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SCHOOL OF ARTS AND SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES



TOPIC:

TOURIST SERVICE

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FINAL REPORT OF THE TOURISM SPECIALIZATION COURSE

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Abstract:

This work is about what an entrepreneur is, the development of our tourist service and the strategies to be a successful entrepreneur developing our tourist service. Knowing what an entrepreneur is crucial if you want to be one. In the work, you can notice that an entrepreneur is someone who starts a business by himself or herself taking all the risks that it may bring. The second and the main idea of this work is to develop our tourist service. You will be able to read the description of our tourist service which in simple words is a service in which we offer to take groups of people to the Encanto river, that is located in a city of Cuscatlán ``Tenancingo" in El Salvador, in order to provide them with three main options which are: fishing, picnic and going hiking around the river. The third main idea of this work is to apply some strategies to be successful in entrepreneurship. We apply strategies such as: making alliances with other businessmen who are in the same area of tourism so as to earn more about the business and to get some support like, equipment and labor. So, the main parts of this work are to know about what is known as an entrepreneur, the description of how we will develop our tourist service and the strategies that will make our entrepreneurship a success.

Keywords: entrepreneur, Tourist service, Strategies, businessmen, Equipment, Alliances.

Introduction

In this work you will find the presentation of a tourist service which is an original idea that came from the creativity of three students who are Joaquin Guerrero Vanegas, Jorge Luis Siguenza and Alvaro Joel Guerrero Vanegas. You will see how to carry out our tourist service step by step. In the first chapter, you will be able to contemplate the profile of our tourist service that in the first chapter we will dedicate ourselves only to creating a perspective of what our tourist service will be. So, this work is of great importance for all people who are looking for a detailed and good quality idea to learn more about what a tourist service is and how to carry it out. Also, this work can help you get a better idea of what tourism itself is. Which according to the UNWTO, **“Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.”** (UNWTO). It would even be very useful if you want ideas to undertake in the world of tourism. In UNWTO’s view, “Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world.” (UNWTO). As you can notice tourism can be part of your economy.

Tourism product presentation

Our tour operator provides service throughout the country, but the cost of transportation will depend on which area you are visiting. The other prices remain the same wherever you come from. You can stay in the place as many days as you want, but always taking into account that the more days you stay, the higher the price of your stay.

Our service is called "El encanto tour". This is a tour operator that is located in the department of Cuscatlan, in the municipality of Tenancingo that basically consists of 3 great attractions that are:

- Hiking: this service has a 20-minute walk to the "El Encanto river".
- Fishing: this service includes rental of fishing equipment and the help of an instructor so that you can learn to fish in case you cannot fish and do not know how to use the fishing equipment.
- camping: this has a camping service, that is, you can stay with your friends in a certain area to light a fire and set up your camping tent. If you do not have the inflatable mattress and the camping tent, you can rent them.

CHAPTER I

PROFILE OF THE

TOURIST SERVICE

1.1 OBJECTIVES:

Main objective:

- To recognize the importance of the need for an excellent rest to improve the quality of life of people through disconnection with the world and the daily routine in the "el encanto tour".

Specific objectives:

- To explain the positive impact on people's physical health through activities such as walking, camping, and fishing.
- To describe how people's mental health can be significantly improved through the different activities offered by "el encanto tour".

1.2 JUSTIFICATION

The current work will focus on promoting the diversity of tourism in El Salvador, this small but beautiful Central American country, promoting different ways of doing tourism in El Salvador and visiting very beautiful places that Salvadorans still do not know. Since in this way we can make everything that the country has to offer more popular and grow its economy; besides that, make tourists more aware of its culture and history, so that we can learn more about these beautiful places, because that way it will be easy achieve its development and economic growth and develop it as a tourist destination. This work will allow exploring the diversity of tourism that exists in El Salvador, the identity of the town where it is located, and its customs will also be revealed. This will make you aware of the importance of supporting the diversity of tourism in this wonderful country to develop its impact at a national and international level.

Rural tourism is really important, and it takes place in natural areas, often in rural and remote settings, where natural resources are abundant. By promoting and encouraging this type of tourism, awareness is created about the importance of conserving and protecting the natural environment. Furthermore, it can be a vital source of income and employment for rural communities. By attracting visitors to rural areas, economic opportunities are created for residents. This can include the creation of small businesses and jobs related to hotels, restaurants, transport, recreational activities, and local crafts.

1.3 SERVICE DESCRIPTION

El Encanto tour is a service that provides a great experience and relaxation. It covers the needs of the people who visit it by offering walks, fishing, transportation, and lodging. The walks can cover the need for physical activity and contact with nature. For many people, walking on mountain trails or through a park can be a relaxing and challenging way to exercise and get in touch with nature. Additionally, hiking can provide a sense of adventure and discovery when exploring new places. On the other hand, fishing can cover the need for connection with nature and tranquility. For many people, fishing is a relaxing activity that allows them to escape the stress of everyday life and connect with nature. Additionally, fishing can provide a sense of accomplishment and satisfaction when a fish is caught.

El Encanto tour is aimed at any type of person who wants to enjoy nature in a healthy environment and without damaging the natural resources that nature offers.

Tour el Encanto is located in calle a Suchitoto, Tenancingo, Cuscatlan.



Tenancingo's map 2022

Its main attractions are hiking and fishing, walking through the forest makes people feel comfortable and breathing fresh air, in addition, in the forest they can meet birds that they have never seen in addition to learning more about the trees. On the other hand, with fishing people can spend time with family or friends talking while they wait patiently with their fishing rod to catch a fish and that makes them feel calm.

Said rural tourism offers a unique experience for those who want to enjoy nature, tranquility, and local culture. such as:

Lodging in natural environments: Rural tourism implies camping in natural areas, that is, being surrounded by beautiful landscapes, either in the forest or on the riverbank. Contact with nature: Rural tourists can participate in outdoor activities, such as hiking, bird watching, fishing

or simply relax in the middle of nature. These experiences allow you to reconnect with the natural environment and enjoy its beauty.

Connection with local culture: Rural tourism offers the opportunity to interact with local communities and learn about their culture, traditions, and lifestyle.

Local gastronomy: In many rural tourism destinations, you can enjoy authentic local cuisine. Visitors can try traditional dishes prepared with fresh ingredients from the region.

Rest and tranquility: One of the main advantages of rural tourism is the peace and tranquility it offers. Rural destinations are usually away from the hustle and bustle of cities, which allows tourists to relax, disconnect from daily stress and enjoy a peaceful environment.

Rural tourism has become popular in recent years due to a number of factors such as nature, cultural authenticity, relaxation, sustainability and ecology, outdoor activities, discovery of new areas, in addition, rural tourism offers a way of traveling that combines nature, culture, tranquility and sustainability. Every day more people seek authentic experiences and want to escape the fast pace of modern life.

"Rural tourism allows us to discover the beauty and authenticity of less explored places, giving us a genuine connection with nature and local culture." (Paulo Coelho)

1.4 Application of strategies for human development and sustainability:

According to amenitez, “Sustainable tourism considers the economic, cultural, and environmental impacts tourism activities have on the present and future generations.” (amenitez, 2022). Taking all these important factors into account we can guarantee a responsible development and sustainability in the host city in which our tourist service will be developed, so for that reason our main objective is to take care of and make good use of the environmental resources that are found in our tourist service "El encanto tour" since it is a fundamental element for tourism development, that is, laws will be established to protect the environment of the area in which Our tourist service is located so among some mandatory regulations to guarantee the protection of biological diversity such as flora and fauna, tourists will be prevented from making bonfires within the tour area to avoid contamination caused by smoke, and also The felling of trees will be prohibited, tourists who throw garbage in our river and green areas will be fined, and finally, some seasons will be established where fishing will be prohibited so that the fish can reproduce and thus maintain the essential ecological processes and help conserve the natural resources and biological diversity.

During the visit to our tourist destination "Tour El encanto" it is important to invite everyone to take a tour of the area in order to learn more about the great cultural wealth that this beautiful city of Tenancingo has, which is full of history, customs and traditions since Tenancingo is a pre-Columbian indigenous population and its name comes from Nahuatl and means “ciudad de murallitas” that is, it has a lot of our history from our ancestors, which would be very interesting not only for foreign tourists but also for local tourists, which would help us learn more about our origins.

3. **Economia:** By developing our tourist service in this city, an attraction will be guaranteed not only for the national tourist but also for the international tourist, which will present an improvement in the economy not only for the different employees of our tourist service but also for the local economy of the host city, which in this case is the city of Tenancingo, which is the cradle of palm artisans, since they are experts in the elaboration of many products such as hats, rugs, baskets and caps, among others, which are hand-made. hand, which will generate new sources of employment and promote publicity not only for our tourist service but also for the different products made in this beautiful city, generating a reduction in local poverty.

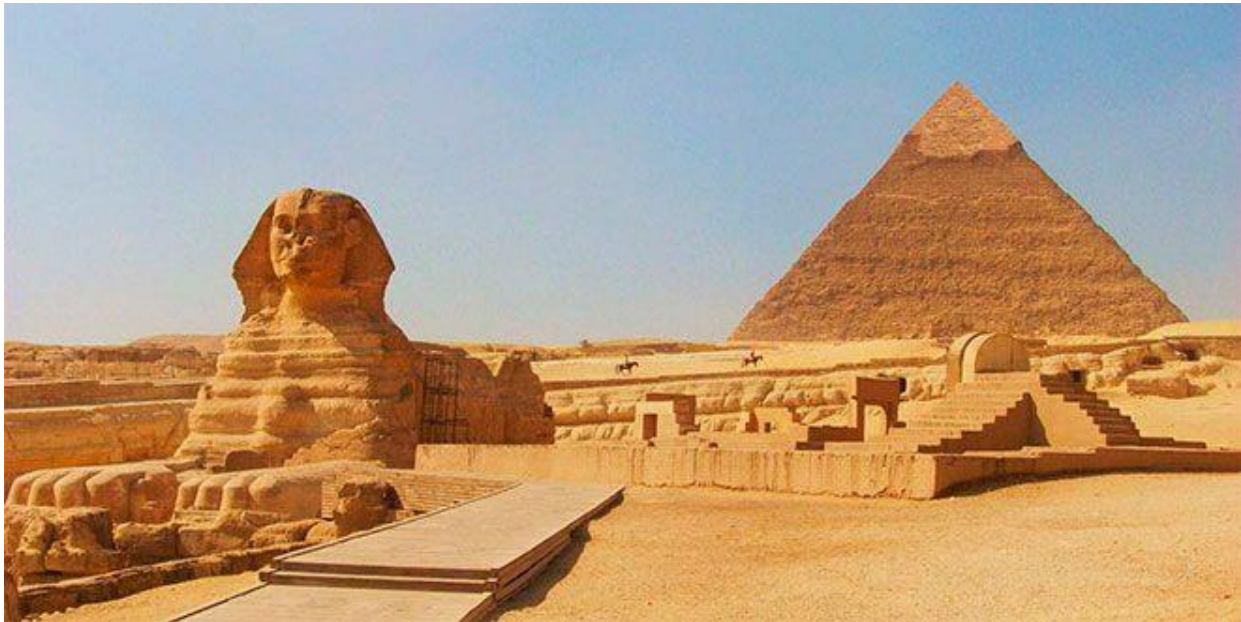
CHAPTER II

**CONDITIONAL ELEMENTS FOR THE
DESIGN OF THE TOURIST SERVICE**

2.1 HISTORY OF TOURISM

Tourism throughout its history has undergone different changes, it is fascinating that it spans thousands of years and has evolved significantly over time.

Travel for pleasure or cultural exchange has roots in antiquity. In civilizations such as the Egyptian, Greek, and Roman, people traveled to sites famous for their beauty, such as the pyramids in Egypt, the Parthenon in Athens, and the thermal baths in Rome.



During the Middle Ages tourism was somewhat limited due to transportation difficulties and political instability. However, religious pilgrimages to holy places, such as Jerusalem, were an early form of tourism.

Later in history during the Renaissance, European artists, scholars, and nobles began to travel to gain cultural knowledge and experience. Beginning in the 17th century, it became popular for young European aristocrats to travel across Europe to learn about history and the arts.

During the Industrial Revolution, society and the economy changed, which in turn benefited tourism. The expansion of railways made travel more accessible and affordable for the masses, allowing people to move to places previously unreachable.

After World War II, there was a boom in tourism. Commercial aviation developed, making international travel easier. Places like Florida, the Caribbean, and Europe became popular destinations for tourism.

In the 20th century, a growing awareness arose about the importance of preserving the environment and local cultures. This led to the development of sustainable tourism, which seeks to minimize negative impacts and promote respectful practices with the environment and the community. Years later, with the advent of the Internet, tourism experienced a revolution in travel planning and booking. Online platforms have allowed people to research destinations, compare prices, and book flights and accommodation more conveniently.

In recent times, travelers are looking for more authentic and personalized experiences. Tourism has focused on specific activities, such as gastronomic tourism, ecotourism, adventure tourism and cultural tourism. The Coronavirus pandemic had a significant impact on the tourism industry, with border closures and travel restrictions around the world. This has led to increased awareness of travel health and safety, as well as changes in travel patterns and a renewed focus on local tourism.



In short, the history of tourism reflects the evolution of society, technology, and human aspirations over time. From religious travel to modern and sustainable tourism, tourism continues to transform to meet the changing needs and desires of people around the world.

2.2 HISTORY OF TOURISM IN EL SALVADOR

The history of tourism in El Salvador has experienced different stages of development over time. For much of its history, El Salvador was not a well-known tourist destination due to the political and social conflicts that plagued the country during the 20th century. However, since the last decades, El Salvador has worked on the promotion and development of tourism as part of its economic growth strategy. The country has a diversity of natural attractions, such as beaches, volcanoes, lakes, and mountains, which have begun to attract the attention of travelers interested in ecotourism and adventure tourism.



In addition, El Salvador is also home to important archaeological and cultural sites, such as the Joya de Cerén Ruins (a UNESCO World Heritage Site), which offer visitors an insight into the region's pre-Columbian history.

According to the Ministry of Tourism of El Salvador "During 2022, El Salvador managed to recover 96% of pre-pandemic tourism. These results have been linked to the articulated work carried out by the Government of President Nayib Bukele, which have to do with the change of image in the perception of the country, investment in public infrastructure, surf tournaments, among others.

According to statistics, in 2022, 2.5 million visitors entered El Salvador, which represented 96% recovery. "We exceeded the goal we had for this year, of 2.4 million visitors," said the Minister of Tourism, Morena Valdez.

In 2023, thanks to the exceptional regime that the country is going through, the gangs have almost completely disappeared, which has made El Salvador the safest country in the Americas. This has benefited foreign tourists since they come from different parts of the world to see the beautiful beaches that the country has since its waves are magnificent for surfing. In addition, with the recent Central American and Caribbean games held in El Salvador, tourists are pleased to visit the country due to its climate and safety, so much so that Miss Universe was even held in our country.

In summary, El Salvador is growing in a surprising way regarding tourism since people from all over the world want to visit it and more and more tourists visit the country every day.

2.3 Natural resources of the destination area, location on the tourist map of El Salvador.

What are Natural resources?

According to the editors of the encyclopaedia Britannica natural resources are (2023):

natural resource , any biological, mineral, or aesthetic asset afforded by nature without human intervention that can be used for some form of benefit, whether material (economic) or immaterial. What is considered a "resource" (or, for that matter, "natural") has varied over time and from one society to another. Examples of assets that can be considered natural resources include forests, surface water and groundwater, and the fertile lands or the soil and minerals within them (rather than the crops that grow on them), as well as energy resources (such as petroleum, natural gas, and heated water [that is, geothermal energy]) contained within layers of rock.(The editors of the enciclopaedia Britannica, 2023, para. 1)

according to Merlos, Enrique, León, Francisco, Rivera, Natalia, Chanta Henríquez, Vilma Alicia, Vanegas, Yanira, Hernández, Marta Alicia, Murillo, Cristina and Guardado, Yoselyn, equipo técnico y facilitador people in Cuscatlan do not use the natural resources because they work on other things (2022):

The department of Cuscatlán is located in the paracentral region of El Salvador, which has an economy based on agriculture, specifically on the cultivation of sugar cane. Tourism and the manufacture of handicrafts is another of the fundamental pillars of the economy of this department, they are experts in the manufacture of hats, baskets of all kinds and mats; fireworks and pottery are also present. The member municipalities of ASOMUC are: El Carmen, Cojutepeque, Suchitoto, San Bartolomé Perulapía, Santa Cruz Michapa, San Ramón, San Rafael Cedros, El Rosario, Monte San Juan and San José Guayabal and Tenancingo (Merlos, Enrique, León, Francisco, Rivera, Natalia, Chanta Henríquez, Vilma Alicia, Vanegas, Yanira, Hernández, Marta Alicia, Murillo, Cristina and Guardado, Yoselyn, equipo técnico y facilitador, 2022, para. 1)

As we could see, in the department of Cuscatlan, the natural resources of the area are not exploited since the people of this place are dedicated to trades that are not related to the exploitation of natural resources.

Unfortunately, Tenancingo's natural resources do not appear on the El Salvador tourist map, but they do appear on the Tenancingo infrastructure map.

These are the natural resources found in Tenancingo:

Jinuco River

Dolores river

Tepechapa River

Comizapa River

San Juan River

Sin Nombre River

Rosario River

2.4 Cultural identity, intangible tourist resources: festivities, celebrations, syncretism, gastronomy, legends, stories, or tales of El Salvador, if possible, from the destination areas.

Cuscatlán festivals

In Cuscatlán there is a great religious sense that can be seen in its patron saint festivals, known as "Las Fiestas Enerinas". Between January 15 and 29, the Immaculate Conception of María and San Sebastián Mártir, patron saints of the city, are celebrated.



For each day a different activity is organized that goes from traditional dances, music, sales of typical dishes and more.

Tenancingo's Festivities

Tenancingo celebrates its patron saint festivities in honor of Saint James the Apostle from July 17 to 25, an activity characterized by various cultural, religious, and traditional events where the entire population participates; its parish church was damaged by the earthquakes and is currently being restored, meanwhile another temple has been built next to the old church, attended by hundreds of faithful from urban and rural areas.

Gastronomy

Enjoy Cuscatleca gastronomy with some good chorizos, butifarras and salchichón, sausages prepared by hand. In addition, you must try the exquisite varieties of atol that are prepared here. The most sought after are the Atol Shuco or black corn and the toasted corn Atol. Definitely a delight for the palate.

History

Tenancingo, before and after the Peace Accords

Memories of the bombings and forced displacements continue in the minds of the people from this municipality.



Facade of the Santiago Apóstol Tenancingo Parish, seen from the central park.

/ Photo by Julio Cerros/Mauro Arias.

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The civil war is an important part of the history of Tenancingo. According to Amaya and Arias(2017):

The smile of the inhabitants of Tenancingo fades from their faces when talking about the civil war of the 80s. And it is not for less, this town suffered several occupations by the guerrillas and attacks by the armed forces.

The cruelest "take" was the one carried out on September 25 and 26, 1983. "There were dead, wounded, they were lying there," says Guadalupe de Jesús Valle Ortiz, 77, a native of Tenancingo, outside her home.

Valle Ortiz, like several neighbors, sheds tears when he remembers the moments when the bombs fell on the town. “The Air Force came to bomb everything. They came to kill soldiers, guerrillas, a lot of people”, says the septuagenarian.

José Francisco Lara Sánchez, 74, remembers that he had to "crawl" out to escape danger.

Lara had a pants factory and employed about 10 tailors. At the time of the "takeover" his mother asked him to stay in Tenancingo despite the looting that the guerrillas did to his business. He crosses his arms and says "they left me like this and what was I doing with three children, the wife and my mother", he laments.

After that occupation, the survivors left hand in hand with the Green Cross with white flags to seek help, they took refuge in various schools in the nearby municipalities of Santa Cruz Michapa, San Martín and Cojutepeque. (Amaya and Carlos, 2017, Para. 1 to 7)

The city even got a nickname because all the people had to left their houses because of the war according to Amaya and Arias(2017):

THE GHOST TOWN

With the occupation, the bombings and the massive displacement of its inhabitants, Tenancingo becomes a ghost town, in which only the guerrillas who come down at times from Cinquera and other surrounding hills live.

The exodus, abandonment and subsequent repopulation of Tenancingo were recorded in several photographs taken by the Italian Giovanni Palazzo and the Salvadoran Julio Baltazar Cerros. (Amaya and Carlos, 2017, Para. 8 to 9)

MYTHS & LEGENDS OF EL SALVADOR

GHOST STORIES.

Those two words have had the power to inspire your heart to pump excitement through your veins in double time ever since you were a kid, and undoubtedly will do the same as you embark on a getaway to a new country and hear those two words while learning about the local culture and history.

Aside from tropical beaches, uncrowded waves, and mouthwatering pupusas, El Salvador is rich with legends and folklore that help to contribute to the unique people and culture that make your vacation destination what it is today.

While South and Central America are rich with folklore, many of the legends and stories overlap and vary from one country to the next, each having its own special twist characterizing it as unique. A great deal of these tales go back to the colonization of El Salvador and are still told to scare children today, mostly used to keep people from wandering alone in the night! While the options are overwhelming, here are a few of the more prominent tales told in El Salvador to send shivers down your spine...



LA LLORONA

This sad, ghostly woman can be heard crying along the riverbanks at night, looking for any children that may be unfortunate enough to cross her path! In an attempt to get back at the man she loved who chose another woman, La Llorona decided to drown her children in an act of revenge; once she realized the horror that she had committed, she drowned herself as well. However, she was not allowed to pass on into the afterlife and was sent back to the earth to find her children and gain their forgiveness. Trapped between the living world and the spirit world, she now wanders around crying and searching for her children and isn't afraid to take any random children in the hopes of passing them off as her own! Never, ever follow the sound of her cries in the night, she may try to drown you next....



EL TABUDO

A popular tale among fisherman, El Tabudo is also known as The Man with Big Knees. According to legend, he was once a wealthy fisherman who was one day taken by the sea, and eventually reappeared as something more fish than man, his signature being his large, knobby knees. He now awaits all visitors to lakes and lagoons, appearing to people as a humble fisherman in order to win over their trust and confidence so that he can lure them out to the middle of the lake. Once he gets his victims where he wants them, he reveals his true appearance and turns the men into large, colorful fish and transforms the women into sirens of the sea. El Salvador is full of delicious fish, so beware of the Man with Big Knees the next time you go out to catch your meal...!



EL CADEJO

This story comes in the form of two huge dogs, one with black fur and one with white, one representing good while the other represents evil. The black cadejo is an evil spirit who appears to those who wander alone late at night, using his red – hot – coal – like eyes to hypnotize his victims in an attempt to steal their souls. The white cadejo is there to provide protection for his faithful believers – especially children. Some report to have seen a brawl break out between the two in a fight for the soul, while others claim that the white cadejo has appeared to help a drunk wanderer get home safely. Some versions of the legend state that after realizing how many difficulties and obstacles arise for mortal humans in everyday life, some good – fortune gods decided to create the white cadejo in an attempt to offer some sort of comfort and protection to those of good will and good faith on earth; after seeing this, the devil got jealous and decided to make a black dog of his own to wreak havoc, counteracting the powers of the white dog. Regardless of the origins of El Cadejo, it's safe to say that the story inspires children to avoid wandering about after dark!



LA SIGUANABA

La Siguanaba, Sihuanaba, Cigua, or Cegua, refers to a ‘horrible woman,’ previously known as Sihuetuet, and is a ghost to beware of late at night. She appears in the night as a beautiful woman, in a sheer, often white dress, with long, beautiful hair. She summons men wandering in the dark, often targeting those who are drunk, conceited, and looking for a conquest, as well as men who are unfaithful to their women. She then seduces the men who are looking to seduce her, but once they get close enough to touch – the men thinking they have just about scored – she reveals her true self, transforming into a thing of horror. Some versions say that she was so terrifyingly ugly that she was nearly deformed, while others say her face was a bare skull, and some variations even claim that she had the head of a horse! Regardless, she is such a terrible sight to see that the man who has the misfortune of laying his eyes on her will either die of fright or go completely mad!



La Siguanaba came to be this way when, as Sihuetuet (beautiful woman), she was married to the son of Tlaloc, the god of the rains, and had affairs while he was away at war, and became pregnant with the son of her lover as a result of these affairs. As punishment for her seduction and infidelity, Tlaloc sought out the help of an almighty god named Teotl, and together they cursed and condemned not only Sihuetuet, but her son as well. Now, Siguanaba is stuck in a state of horror and deceit, and terrorizes those who are guilty of the same crime she once committed, and is stuck to forever look for her son.



EL CIPITIO

Cipit, a name originated from the Nahuatl word used to refer to children, is not only one of the most popular tales in South and Central American culture, but also happens to be the illegitimate son of the infamous Siguanaba. While his mother was condemned to forever wander, this young boy was sentenced to eternal youth. He is not a threatening spirit but is instead known for being a jokester. He is dressed rather shabbily and has a big hat and a big belly! Interestingly, many versions say that his large, bare feet face backwards, so nobody can find him when they try to follow his footprints. While he is harmless, he is obnoxious, known to throw pebbles at pretty young girls as they wash their clothing in the river, along with appearing in the night to laugh, dance, whistle, joke, and ultimately just make a great deal of noise! Most legends say that he is often seen eating a banana, and some stories say that he has the ability to disappear from one place and reappear in another. El Cipitio is known to eat ashes leftover in rural kitchens and is often used as an excuse when people wake to find a mess in the kitchen in the mornings! This character is perhaps one of the most popular among folklore, and he seems entertaining enough to deserve that title!

Actions:	Improvements:	Responsible:
<ul style="list-style-type: none"> We are going to seek an alliance with the municipal mayor's office, especially with the tourism sector of the city of Tenancingo to have greater coverage of our tourist service. 	<ul style="list-style-type: none"> Signposted trails will be built that indicate the position of the different attractions offered by our tourist service using our native language as well as different foreign languages which will allow both foreign and local tourists to obtain a better location. 	<ul style="list-style-type: none"> Staff of the "Encanto Tour" in coordination with the staff of the Alcaldia municipal de Tenancingo.
<ul style="list-style-type: none"> We will search for social media influencers who have a large following in your area and see if they would be interested in promoting our tour service to their followers. 	<ul style="list-style-type: none"> Different containers will be placed in the different positions of our tourist service for tourists to deposit the garbage, which will be marked for the different types of garbage, whether organic and recyclable such as cans, plastic, among others, in order 	<ul style="list-style-type: none"> Staff of the "Encanto Tour"

	<p>to maintain a clean and pleasant place for visitors.</p>	
<ul style="list-style-type: none"> we are going to create an attractive destination website about our tourist service so in this way a destination website will showcase all that our tourist service can offer and convince tourists that our attractions are worth visiting. 	<ul style="list-style-type: none"> A mural will be built which will contain information about the history, culture, and economy of the small town of Tenancingo with the purpose of inviting tourists to learn more about this picturesque and colonial city in which is located our tourist service. 	<ul style="list-style-type: none"> Staff of the "Encanto Tour"
<ul style="list-style-type: none"> Discount coupons of up to 50% discount will be given to tourist groups that make their reservations in advance, so the discount will consist of a discount on the entrance, the rental of fishing equipment and also for camping tents. 	<ul style="list-style-type: none"> Some picnic areas will be installed at different points of our tourist service so that tourists can spend a pleasant moment with their family or friends and thus enjoy a meal together. 	<ul style="list-style-type: none"> Staff of the "Encanto Tour"

<ul style="list-style-type: none"> ● The elderly and minor children will not pay an entrance, that is, the entrance to our tourist place will be totally free. 	<ul style="list-style-type: none"> ● Hammock rental will be provided for tourists who want to take a well-deserved rest and relaxation. 	<ul style="list-style-type: none"> ● staff of the "Encanto Tour"
<ul style="list-style-type: none"> ● Free training on the proper use of fishing equipment and on how to set up camping tents is offered to people who request it. 	<ul style="list-style-type: none"> ● An informative brochure will be sold which will contain the name of the different flora and fauna that our tourist destination contains, which will also have the location of the main attractions of the place such as places enabled for fishing, camping, and hiking. 	<ul style="list-style-type: none"> ● Staff of the "Encanto Tour"
<ul style="list-style-type: none"> ● Events will be organized in which the sale of different products made in the town of Tenancingo such as hats, handbags and baskets made with palm and handmade with the purpose of 		<ul style="list-style-type: none"> ● Staff of the "Encanto Tour"

<p>promoting culture and boosting the economy of the place will be promoted.</p>		
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CHAPTER III

ENTREPRENEURIAL PROFILE

3.1 Entrepreneurial profile



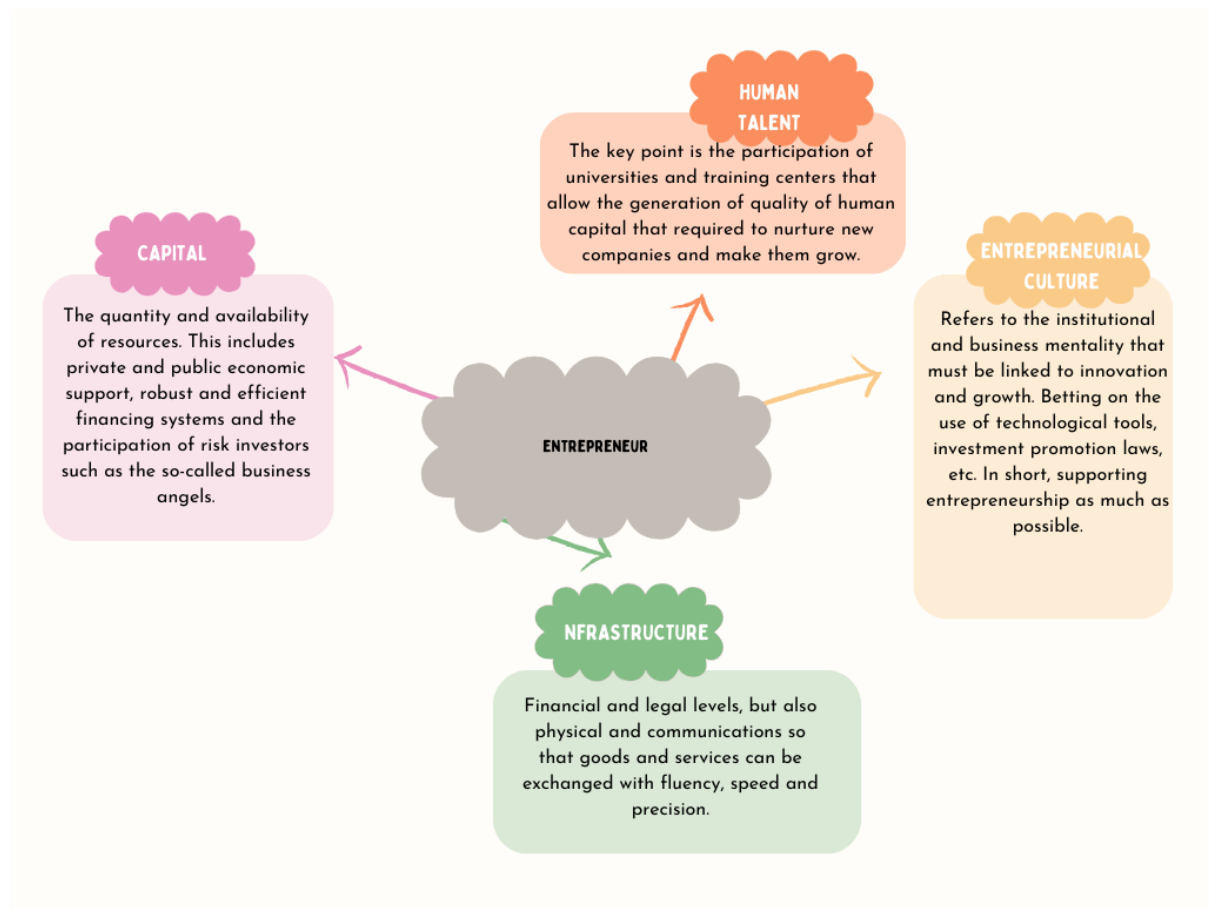
According to a website, "An entrepreneur is a person who bears the economic uncertainties and risks of starting and running a new business to generate profit and economic value." (Montevirgen, 2023, para. 5).

3.1.1 An entrepreneur is a person who sets out to establish a business and strives to develop it. This is about developing the business with creativity in order to have that characteristic that differentiates your business from other similar ones. This person decides to start the business knowing the risks he may have when investing his time and money in that business. This person must have courage.

3.1.2 There are many types of entrepreneurs; However, the entrepreneur with whom the tourist service is characterized is the specialist entrepreneur since he has great knowledge about an area, in such a way that he is oriented towards a specific sector. He is technical, rational, and logical in the decisions he makes and stands as a reference person for his colleagues.

Also identify as creative entrepreneurs because they decide to find a tourist service using their own means and resources and developing unique ideas to provide a quality service. A creative entrepreneur is one who uses his creativity and ingenuity to develop original and innovative solutions to market problems or needs. using original ideas, not copying others, implementing creative ideas, and innovating day by day creating new activities in the tourist service.

3.1.3 The entrepreneurial ecosystem is made up of different factors that are fundamental for its development. As it is known, an entrepreneurial system seeks to create a favorable environment so that entrepreneurs can find opportunities, resources, support, and connections to carry out their projects.



3.1.4 Competencies and characteristics as an entrepreneur

1. Independence

We must place this characteristic first, because if there is something we entrepreneurs don't like, it is receiving orders from someone else. This does not mean that we are rebellious. An entrepreneurial person is usually autonomous and likes to lead their projects.

We always want to be one step ahead, which is why it is difficult for us to work in the shadow of another. We are excellent at collaborating as a team, as long as we are the ones who lead the ongoing project.

2. Initiative

We always go and look further: we give good ideas, and we are willing to take smart risks, as long as we follow our hunches. We bring a different vision to the challenges or problems that arise.

3. Innovation

According to a university, "Innovation: Successful entrepreneurs are able to identify new and innovative ways to solve problems and meet customer needs. They are creative and always looking for ways to improve their products or services."(Nexfor University, 2023, para.22)

We have the desire to change how things are done and are often perceived as perfectionists. We want to control our business and our lifestyle, and our vision allows us to create great things with simple tools.

As entrepreneurial people we are creative and we like to spend our time conceiving new goals, since we are always looking for trends to continue learning about our industry.

4. Passion

According to Mclaughlin, "Entrepreneurs are unfathomably passionate and mission focused. They have an innate ability to lead from the heart and possess an unshakeable sense of purpose. Entrepreneurship offers a journey with no clear path. Without passion, most people are not able to weather the storm of rejection and short-term failures." (Mclaughlin, 2021, Para.6)

If we want to be a successful entrepreneur, you must believe in what we do, especially because there will be times when things do not always go well, and the passion for our work will be what makes us continue with the project.

Being an entrepreneur is more complicated than you might think. There will be people who will not believe in our success. The key is to focus on our decisions and persevere until we demonstrate what we are capable of

5. Persistence

According to a university, "**Persistence:** Entrepreneurship requires persistence and a willingness to keep going in the face of obstacles and setbacks. Successful entrepreneurs are tenacious and resilient."(Nexfor University, 2023,para.21)

Have you ever met a negative entrepreneur? Negativity and entrepreneurship are two concepts that simply do not combine, and not because we think that everything will always be fine. When things go wrong or don't work, we as entrepreneurs look at our mistakes or failures, analyze them and start again.

3.1.5 Barriers to entrepreneurship

According to Forbes, "Millions of people dream of becoming entrepreneurs, but they never take that first important step. Too many things stand in your way of business ownership, or you keep convincing yourself that your dream is unrealistic."(Colombia Forbes, 2020, para.1)

There are always many doubts and fears as the main barriers when starting a business of any type and in the tourism field this is not the case since, we can find the following barriers:

1. **Fear of failure:** as entrepreneurs, especially the fear of failure is one of the great challenges that every entrepreneur must face. But what is most difficult to understand is that this type of fear is totally normal.
2. **Financing:** This is another of the crucial points when starting a business, since banks have very high interest rates for loans and credit cards that the entrepreneur is not in the financial capacity to take; In addition, they tend to be unaware of both government and private programs where financing is provided to entrepreneurs in different areas.
3. **Lack of a business plan:** it is a key piece for any business, or venture, and its teams or areas, since it precisely provides order, control, and visualization in the medium and long term of what you are looking for, how you will do it, who will participate and the means to achieve it.

4. **Logistical difficulties:** For some companies like ours that are related to the use of natural memories, environmental problems.
such as rising or falling of rivers, inaccessible routes, social problems, such as closure of routes, shortages, and excessive delays complicate marketing,
They alter prices and paralyze projects.

5. **Underestimating the competition:** One of the worst strategic mistakes a company can make is underestimating its competitors. And yet it is quite common to find companies that think that their competitors are static.

3.1.6 Success factors



Cuba (2012, as cited in Viñals, 2002) believes that "the development of a place must be considered not the tourist influx of visitors but the well-being generated by the tourist activity, that is, the optimal number of visitors according to the environmental resources of the area, the capacity of the local population to organize and guide tourism development and the definition of products and services that adapt to the qualification of the needs of the local population, who must be the maximum beneficiary of the tourism process, also considering the interests of future generations"(Cuba,2012,para.12)

It is very important to recognize that the success factors in a tourist service are those of carefully conserving the different resources, both human and environmental, that our tourist destination has.

So, we can consider some factors that facilitate success in a tourist service such as the following:

Infrastructure and general services: accessibility, traffic, public transportation, water supply, cleaning and garbage collection, public lighting, health care and citizen security. These would be the services that would be offered to our tourists on the “El Encanto Tour”.

Aspects related to the environment: saturation of the place would be avoided, and we will promote environmental conservation by restricting the use of outdoor bonfires, the felling of trees and establishing fishing seasons to maintain a balance of our fauna.

Activities that promote culture and economy: in which we will promote the culture and economy of the place through the sale of different products made from palm trees such as hats, bags and wallets that are very typical of the beautiful city of Tenancingo.

3.2 Responsibility as an entrepreneur



Responsibility must be highlighted as an important aspect for any entrepreneur. Every decision made carries responsibility in any way. Just as entrepreneurs have a great responsibility since they must know how to choose the decisions they make because the stability of the business or the people in charge of the work process depends on it. In general, entrepreneurs have many responsibilities, such as running their business, growing their company, keeping their employees happy and satisfied, and making sure their customers are happy with the products or services they offer. Furthermore, as an entrepreneur, you must also be honest and ethical in your business dealings. You must make sure that your products or services are of high quality and that you do not deceive your customers to obtain a sale, since this may produce results in the short term, but you would lose customers since you are not honest with the quality of the products. products. It is important to remember that responsibility extends not only to your business, but also to society in general.

As a member of society, you have a responsibility to be a good citizen and do your part to help others. When you practice responsibility, you know exactly where you are going, what your rights, duties, and your role as an active member of society are. Every business needs a person who knows how to make decisions and is responsible since they will be able to plan and execute each decision well, as well as lead the people around them in the best way, which will create a pleasant environment to work in and will give good expectations to clients or the general public.

Another important point to mention is that an entrepreneur not only has to be responsible, but he must also possess certain qualities that will make him a successful person in his business. One of them is discipline, a fundamental aspect to stay focused on objectives and complete the tasks necessary to achieve success. Also have good communication, in a business everything will flow better if all workers have good communication with the boss, so they can ask questions about something they do not understand, doubts about how to respond to customers, how to do a certain job and in that way the business will benefit the most since clients will notice the organization, treatment and discipline of each worker, which shows that behind every responsible worker there is a good entrepreneur or boss who supervises and leads his workers.

As a last point, flexibility in business, being flexible and willing to adapt to changes is crucial to survive in a constantly evolving business environment. All businesses involve changes and as a good entrepreneur you must know how to make the best decisions for the good of the business as well as its workers and clients.

How a Corporate Social Responsibility (CSR) will be implemented in our business.

We as entrepreneurs in the tourism area will have the social responsibility that clients and society in general need in all possible aspects since the well-being and development of our Salvadoran society is one of our main objectives:

- Firstly, we will apply measures to avoid causing damage to the environment, for example, it will not be allowed to create bonfires in the picnic area since this contributes to the emission of carbon dioxide, so that will be under our supervision to ensure that the measure is followed.
- We will obtain legal advice from our lawyer so as not to do actions that are breaking the law, such as felling any type of tree that is prohibited from being felled. -In the same way, we will

consult with our accountant so that he can explain to us everything about the taxes that we will have to pay, the dates on which they must be paid and the place where we will have to go to pay.

-Now regarding the quality that we will offer, we take into account that there is a lot of competition, so we must provide the best quality possible. We believe that to provide excellent quality in our service we must be particularly kind to customers. We must also provide our service at a cost that is fair, that is, not charging too much or exaggeratedly, for example. We also know that there is always someone who knows more about certain topics such as the legality of the business and its sustainability, for example, so we will always be in constant training to provide the best service.

-We will make alliances with other entrepreneurs not only in the tourism area but also in any area, for example, we can make an alliance with someone in the area who has started the quesadilla making business. At the time of the tour, we can make a simple sneaky mention that there is a person in the area who sells quesadillas. With which we would be advertising the other business and in this way the people who go on our tour could say "I want to buy one, I already want it" or "I'll buy it for dinner", etc. In this way we collaborate with the development of the entire community in general.

3.3 Market niches

3.3.1 A niche

According to Terreros, " A niche market is a very specific part of a group of consumers. It is made up of a small number of people or companies that share similar characteristics and needs. They represent a great market opportunity by having such defined qualities".(Terreros,2012, para 1).

3.3.2 Blue Ocean Strategy formulated by W. Chan Kim and Reneé Mauborgne to identify my market niche.

Applying the Blue Ocean strategy, we can identify our market niche in the following way we will offer tours with special discounts for the University of El Salvador especially for the field of science such as biology and tourism who are interested in studying about fauna and flora. of our tourist service "The Charm Tour" in which a detailed guide will be offered to the different species of both animals and plants that we can find in the place where you can learn and have an excellent adventure with your friends and family. By incorporating the blue market strategy we are going to

ensure that the competition has an irrelevant value for our tourist service by offering something new for our tourists.

3. 3. 3 The 4 elements to choose a market niche, according to the model.

presented:

Target audience: National tourists, who wish to have a quality experience.

Problem: lack of knowledge of culture and tourist places in Cuscatlán

Desired result: That tourists obtain greater cultural knowledge about the culture of our people.

Secret sauce: high-quality care with trained staff. Also, give a palm hat to our clients on their birthday or special dates.

3.3.4 The 4 elements to choose a market niche, according to the model

presented by Andrea Restrepo:

- **Target audience:** National tourists, who wish to have a quality experience
- **Problem:** lack of knowledge of culture and tourist places in Cuscatlán
- **Desired result:** That tourists obtain greater cultural knowledge about the culture of our people.
- **Secret sauce:** high-quality care with trained staff. Also, give a palm hat to our clients on their birthday or special dates.

4. Market niche of my tourist product or service

Our market niche consists of an association with the University of El Salvador specifically in tourism courses that are developed as graduation work and for students majoring in natural sciences such as biology.

5. Characteristics of my market niche of my tourist product or service

According to Sheehan, "Some of the most common ways to define a niche are based on:

- Price (luxury, moderate, discount)
- Demographics (gender, age, income level, education level)" (Sheehan, 2022, para.7 y 8).

It is made up of premium prices, since they would be frequent customers, we will give them super prices so that they think about returning without worrying so much about a large sum of money that must be paid. At least they will see that they are being given a special price financially for being in our market niche. The number of companies or businesses that satisfy our market niche is not high, since we will partner with the University of El Salvador so that students of tourism courses that are developed as graduation work and students of natural sciences can opt for us. Marketing campaigns focused on our market niches will have more responses since they will be advertisements, for example, made directly for students of tourism courses that are developed as graduation work and natural sciences students, which are our market niche that will be more able to touch the attention of customers.

3.4 Customer Management



Actions or strategies that will be applied for good customer management in my tourist product or service.

1.Design a unique experience

A personalized experience greatly influences a customer's purchasing decision. If a company treats the user as just another number and provides a very general service, the person is likely to feel that the company does not provide value to its consumers.

2.Offer different communication channels

If you only have your online store's mailbox and a phone number, it is very likely that customers will decide not to spend their time buying from you. Providing them with a means of instant contact can give you greater opportunities to sell. That is why we will have a Call center that responds 24/7.

3. Perform after-sales follow-up

After a sale we want to know the buyer's opinion and have an idea of whether he will recommend the product and the brand. But there is no reason to wait for them to complain or leave a good comment on the internet. Having a survey in your e-commerce that appears after a purchase has been made can help you greatly improve both the service and the product you offer.

According to,

"Above all, it is very useful to resolve any misunderstanding or altercation and reaffirm consumer confidence. Remember to add questions to the survey about what they want to hear from your company, how often they would like to receive a reminder or promotion and through what channels "They prefer to have contact with the brand." (p.16)

4. Meet customer needs

Many companies, despite applying surveys and having their buyers' reviews on hand, do not do much to improve their customer service. It is somewhat complicated because there are many people involved, several areas that work individually and different area managers who are not

aware of customer information. Then we will take one day a week to discuss how to solve clients' needs.

5. Promote productivity through technology

If you must work with an Excel database to serve a large number of clients, it may be overwhelming for you. For this reason, we will use platforms that help us do the work efficiently and effectively.

3.5 Strategic Alliances

The advantages of alliances:

- Optimize resources and reduce costs.
- Strengthen human capital and knowledge.
- Access new clients and markets.

Strategic Alliances

Restaurants

- Local restaurants

Entrepreneurs

- Tour operators
- Local crafts

Municipal

- Alcaldia

Transport

4x4 pickups.

DECRETO No. 899.- LA ASAMBLEA LEGISLATIVA DE LA REPÚBLICA DE EL SALVADOR

Art. 12.- Las empresas turísticas tienen la obligación de facilitar a los turistas una información objetiva y veraz sobre los lugares de destino y sobre las condiciones de viaje, recepción y estadía.

Además, asegurarán la absoluta transparencia de las cláusulas que propongan a sus clientes, tanto en lo relativo a la naturaleza, al precio, reservaciones y a la calidad de las facilidades que se comprometen a prestar.

Art. 13.- Las empresas turísticas, en cooperación con las autoridades públicas, velarán por la seguridad, la prevención de accidentes, la protección sanitaria y la higiene alimenticia de quienes recurran a sus servicios.

Art. 14.- Toda infraestructura y actividad turística se programará de forma que se proteja el patrimonio natural que constituyen los ecosistemas y la diversidad biológica, y que sean preservadas las especies en peligro, la fauna y la flora silvestre.

Las empresas que desarrollen actividades turísticas estarán sometidas a las limitaciones impuestas por las autoridades, cuando aquéllas se ejerzan en espacios particularmente vulnerables, tales como, regiones litorales, bosques tropicales o humedales, que sean idóneos para la creación de parques naturales o reservas protegidas.

Art. 15.- Las políticas y actividades turísticas se llevarán a cabo con respeto al patrimonio artístico, arqueológico y cultural.

Chapter IV

El Encanto tour cost plan

4.1 Logo

Colors	Elements
Green: represents nature	Hat: it is something very representative of the municipality
Yellow: represents happiness	World: means that our tourist service is available to all people in the world



Motto: More than a trip, an experience

4.2 Mission, Vision, and Values

Mission

Provide all tourists with an excellent experience during their stay on the "Encanto tour" through direct contact with nature in which they can enjoy with their family and friends the different activities we offer such as fishing, picnics and walks in our facilities which will allow tourists to disconnect from the daily routine and have a relaxing experience.

Vision

Position ourselves within national tourism as a tourist destination with the ability to positively impact the economic and cultural development of the region which would be the city of Tenancingo, and at the same time have a positive impact on the mental and physical health of tourists to visit us and thus to be able to lead as one of the best tourist destinations where people can live with their families and friends a unique experience in contact with nature as we offer in the "Encanto Tour".

Values

- Responsibility: since we are clear that we have a social responsibility.
- Sincerity: we are not going to lie about our service. We will tell the truth and only the truth so that tourists have the right idea about our service.
- Respect: we will be always respectful of tourists. If any type of problem arises with an angry tourist, for example, we will treat them calmly and respectfully without saying insults.
- Kindness: we will be very kind to tourists at all times since kind treatment will bring more good actions to light.

4.3 Tourist service cost plan

Elements		Costs depending on the type of identification	costs depending on the type of behavior
Furniture services	Advertising	Direct	Variable

Labor	Members salary	Direct	Fixed
	Guides salary	Direct	Fixed
	Driver salary	Direct	Fixed
Other indirect costs	Staff training	Indirect	Variable
	Transport	Indirect	Fixed

Elements	
Advertising	We will use social networks to attract people to use our tourist service
Members salary	Salary for two people
Guides salary	Two highly qualified people who know the history and culture of the municipality
Driver salary	A person with a light or heavy license
Staff training	Two people with high knowledge of the place to train the staff, to provide a high level of service to customers
Transport	2 pickups and a minibus

In our service we implement each of the elements that are used for the execution of the project, subsequently we were able to develop the deduction of the profit obtained from the service considering the following formula:

\$ (total product cost), \$ (the result of multiplication by) 50%, The total would be the margin gain.

CHAPTER V

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Anexes

Logo

