscaping and hiking, can be practiced in Apaneca.

*Juayúa.* Its ornamental plant nurseries, its coffee crops, and gastronomy are peculiar tourist attributes of this city, where every weekend, since 1997, a gastronomic fair is organized in the city center. Additionally, Juayúa has places for ecotourism such as the Monterrey River, Salto de la Lagunilla Azul, Los Chorros de la Calera, El Tequezal, La Laguna Seca, Las Ranas, Laguna Verde, Cerro El Águila and El Pilón.

*Salcoatitán.* Among its main tourist attractions are its typical gastronomy, which can be found in the central park, the craftsmanship and the method used for the elaboration of the mosaic murals; and the regional art galleries where you will find objects to decorate your home made of wicker, fabrics, blanket dresses dyed with indigo and cochineal, natural dyes and pieces of art and culture.

*Nahuizalco.* A lot of artisan wealth can be found, of which the production of handicrafts made with wicker and tule stands out, in addition to the elaboration of articles such as hats, mats, sausages, and the manufacture of furniture and wooden handicrafts. The Pipil Memorial Museum is a cultural place that is recommended to tourists, in general, to learn about the indigenous settlements. It is one of the last places where a few people still speak the Pipil language (Nahuatl). It is recommended to visit the Church of San Juan Bautista, built in the 18th century, as well as the waterfalls and the Craft Development Center.

#### **1.4 Cultural identity and idiosyncrasy of El Salvador**

El Salvador is a small country located in Central America, It is a sovereign country located on the coast of the Pacific Ocean with a territorial extension of 21,041

km<sup>2</sup>. In the year 2021, it had an estimated population of 6,486,023 inhabitants. Its demographic density is 300 inhabitants/km<sup>2</sup> approximately, which makes it the most densely populated country on the American continent, not including some islands in the Caribbean Sea. Its climate is warm tropical but due to the geographical contrast, the climate can vary.

El Salvador's borders are Guatemala to the west and Honduras to the north and east, to the southeast the Gulf of Fonseca separates it from Nicaragua, and is flanked to the south by the Pacific Ocean. Its territory is organized into 14 departments and 262 municipalities.

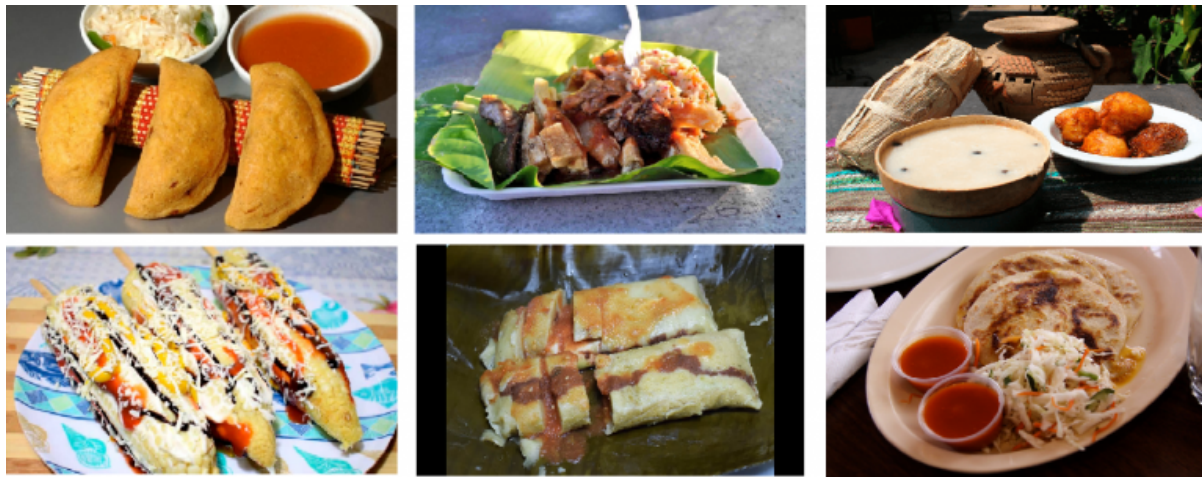
it is well known for its cultural richness and traditions that make it a unique place. The cultural heritage that El Salvador leaves to its future generations is a set of material items that narrate the history of El Salvador, as well as a great variety of music, and customs of this nation.

Salvadorans stand out for always being very friendly with their visitors, and always receiving them with a smile, Salvadorans are very warm and very outgoing, they easily make any tourist their friend. In addition, everything is close, in less than 3 hours you can go from being on the beach to being in the mountains.

In El Salvador, there are more than 100 carnivals, also known as "the patron saint festivities" which are popular celebrations that take place year after year in the municipalities, cities, or towns. All are in honor of some character of the Catholic religion. Each carnival lasts for 9 days and ends with a parade known as the "correo" parade. In the carnivals, you can find typical food, dance parties, mechanical games, and parades. However, the two most important festivals in the country are the capital's "Augustinian festivals" and the "Carnaval de San Miguel".

### 1.4.1 Salvadoran gastronomy

We cannot forget their particular gastronomy based on corn which can be found in their Saint patron festivities across the country. Among the most delicious dishes, we can find: pupusas, pasteles, empanadas, riguas, atoles, elotes loco, tamales, yuca frita, churros etc.



MipaisSV, (2022) *Comidas Típicas de El Salvador*. Retrieved Aug 21<sup>st</sup> from <https://mipaissv.com/comida-tipica-el-salvador/>

But, we cannot talk only about parties and food. El Salvador also has a very rich culture which is plenty of literature, dance and pre-columbian myths. An area in which the presence of that indigenous substratum is felt is that of legends and popular myths. There are many legends in El Salvador, such as: “La carreta chillona”, “La taconuda”, “La llorona”, “El chupacabras”, “la descarnada”, “ La leyenda de la flor de amate”, “El justo juez de la noche”, “El padre sin cabeza”, “el duende”

### 1.4.2 Salvadoran legends and myths

However, the three most widely spread myths in the Salvadoran population are that of “El cadejo”, and its related ones, of “La siguanaba” and “El cipitío”.

“El cadejo”. El Cadejo used to appear to night travelers, sometimes the “cadejo” used to accompany men, but only with single men, the “cadejo” defends men it is walking with; but also, he likes to bother them that it did not let them do their will; and. However, it is very dangerous when it gets angry because he turned into animals of immense size.

“El 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 claimed to have been able to do so.

“El cipitio” According to ancient beliefs, Cipitio was the son of Zigueguet (siguanaba), 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 her son, which would be the result of treacherous love.

Which would never grow up and would not be a man. It will symbolize the God of illicit romances and would remain until the end of the centuries as a baby, that is, always a child, always Cipit.

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 loves to wallow in the ash, and get very fed up with it. He is characterized for being small and having a paunchy belly, he wears a huge hat on his head, and his feet are backward, which



means his toes are backward, that's why when people tried to chase him, he continued their footprints to the opposite way. 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.

“La siguanaba” La Siguanaba or “pretty woman” gets pregnant by the Sun god, who is the son of the god Tlaloc, and had a son named Cipitío, but she left him alone to be able to be with her lover and go out for a walk and have fun.

And as soon as Tlaloc finds out, he curses Siguanaba, saying that she will no longer be known by her name but as Siguanaba, which means horrible woman.

She is condemned to wander the highways and empty paths to scare men who walk alone, are unfaithful or are late nights, forcing them to return home, by showing them her horrible face.

## **2.0 STRATEGIC PLAN OF THE PRODUCT**

### **2.1 Quality of a tourist product: Definition**

According to the World Tourism Organization, "total quality is the be safer to achieve competitiveness. That is, tourist organizations must guarantee customers that they are capable of responding to their needs, wishes, and expectations, better than competitors. Its objective is clear: satisfy customers in all areas, thus achieving benefits mutual for visitors, companies, and residents.

The quality of tourism is an amalgamation of services, facilities and organizations. Therefore it can be done from an individual perspective (quality of the environment, quality of a hotel, etc.) or from a general perspective, quality of transport, quality of the tourist destination.

#### **2.1.1 How to establish a high-quality program in the community**

1. General Plan: find the goals and objectives of the program
2. Commitment and support: Seek the support of your superiors and commit your actors.
3. Education and training: everyone with whom you will be working, they must know the plan and how to put it into practice. you must become in multiplier.
4. Tools and materials: take an inventory of the material you have and the ones that will be required for the development of the program.
5. Participate and involve the actors of your community
6. Evaluate your program
7. Encourage and recognize achievements

## **2.2 Customer Service: Definition**

“Action and effect of serving; merit that is made by serving the State, another entity, or person; Organization and personnel intended to take care of interests or satisfy needs of the public or of any official or private entity”

### **2.2.1 customer service evolution**

The concept of "service" immersed in the tertiary sector of the economy was Limited exclusively to companies dealing with:

- Transport, communication and public services.
- Trade (wholesale and retail).
- Finance, insurance and real estate.
- Commercial services (accounting, engineering and legal offices).
- Personal services (barbershop)
- Social services (non-profit associations)

However, this classification of services that was developed in this century has been enriched in such a way that it has reached a more broad that today involves any activity that no company can isolate.

Simultaneously, the businesses began offering help to their customers in order to make sales, and some department stores appear (Sears, Macys, Éxito, Tres Elefantes, Cafam, etc) that are so common today. Subsequently, they introduced the complaints and claims offices, which ultimately were a response to inefficiency in the provision of services or delivery of products.

It is therefore understood that the service must be an added value to the offered product that creates within the market a key differentiation between one company and another. The customer begins his process of choosing between products or similar services, not only based on price but also on the "plus" or additional that is more suited to your convenience. Service is a competitive factor, and its quality translates into the number of users or buyers in the industry.

## **2.3 Quality proposal of "Relatos de Cafe"**

### **2.3.1 "Relatos de Cafe"'s objectives.**

#### General Objective

★ Introduce the cultivation, processing and preparation of coffee drinks to tourists who visit the "Silvita" farm in Ataco, Ahuachapan, El Salvador.

#### Specific Objectives

- ★ Offer guided tours in the coffee crops of the "Silvita" farm.
- ★ Exhibit interactive representations about the processing of coffee at the "Silvita" farm.
- ★ Prepare drinks with coffee that will be tasted by tourists who visit the "Silvita" farm.

### **2.3.2 Training and Commitment for Relatos de Cafe's employees.**

- All employees, starting for CEOs and finishing with the maintenance personal will receive different seminars to understand how the coffee production works; so, they can help with any question to any visitor, or help other employees if necessary.

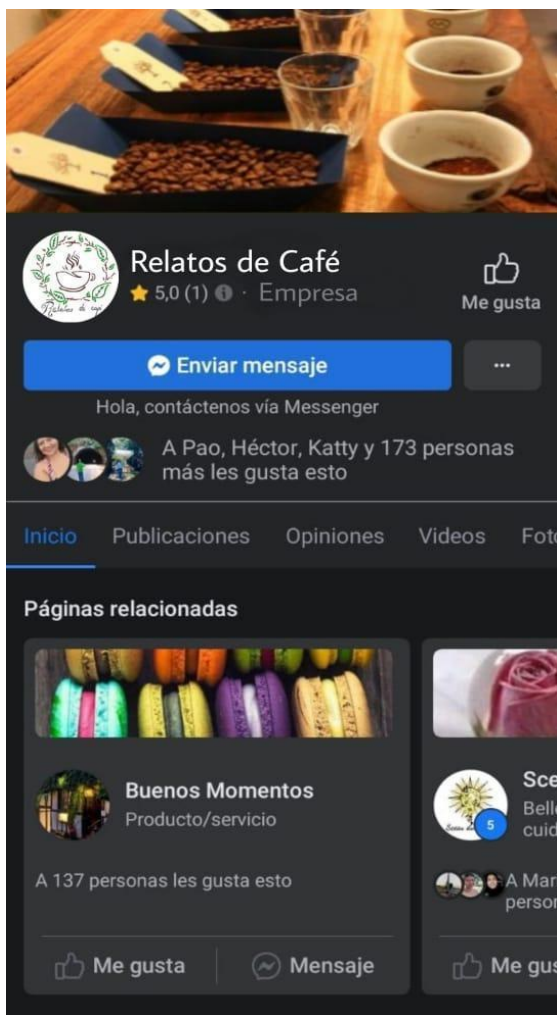
- Every 3 months, employees will take a different evaluation to confirm they are trained enough to help any tourist with any question.
- All employees will receive customer service training to make sure all the team members offer the same customer service to every tourist.
- We will hire people who will be disguised as tourists to evaluate customer service every 2 months.
- All tourists will have a complaint box available to make suggestions or complaints. The manager and CEO would be reachable by any customer or visitor.
- After their visit, all tourist will be able to fill a little satisfaction survey of 5 questions only, after filling the questionnaire, they can get a cup of coffee for free before leaving the venue.
- The results of every survey will be studied carefully with specialized people to improve our services.
- All employees will be able to make complaints through a complaints box which will be checked every day by the operations manager with the objective of making our team members happy and make sure they are comfortable with us.
- All employees will be compensated for good performance with Supermarket gift cards or other stores gift cards every month.
- Last but not least, the operation manager will be in charge of helping all employees with their doubts and also making sure that we have a great environment in “Relatos de Cafe”.

## 2.4 Strategical plan of “Relatos de Cafe”

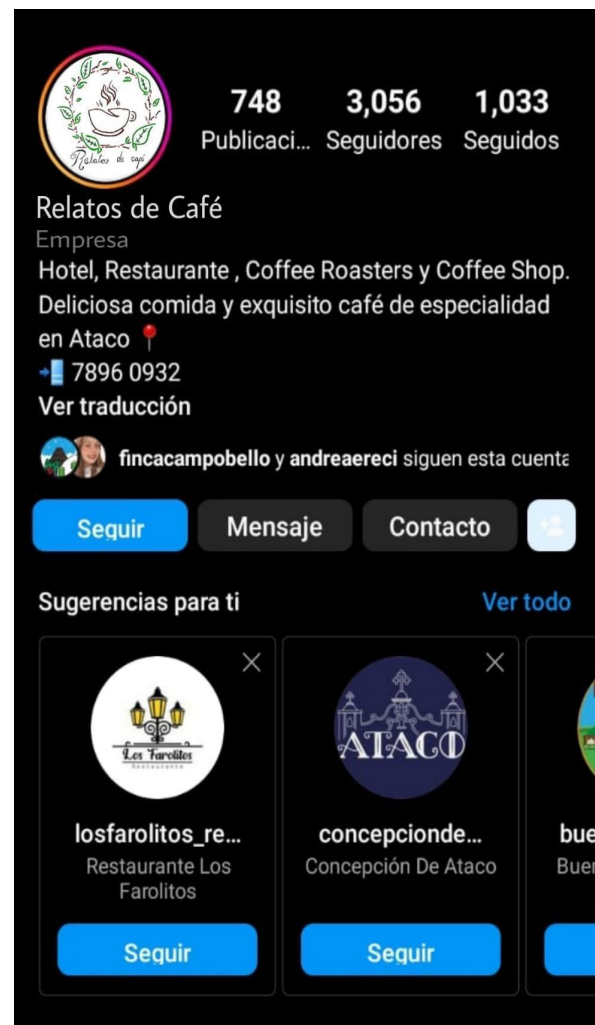
### 2.4.1 Marketing Plan of “Relatos de Cafe”

“Relatos de Café” will be promoted mainly through social media like Facebook, Instagram and Tik Tok. It will also have its own website. In our social media profiles, our customer will be able to find all the information they may need before visiting us, such as: Tour schedules, location, combos and promos; photos and short videos about the experience our customers can get by choosing us; and last but not least, they will find short talks from our Tour guide (Ana Salamanca)

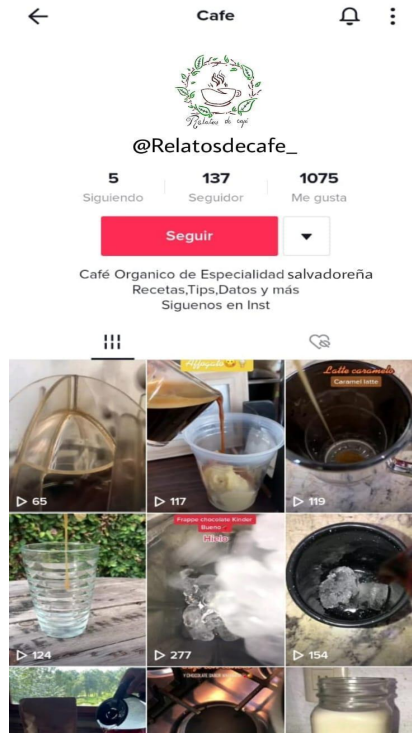
#### Facebook



#### Instagram



## Tik Tok



## Ads

VIVE LA EXPERIENCIA DE TU VIDA

# RELATOS DE CAFE

CONCEPCION DE ATACO

PRECIOS

- Adultos (de 18 a 55 años) \$12.00
- Adultos mayores \$9.00
- Niños (de 5 a 17 años) \$9.00
- Niños de 0 a 4 años entran gratis
- Estudiantes con carnet \$9.00
- Grupos de mas de 10 personas \$8.50 (cada uno)
- Pregunta por precios especiales para grupos de estudiantes

 @Relatosdecafe\_  
 @Relatosdecafe  
 Relatos de cafe  
[www.relatosdecafe.com](http://www.relatosdecafe.com)

## Website

The screenshot displays the website for 'RELATOS DE CAFE'. At the top, a navigation menu includes: Inicio, Productos, Contactar, Acerca de, Tienda, Reserva online, and Planes y precios. The main header features the brand logo, the name 'RELATOS DE CAFE' in large bold letters, and a shopping bag icon. Below the header is a large photograph of a coffee shop interior. A prominent black menu board lists various coffee and tea options with prices:

Item	Price
ESPRESSO	3.00
CAPPUCCINO	4.50
COLD BREW	4.00
ESPRESSO + WATER	3.00
+ MILK MINI	3.50
+ MILK SML	3.50
+ MILK MED	4.00
+ MILK LRG	4.50
+ CHOCOLATE	4.00
+ ALMOND	5.00
CHAI	4.00
TEA	4.00

Below the menu board, the text 'SEE SIGNATURE MENU' and 'ORWHEELHOUSE' is visible. The background image shows a coffee counter with a green bicycle, coffee-making equipment, and shelves with coffee beans. A chat bubble in the bottom right corner says: '¡Vamos a chatear!'.



## Offers and prices

Finca “Silvita” will offer a 30-45 minutes tour around the coffee crops that will be guided by an expert in coffee who will explain how the fields are sowed, cultivated and how the coffee is collected. Tourists will be able to walk in the middle of the crops; so, they can see the coffee plants very close. Moreover, the expert will answer all the questions they might have during the visit.

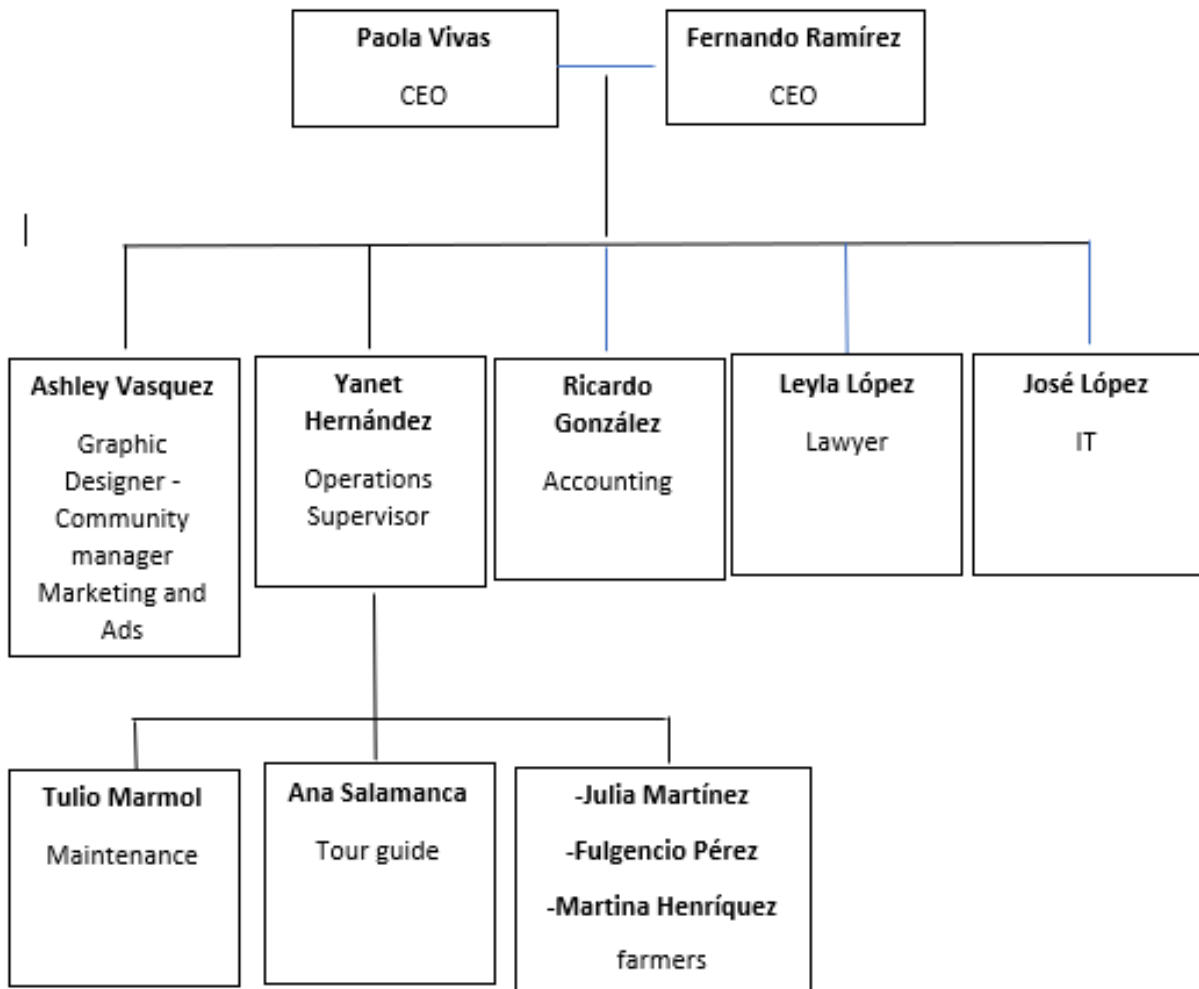
Once the tour is over they will get into the main house of “Finca Silvita” where they can enter four different rooms. In the first room, tourists will access a mini cinema to see a video about the important role that coffee has and has had in El Salvador’s history, in the following rooms, they will have photographs, videos, and some examples of machines that are used to process the coffee seeds until they become in coffee powder ready to be prepared and be drunk. These photos, videos, and machines have the chronological order that the coffee seed follows during its process.

After visiting the coffee museum, tourists will get a sample of the coffee produced in the “Finca Silvita” fields. And, if they wish, they can buy coffee bags ready to be prepared. This sample will be led by an expert who will explain the coffee characteristics and their processes; and, he will answer all the questions they might have about them.

Tourists will be offered one tour per hour starting at 10:00 am to 5:00 pm from Tuesday to Sunday with a minimum of 8 people per tour.

- Adults (from 18 to 55 years old) \$12.00
- Older adults \$9.00
- children (from 5 to 17 years old) \$9.00
- Children from 0 to 4 years old are free
- Students with a carnet \$9.00
- Groups of more than 10 people \$8.50 (each)
- Ask for special discounts for students groups

## 2.4.2 Conceptual Map of “Relatos de Cafe’s team members”



## CHAPTER III

## 1.0 ENTREPRENEUR PROFILE

### 1.0 What is it to be an entrepreneur? (Definition)

An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The process of setting up a business is known as entrepreneurship. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures.

### 1.1 What is it to be an entrepreneur? (personal definition)

An entrepreneur is someone who creates opportunities or takes advantage of an existing opportunity to create and offer a service or product, who at the same time contributes to the development of the Salvadoran economy and who can potentially change the quality of Salvadoran families, including your own.

### 1.2 What type of entrepreneur do you identify with? Why?

Firstly, I consider myself as an intern entrepreneur since I have identified emptiness and need in tourism industry when we are talking about coffee, there are “Beneficios” who give a tour in their facilities; but, people are not able to understand how coffee crops work, “Relatos de Café” looks for offering a complete experience to its visitors. But, always taking advantage of a coffee production that already exists as it is “Finca Silvita”.

I do also consider myself as an entrepreneur by opportunity because the land and the raw material already exists, as I mentioned previously, we just needed to find a way to exploit that resource for our benefit. Besides, I am also an agribusiness entrepreneur because I’m creating developing an opportunity since my partner has a family inheritance, which is a coffee plantation of one block of land in Concepcion de Ataco.

### 1.3 What is your entrepreneurial ecosystem?

**Market.** Both, my partner and I know people with tour operators with whom we can make deals to offer our tour in the coffee plantation and coffee tasting as one of their services. In the same way, we are going to launch the project in different Social Media, as well as offer it as an educational trip for schools and universities.

**Policies.** We plan to request legal and financial advice from “Bandesal”, as well as lawyers and accountants, who can guide us on legal issues. as well as, advice with

the mayor of Ataco to follow the law and always looking for the best for our collaborators.

**Financing.** We both have a capital of \$7,000 each to invest in the enterprise, which was granted by the Bank of Central America. According to our plan this will be enough to launch the entrepreneurship and afford it for the first 6 months.

**Culture.** Both partners are looking for courses and tutorials that allow us to expand our knowledge about the world of entrepreneurship, good practices and strategies to grow our business making it successful. And also to understand better the coffee industry and save money by hiring more people with this knowledge.

**Support.** We already have the necessary infrastructure to develop the exhibition hall, as well as the coffee test, and we are looking for legal and financial advisors that will allow us to be successful.

**Human capital.** Fortunately, "Finca Silvita counts already with different collaborators always from Concepción de Ataco who will help us launching "Relatos de Café" and we will generate more jobs once "Relatos de Café" is open. We have our families supporting us with all the marketing and technological development before the launch.

#### 1.4 What are your skills and characteristics as an entrepreneur?

I consider that I have the needed skills to get achievement, because I consider myself a very persevering person who fights to achieve her goal even if it is a long and arduous path, at the same time I have high quality standards when receiving a service or product, so I also wish offer a high quality service. At the same time I am a person who takes risks but who is also cautious, taking preventive measurements to mitigate any unintended situation.

Just as I am a person who likes to plan and premeditate risks, I am also very committed to achieving my goals and those of the enterprise. I also consider myself a fairly extrovert person which does not make it difficult for me to interact with new people, which would help me to create a network of contacts, as well as to work as a team.

#### 1.5 What are your barriers to entrepreneurship?

The fear that "Relatos de Café" will not generate enough income to cover costs, fixed and variable expenses. The fear of losing our investments and the saves of our lives, losing the dream of leaving our old jobs to dedicate our lives in something we love.

#### 1.6 What are your success factors?

I consider that the strategy is one of the factors that will make us successful in our project since we are soaking up knowledge regarding marketing and advertising strategies, as well as being innovative and offering a high-quality service and product. At the same time, the skills that my partner and I have will allow us to persevere and apply good strategies for the success of our venture.

We cannot forget the support that we have and that we are looking forward with different people from different areas, such as: lawyers, accountants, marketing specialists, community managers, digital platforms creators, Concepcion de Ataco collaborators who have experience in Coffee plantations, production and all its process to get the final product.

## 2.0 ENTREPRENEUR RESPONSIBILITIES

- Ensure the interests, preparation and training of my collaborators who are residents of the municipality of Concepción de Ataco. An entrepreneur is also responsible for organizing a business structure and environment that helps each employee maximize their potential. The success of a business venture often relies on its employees' contributions.
- Help the social and economic development of the inhabitants. Economies are used to measure living standards. These living standards can improve through the developments or services that an entrepreneur brings through their business.
- create a friendly and relaxed atmosphere for employees and tourists. It is very known that employees are more productive when they are happy and feel comfortable with the place/company they work. That's why it is imperative for me to make their stability and well-being one of the most important responsibilities that as entrepreneur I have.

### 3.0 ENTREPRENEURSHIP RESPONSIBILITIES

- Generate the least possible environmental impact. Promote the eco-friendly philosophy with visitors and customers so that they are also environmentally responsible in other parts of the country or the world.
- Watch over the economic and cultural interests of the people. Also, The entrepreneur should cooperate in providing facilities for the public utility to the local community, Like, Education, entertainment, medical, housing, and Libraries, etc. For that may provide help in the establishment of new schools, parks, hospitals and rest houses, etc.

The entrepreneur should make all possible efforts to improve the standard of living of the public. For that, scholarships may be granted to the children of the employees and other students, employment facilities, suiting disabled persons and orphans may be provided for. Besides, encouragement may be provided for various socially useful programs in the country, like, family welfare and small savings, etc.

- Generate employment and economic activities among residents and tourists in various sectors. Entrepreneurs not only create jobs but are the backbone of economic development, social upliftment and pave the way for innovation. should encourage healthy competition among the local community and make good quality commodities available to the public at fair prices. The entrepreneur should provide more and more employment to the local people of the place, Where he is establishing his business unit or is performing the business activities. He should invest capital in such business which may provide employment to a large number of people.



#### 4.0 QUALITY REGULATIONS WITHIN TOURISM

"Relatos de Café" is regulated by the Tourism Law of El Salvador, decree No. 899, first of all article 2 establishes the definition of Tourist Company where the commercial activity of "Relatos de Café" is described.:

"Tourist Companies: Those that offer and provide services to tourists in the areas of information, transportation, accommodation, food and recreation".

Also, article 8 and 14 establishes that all natural resources, among others, that make up the country's tourist inventory will be preserved and safeguarded by the institutions to whom such attributions legally correspond, in the case of "Relatos de Café" that have natural resources that must be preserved, the founders and all the collaborators are deeply committed to the protection of these lands that are so important in our country; as well as, to generate the least possible impact on the environment and the ecosystems that are part of it.

Likewise, article 9 establishes that CORSATUR (Salvadoran Corporation of Tourism) will exercise the administration and control of the National Registry of Tourism where all tourism companies that operate in El Salvador must register, which will enjoy the benefits and incentives conferred by this Law when they so request and comply with the Legal requirements.

In the same way, articles 10 and 11 establish various obligations for all owners and their companies that are covered by the tax incentives established in the same law, as is the case of "Coffee Stories", Among these are:

- a. Use the tax incentives granted, for the exclusive purposes of the activity incentivized;
- b. Comply with current legal provisions regarding tourism infrastructure, quality standards and provision of services;
- c. Communicate to the Secretary of State the modifications in the plans and projects that on the business of the company has made, within ten business days after to the modification, and report the sale or transfer of its assets or shares within the term ten business days after the sale or transfer; and,
- d. Allow and facilitate the practice of inspections by delegates duly accredited, both from the Secretary of State and the Ministry of Finance providing access to

documentation and information relating to the activity encouraged, that in the exercise of their functions they request.

We cannot ignore articles 12 and 13, since they ensure the safety of tourists as well as receiving objective information about the tourist activities to which they will have access.

“Relatos de Café” is committed to deliver a detailed report on monthly earnings to the established legal institutions for said activity, as article 18 says. As well as, to avoid any of the infractions mentioned in article 25 and also comply with the sanctions established in article 26 and 34 if necessary.

“Relatos de café” is also governed by the “Reglamento General de la Ley del Turismo de El Salvador, within the articles to highlight of said regulation is article 11 that establishes all the obligations that tourist companies must follow to provide complete and truthful information and a high quality service to all its users, setting the following:

- a) Display to your customers and visitors, the price of your products or services, as well as the taxes and special contributions that affect it and the currency in which they must pay;
- b) Comply with hygiene, safety, health and environmental standards and other legally established;
- c) Display in a visible place, the regulations, general conditions of service and use of the establishment facilities;
- d) Respect the rights that assist the visitor as a consumer according to the regulations valid;
- e) Comply with other legal obligations according to the nature of the establishment.

In addition, article 21 classifies us as a theme park and article 24 establishes the obligations for all theme parks within Salvadoran territory, which says:

- a) Have a public entrance with information and a descriptive map of the facilities, ticket office and administration;
- b) Have a diversity of facilities developed in accordance with the chosen theme;
- c) Provide its services associated with at least one of the complementary services related to accommodation, food, recreation, guided tours or other concepts that are part of a system made up of tour operators;
- d) Have duly trained personnel, appropriate facilities and equipment

specialized for the development of its activities, which according to the modality, must be in a good state of maintenance and cleanliness. The team must not present wear or deterioration that makes its normal use impossible, dirt or bad odors;

e) In case of providing among its services the rental of land motor vehicles, aerial or aquatic, must comply with what is applicable to them, with the requirements for the companies dedicated to such activities;

f) Recreational tourism service companies must guarantee physical security, hygiene and quality of the services and activities that they offer to their clients. shall check that the staff in charge of the establishment is properly trained for first aid treatment and have the appropriate medical equipment for such effect;

g) Have Internal Operating Regulations; Safety and care manuals emergencies for each activity carried out; Manual, program and monthly log of maintenance of equipment used for each activity and infrastructure; policy of civil liability in case of accident and Work Risk Policy.

Nor can we forget chapter IX of the same regulation that from article 40 to 54 establishes all the inspections and surveillance of which "Relatos de Cafe" will be subject in order to ensure the well-being of all its users and collaborators.

Finally, "Relatos de Cafe" is strongly committed to chapter XII of the same regulation, which establishes the procedure to resolve a user's complaint, our enterprise is highly committed to the satisfaction of our users; however, if necessary, compliance is guaranteed with the letter of this regulation from article 95 to 103 will be ensured.

Besides these regulations, we cannot forget the "Organismo Salvadoreño de Normalizacion" el cual establece diferentes recomendaciones, exige ciertos requisitos para las empresas turisticas y comparte buenas practicas para su sostenibilidad a traves de sus normas tecnicas, "Relatos de Café" se compromete con muchas de ellas, entre ellas tenemos: OSN/EDP 03.112.01:20, NTS 03.00.145:19 "Tourism and related services. Tourist services for public use provided by the authorities of the protected natural areas. Requirements", NTS 03.00.142:19 "Adventure Turism. Good practices for sustainability. Requirements and recommendations", NTS 03.67.01:12 "Tourism. Good Sustainability Practices. Specs." And last, but not least, we have: NTS 03.00.140:19 Tourism and related services. Sustainability management system for accommodation establishments. Requirements.

## CHAPTER IV

1.0 LOGO



## 2.0 MISSION, VISION AND VALUES

### **Mission**

Relatos de cafe's mission is to advance creative thinking by connecting our Salvadorian coffee identity with individuals and communities from all the world in unexpected and stimulating ways. We also want to lead on guiding people with passion into the delicious Coffee world by offering an innovating and high-quality experience.

### **Vission**

Relatos de cafe will be a vibrant cultural attraction of the town and will be regarded as an entertaining and worthwhile tourist destination. "Relatos de cafe" will be a resource for scholars, historians and everyone who wants to discover an important part of the salvadoran identity.

### **Values**

- Creating a culture of knowledge about coffee and its importance in El salvador.
- Encouraging people to protect the environment and our natural resources by taking responsibility not just for great coffee, but supporting communities and the environment where our coffee is grown.
- Embracing the pursuit of excellent coffee.
- Driving the local community by promoting ecological and gastronomic tourism.

### 3.0 BUDGET

INITIAL INVESTMENT	
Expense	Cost
Facilities (maintenance)	1,000
Suitability of the facilities (infrastructure and furniture)	3,000
Equipment (interactive areas, exhibitions and offices)	5,000
Supplies (raw material, cleaning products, stationery, technological equipment)	6,000
Company registration (opening license, notaries and other procedures)	1,625
Marketing and advertising	1,300
Transport	7,000
Legal advice	920
<b>Total</b>	<b>25,845</b>

BUDGET (3 FIRST MONTHS)		
Expense	Cost (1 month)	Cost (3 months)
Facilities (maintenance)	800	2,400
Salaries	8,000	24,000
Suitability of the facilities (infrastructure and furniture)	2,300	6,900
Services (Water, Electric Energy, wifi)	340	1,020
Transport	745	2,235
Marketing y Publicidad	600	1,800
Others	400	1,200
<b>Total</b>	<b>13,185</b>	<b>39,555</b>
<b>TOTAL OF INITIAL INVESTMENT</b>	<b>64,380</b>	

INITIAL FINANCING (OPENING AND THE FOLLOWING 3 MONTHS)			
Financing	Total	Real	Difference
Partner 1	35,000	35,000	0
Partner 2	35,000	35,000	0
Bank loan (Bandesal)	54,600	54,600	0
<b>TOTAL OF INITIAL INVESTMENT</b>	<b>51,380</b>		

## CHAPTER V



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