

**UNIVERSITY OF EL SALVADOR
SCHOOL OF ART AND SCIENCE
FOREIGN LANGUAGE DEPARTMENT**



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SERVICIO TURÍSTICO DE TOUR OPERADORA
TOUR OPERATOR TOURIST SERVICE

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ABSTRACT

Our tourist service was made to be able to make known and give a specialized attention to the different tourists who wish to visit the different destinations that we have in our tour operator. In this document you will find what is the creation and development of a tourist service which demonstrates the different parts that are necessary and important to provide a good service, as well as how to be a friendly service with nature, also a service that is sustainable in collaboration with the communities that are part of the destinations of our itinerary. One of the undeniable advantages of tourism in countries that benefit from tourism activities, especially in less developed countries, is that it can contribute to promoting their economic and social development. Its unique job-creating characteristic makes it a particularly large contingent. Number of unskilled workers available. Requires even domestically manufactured products and services. Increased domestic demand. Contribute to the development of infrastructure and leisure structures. And, to positively influence the attitudes and motivations of the inhabitants of poor regions, government authorities and other social actors consider that tourism depends on the production and participation in the creation of national wealth, as has always been expected. Undoubtedly, these advantages do not allow ignoring the negative consequences of this activity if participation in it with social responsibility is not recognized. The tourist sector has had an increase in the last years, many foreign tourists have been present in our country to know the different options of tourist places that as a country we offer independently to nationals or internationals.

Key words: Tourism, Economic, Communities, Collaboration, National Tourist, International Tourist.

INTRODUCTION

Tourism, the act of traveling to explore diverse locations beyond one's habitual residence, encompasses a spectrum of experiences and activities. This research delves into the intricate realm of tourist services, examining their learning and development, management strategies, and the diverse types of tourism. Furthermore, it explores the pivotal role of sustainability in the tourism industry, emphasizing the collective participation of stakeholders to foster economic growth in regions such as El Salvador. In our country, tourism has been on the rise in recent years thanks to the various progress that have been made by the government in this area, one of the main attractions of our country are the beaches, this area of the country has increased the flow of foreign tourists who like surfing, other forms of tourism have also been greatly improved to have a development in the area of tourism.

Chapter I describes the development of the profile of a tourist service which has different components such as general and specific objectives of the project, in addition to the important data of our tour operator as a tourist service in this which includes name, location of the tourist service, maps of the different services that will be provided, and to conclude the chapter is presented as our tourist service will be sustainable.

Chapter II presents the theoretical framework of this study composed of the history and origins of tourism, the history of tourism in El Salvador, the cultural identity of the country, customs and traditions, the description of each of the places that as a tourist service will be offered to tourists who choose our tour operator, in addition to the strategic plan of satisfaction, action and improvement.

Chapter III deals with what it means to be an entrepreneur, the different types of entrepreneurs we recognize as companies, our entrepreneurial ecosystem and the policies and regulations we use to offer high quality mandatory services, as well as the different alliances as a tourist service we will use for the different tourist packages that will be offered.

Chapter IV presents the Callejeando Tour logo and a description of its elements, as well as the fundamental elements of our strategy and culture: our motto, mission, vision, and

values. Similarly, cost planning for tourism services is also an important tool that will help us to profitably manage our tour operation business.

In the subsequent sections, we delve deeper into these concepts, aiming to shed light on the nuances that shape the tourism industry and contribute to its sustainable development.

**CHAPTER I:
TOURIST SERVICE
PROFILE**

1. TOURISTIC SERVICE PROFILE

1.1 OBJECTIVES:

GENERAL OBJECTIVE:

- Create a specialized tour operator focused on providing a bilingual service for tourists that speak English and want to visit cultural and historical places in El Salvador through the variety of tourist destinations offered.

SPECIFIC OBJECTIVE:

- Determine the steps to follow for setting a tour operator in El Salvador.
- Provide a different face of tourism in El Salvador.
- Promote the conservation of the tourists' attractions making use of sustainable practices.
- Encourage tourists to get involved in the Salvadoran culture and traditions.

1.2 JUSTIFICATION

Our country is in a moment of great importance in its history. One where not only tourism is recognized as a transformer of social realities and economic, but it is also conceived as an essential tool for revitalization and well-being Salvadorans, as well as to value and conservation of our natural and cultural resources (M. Valdez, 2023)

Salvadorean's tourism industry has been growing over the years, attracting visitors' nationals and international who are interested in that country's natural beauty, rich Mayan heritage, colonial architecture, and vibrant culture.

Tourism is part of the most important economic areas in a country. It's important to provide more options of touristic attractions and landmarks. Increasing our tourism can provide more job opportunities, besides that, it can decrease the degree of people migrating to a different country.

The lack of bilingual tour operators in El Salvador can affect the number of foreign tourists that come to the country and want to visit it again. When the touristic offer provides more options to discover the riches of a country to non-native speakers it becomes more attractive for tourists.

1.3 DESCRIPTION OF THE SERVICE

Name of the tour operator: Callejeando Tours



Figure 1 Callejeando tours logo, created in CANVA

Physical location: San Salvador, El Salvador.

Online location: social media and website.



Figure 2 Map of San Salvador, taken from Google Maps

Callejeando tours will provide different destinations around the country to foreign visitors showing them cultural attractions in order to increase the alternatives of discovering San Salvador's downtown, and all the landmarks that exist near to the capital. It is going to simplify and streamline the arrival of English speakers to the country, giving a personalized service to small and personalized groups. The tours will be headed for specialized tourist guides that can help them with the transitions of cultures, also the information will be facilitated efficiently and accurately. For adventure lovers, El Salvador offers a variety of

exciting activities, such as surfing, volcano hiking, kayaking in rivers and waterfalls, and cave exploration. Travelers can realize those activities to take away unique and exciting experiences in nature.

TRAVEL PACKAGES OFFERED BY THE TOUR OPERATOR

- **San Salvador Downtown Tour**

Would you like to discover why El Salvador is a country rich in culture and history? If your answer is yes, you must join us in this trip.

What does the tour include?

The tour includes an interesting trip in the city visiting some of the ancient places in the downtown area. All those buildings are rich in architecture and culture. Those places are part of El Salvador history, that's why it's important for tourists interested in Salvadoran culture to know them. During the tour, the tourist will be able to enjoy a guided trip in each of the destinations by specialized guides.

Places to visit:

- National Theater
- National Palace
- Morazan Square
- Children's amusement park

Departure time: 8 am



Figure 3 Palacio Nacional, taken from cultura.gov.sv, 2020

- **Visiting El Pital**

El Pital is the highest and most popular mountain in El Salvador. It is one of the most important mountains in the province of Chalatenango with a height of 2730 meters. In addition to the cool climate, El Pital has humid forests of trees such as pines, oaks, and cypresses. The tourist will be able to know the highest part of the mountain is called the “horqueta” and is a major tourist attraction because it is where El Salvador borders Honduras.



Figure 4 La Palma, Chalatenango; taken from Chalatenango.sv

What does the trip include?

Transportation in luxury tourist unit with AC during this trip will visit La Palma where you can walk on the streets of this beautiful town alive, then he will end with the main place that is the Cerro El Pital, to get to the hill will provide the 4x4 vehicle that will make an improvement in the journey to El Pital, all this trip is guided by a professional guide.

Places to visit:

- Municipio de La Palma.
- Cerro El Pital.

Departure time: 6:00 am

- **Surf city tour**

El Salvador is known for its excellent waves and attracts surfers from around the world. Beaches are situated along the country's Pacific coastline, but Surf city specifically is located in La Libertad department. Those beautiful beaches had become the most popular places for tourists for their diversity of recreational activities and business.



Figure 5 Surf City, taken from El Diario de Hoy, 2022

What does the tour include?

During this tour, the tourist will be able to enjoy a tropical and friendly background of the beach's residents, also can buy not only souvenirs and typical food but also can enjoy their travel with their pets in a pet friendly restaurant with an amazing beach view. A guided trip in each of the destinations by specialized guides in a comfortable bus will be waiting for the visitors.

Places to visit:

- Sunset Park
- La Libertad Port
- Tunco beach
- Zonte beach (Olas permanentes Restaurant)

1.4 IMPLEMENTATION OF STRATEGIES FOR HUMAN DEVELOPMENT AND SUSTAINABILITY

Sustainable tourism:

Callejeando tours are committed to the well-being of the environment. During our tours, the tourists will learn about how we are working in order to improve our environment. The tourist will be provided with information about the climatic changes our country has been suffering through the years based on the season they visit El Salvador. This with the objective of making conscious of the then and now of our capital so as to promote good practices of caring for the environment, including the 3Rs reusing, reducing, and recycling with a bilingual perspective. It can provide information about sustainable tourism and how traveling can help to keep our environment in a good way of improvement.

**CHAPTER II:
ELEMENTS FOR
THE DESIGN OF A
TOURISM
PRODUCT OR
SERVICE**

2 ELEMENTS FOR THE DESIGN OF A TOURISM OR SERVICE

2.1 HISTORY OF TOURISM

The World Tourism Organization says that 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. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.

People around the world have always wanted to discover different ways to travel, know, and enjoy; and tourism is related with the last one, enjoyment. We can say that the origin of the modern concept of tourism was settled in the 17th century, Europeana Common Culture (2020) when young nobles from western and northern European countries made what was called the Grand Tour: a trip around Europe (covering France, Germany, Italy and Greece). The purpose of this trip was soaking up history, art and cultural heritage. It was considered a perfect way to be educated.

By the 18th century, tourism was widespread among wealthier classes, and it spread to other parts of the world, such as America. Similarly, religious pilgrimages that were already popular during the Middle Ages continued during this period. It was succeeded by the Industrial Revolution, which began in the second half of the 18th century, which produced a major economic, social, and technological transformation that would cover the rest of the world. As a result, new social classes appeared and changed the economic areas as they knew them. There were improvements in transportation that contributed with the development of leisure, new forms of entertainment and travel. People traveled mainly by train, taking advantage of the fact that railway networks connected the destinations in Europe and other parts of the world.

The first travel agencies were created during the 19th century. One of the pioneers was Thomas Cook & Son, which was the first to offer excursions and holidays for groups, which included transport, accommodation, and food tickets in order to make costs cheaper. This would be the origin of what we now know as package holidays. The tourism industry continued growing, by the 20th century, coastal tourism began to gain popularity and

importance after World War II. During this period, we could see the improvements in the air transportation that was very important in tourism between the privileged class.

After a period of growth and improvement, the tourism sector suffered a recession during the 1970s, mainly due to the energy crisis, leading to lower costs and prices. That's when mass tourism emerged. Traveling was a privilege only for an exclusive group to become a leisure activity within the reach of many.

In the following decades, there was a progressive internationalization of hotel companies, travel agencies and airlines. New products and new leisure activities were also offered, revolving around sports and health, among others.

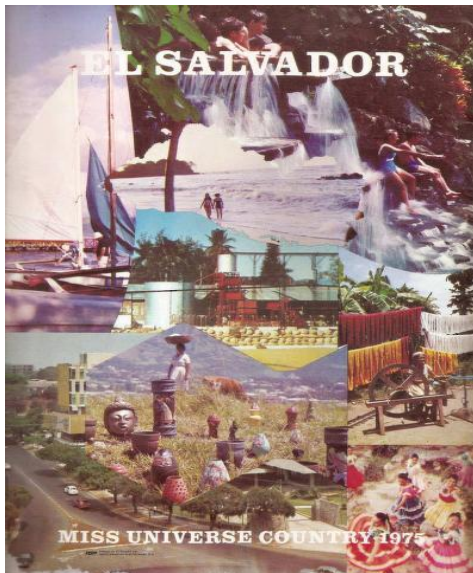
Today, the tourism sector is one of the great economic engines in many countries, with the achievement of forming part of the international political agenda. In recent years, with low-cost flights and the existence of alternative accommodations, managed by online companies, it is much easier for tourists to afford to travel, and they can design their itinerary and experiences to their liking.

In conclusion, tourism not only impacts the local economy, but it is also starting to affect the social structures, culture and lifestyle of the destinations visited. Therefore, the challenge now is to provide solutions by developing a tourism awareness that is respectful with the environment and the local way of living of its inhabitants (Europeana Common Culture, 2020).

2.2 HISTORY OF TOURISM IN EL SALVADOR

The history of the tourism sector in El Salvador began during the administration of Dr. Alfonso Quiñonez Molina, on June 20 of the same year the government became aware of the importance of tourism in El Salvador. After a few years to be exact in 1930, given that new roads were facilitated, it became necessary to create the National Tourism Board, which was the link between the government and the Departmental Road Boards, given that access to tourist areas was easy, it was agreed to extend free tourist cards through the consulates to all those who visited the country for a period of 9 days.

In 1948 the construction of a network of Turicentros began throughout the country, in order to provide a place of healthy recreation for Salvadoran families. As the years went by in the 1960s, the Instituto Salvadoreño de Turismo (ISTU) was created as a governmental governing body, and in the same decade the Law for the Promotion of the Tourism Industry was issued. The financial panorama improved with the opening of credit lines to promote tourism investment. In 1975 El Salvador hosted the Miss Universe contest, the scenario was considered one of the best in history. In this case, the development of the coastal zone was promoted, and more infrastructures were built to benefit tourism, as well as the construction of the Comalapa International Airport.



Miss Universe 1975 in El Salvador Souvenir Program: Instituto Salvadoreño de Turismo: Free download, borrow, and streaming: Internet Archive, 1975

Sadly, in 1979 El Salvador began a crisis of violence which a year later led to war. There was a significant increase in disappearances and murders. The country was declared dangerous for tourists, so the influx of travelers was reduced to levels of seven years before. Thus, it was that in 1980 to 1992 the hotel industry was affected in the first years of the armed conflict. Violence wiped El Salvador off the international tourist map.

But the country did not remain without creating new development in the area of tourism, in 1996 new tourism companies emerged, however the country had not achieved an image of the country as a tourist destination. Two years later the Corporacion Salvadoreña de Turismo (CORSATUR) was created; that year 387 thousand visitors and \$74.7 million dollars entered the country. The activity injected \$424.7 million into the economy. In addition, the Ministry of Tourism was created to direct the development policy of the sector during the year 2004, a year later the tourism law was created, which offers tax incentives for new investments in the industry.

Pueblos Vivos was born in 2009 as a pilot program, in which about 56 municipalities participated, but due to its success it is already part of the government strategy to promote "sustainable tourism" internally. in 2015 El Ministerio de Turismo (MITUR) through the Corporación Salvadoreña de Turismo (CORSATUR) and the Organismo Promotor de Exportaciones e Inversiones de El Salvador (PROESA), inaugurated this morning the Third Tourism Investment Forum, El Salvador, which aimed to expose investment opportunities in the tourism sector that El Salvador offers. (Timetoast, 1924)

During the last few years El Salvador has had a high development in the tourism sector, projecting itself very well internationally. El Salvador for the second time is host of Miss Universe, which gave a major boost to the tourism sector in our country.

2.3 NATURAL SOURCES AND CIRCUITS EL PITAL

El Pital is one of the most visited tourist destinations in the department of Chalatenango, El Salvador. It has an elevation of 2,730 meters above sea level, is considered the highest place in El Salvador, so it enjoys a very cold climate almost all year round. El Pital is the most mountainous and highest peak in El Salvador. It is one of



Figure 6 illustrative image taken by: Ministerio de Turismo de El Salvador

the most important hills in the department of Chalatenango, making it one of the best places to camp; the highest part to camp is at 2700 meters above sea level.

El Pital has a humid forest made up of trees such as pine, oak and cypress. Many people come to this hill for ecotourism, such as camping, wildlife observation, and hiking along the different trails. This is a very important place because it is considered a rainforest that allows the conservation of natural ecosystems. This ensures the maintenance of native wildlife species, especially those considered endemic or threatened with extinction. This type of forest allows maintaining the ecological balance and life in the area, both animals and plants.

CENTRO HISTÓRICO DE SAN SALVADOR

The historic center located in the center of the Salvadoran capital, San Salvador, is practically an archaeological-historical site, especially the area of the current Plaza Libertad, because that is where the history of the city begins.



Figure 7 illustrative image taken by: Diario Co

Part of the urban life of Salvadorans such as social, political, religious, commerce and the army have made use of this space.

This place has several old buildings that despite the years and earthquakes are still standing.

Among them we can mention: The National Palace of El Salvador, whose construction was completed in 1911 and housed the three organs of power of the Salvadoran State (Legislative, executive, and judicial). Currently the building is used as a museum where each of the offices, rooms and accessories used in its heyday are exposed.

Another building to highlight is the current Metropolitan Cathedral of the Divine Savior of the World, its construction began in 1956 and finished until 1999, being the youngest building of those that make up the historic center. Among its history stands out that it was the place where Archbishop Oscar Romero pronounced most of his homilies even when the construction was incomplete in the 1970s. At present it is the place where the crypt of the mortal remains of Monsignor Óscar Arnulfo Romero Galdámez, assassinated in the civil war, is located. Del Turista y Del Turista (2023).

Also, another important to mention is the National Theater of San Salvador, its construction dates from 1917. It is currently in use, where theatrical plays or other cultural events take place.

- **SUNSET PARK**

Sunset Park is a permanent amusement park in front of the coast, specifically in the Port of La Libertad. This place has 300 linear meters in front of the sea and is composed of: Mercado del Mar, a gastronomic enclosure and sale of fresh seafood; a



Figure 8 Taken by SurfCityElSalvador

tourist business center, the fishing pier and a gastronomic plaza. This park is a very important tourist destination for the country, since it is the first amusement park above sea level.

Surf city and especially Sunset Park is perfect if you want to combine a walk on the shore of the beach, enjoy a pleasant atmosphere and a breathtaking view.

2.4 CULTURAL IDENTITY

Cultural identity is defined as the set of customs, usages, practices, beliefs and values that act as cohesive elements in a community. Through these common elements with other individuals, a person develops a sense of belonging. People who share a culture have similar beliefs and adhere to the same social norms. Thus, cultural identity allows different actors to feel part of a collective and, therefore, to feel different from members of other groups. However, it should be noted that people may identify with some features of a cultural identity and not with others. Beyond appearances, there is often no uniformity within a culture, but rather several similar but different identities coexist. (Linares, s. f.)

The cultural identity of El Salvador is based on knowing our traditions, Náhuat, Salvadoran folk music, legends, beliefs, religions, typical foods, Náhuat and Pipil culture, among other aspects. (Linares, s. f.)

2.4.1 FESTIVITIES AND CELEBRATIONS

Traditional festivities of El Salvador. The Customs and Traditions of El Salvador, allow us to know its culture, also helps us to discover the national soul transmitting joy, sadness, desires, hopes, religious feelings that in each one of them are found. Among the customs of El Salvador are wakes, “novenarios” of the deceased, celebration of Posadas, breaking of piñatas and shells, pilgrimages to Esquipulas and many more.

- **Holy week**

It is one of the most important traditions of this country, the devotion of the Catholic parishioners overflows to adorn our Lord Jesus Christ, accompanied by processions and different religious acts, people relive the passion and death of Jesus son of Mary Most Holy. One of the details that enrich the Semana Mayor are the handmade carpets, these embellish the representation of the path that Jesus Christ walked before being crucified. (EcuRed, s. f.)

- **Dia de la Cruz**

May 3rd is one of the religious traditions in El Salvador, where the day of the Cross is celebrated. One of the decorations to this sanctuary is the Chinese paper, with arrangements of different colors and shapes, in addition, seasonal fruit, such as jocote, mango, cashew, coyol flowers, among others. The tradition of the day of the cross still endures in Salvadoran

families, since in every home a cross is placed, one of the traditions is to kneel and make the sign of the cross, grab the fruit that you like the most and eat it. The grandparents tell the legend that if a home does not place the Santa Cruz, the devil comes to dance in their homes. And so it is that most Catholic homes already have a specific place to place the traditional altar every May 3rd.

- **Independence Day**

Every September 15th is celebrated the Independence Day in El Salvador, that day the national anthem is sung in all schools and high schools, there is also a civic act of the Salvadoran students, alluding to the Independence, that is where they prepare for a parade that goes through different places, depending on the department or area where they are. In these parades the children march while following the flag of peace of their educational institution. One of the traditions that give color to this act are the famous cheerleaders, the melodies of the peace band, the different typical costumes that are shown and the artistic acts that are made, ending with a message allusive to the homeland.

- **All Saints Day**

November 2nd is very important for most Salvadorans, as it is part of our traditions, people go to the cemeteries to dedicate time to loved ones who have left and are no longer part of this world. Large numbers of people are observed every year giving flowers and despite the death of loved ones who are remembered, it has become a very popular holiday. Almost always a meeting is held where the first thing they do is to clean the place where the person is buried or wash and paint the platform days before so that on the day itself the tombs are decorated with flowers either artificial or natural. Something traditional for this day is the celebration of a mass for these people who have passed away, also it is not necessary in some parts where they take mariachi and sing songs that the person liked when he/she was alive, and this is how the national day of the deceased is celebrated year after year in El Salvador. (EcuRed, s. f.)

2.4.2 SYNCRETISMS

The following definitions were found in significados (2018) Syncretism is the process by which different cultural or religious expressions are reconciled or amalgamated to form a new tradition.

In this sense, the concept of syncretism has been used by cultural anthropology to refer to the process by which two different traditions that are forced, for some historical circumstance, to coexist for a prolonged period of time, experience a gradual assimilation of the cultural elements of the other, resulting in a new and unique cultural expression formed from the mixture of both.

We can also take into account the other types of syncretism which are defined as follows such as religious syncretism and Cultural syncretism.

Religious syncretism is the product of the union of two different religious traditions that assimilate each other, resulting in the birth of a new cult with elements and products of both. As such, religious syncretism is a process that occurs, slowly and spontaneously, when two religious traditions are forced to cohabit harmoniously.

In this sense, the encounter between both traditions generates an initial clash that is resolved through a gradual process of accommodation and assimilation, being that the accommodation is the state of consciousness of the culture of the other, and the assimilation supposes the fusion of both traditions to generate a new one, different from the preceding ones. (Significados, 2018)

Cultural syncretism is the process of crossbreeding and transculturation that occurs from the union of different peoples, races, beliefs, and cultural traditions, resulting in a new hybrid cultural identity, mestizo, with characteristics and elements of all the cultures that merged. (Significados, 2018)

2.4.3 GASTRONOMY

Salvadoran cuisine is a delicious mix of ancestral flavors with local ingredients, where beans and corn are the main protagonists in both dishes and desserts.

Other ingredients that are part of the gastronomy in El Salvador are rice, chicken, beef, pork, seafood, dairy products, fruits, vegetables, and herbs that give more flavor and smell to each dish to taste in the country. (Implusc, 2023)

Pupusas are the most popular dish of Salvadoran gastronomy and a favorite of the people of El Salvador. If you are visiting the country for the first time, you can't leave without trying them.

Tamales are one of the typical foods of El Salvador that, like pupusas, are corn-based and can have different types of fillings such as chicken, beans, cheese, or edible herbs.

Fried or parboiled yucca is a very popular typical dish of Salvadoran gastronomy, considered a delicious dish that you can enjoy as an appetizer or even as a side dish.

These dishes can be found in any part of the country, the gastronomy is so delicious that almost everywhere the same dishes are replicated. The different dishes by region or by place in El Salvador are very rare. What is different in terms of the dishes are the names, in some places certain dishes are known by other names.

2.4.4 LEGENDS, STORIES OR TALES OF EL SALVADOR

In the high sector of Cerro El Pital, there is talk of a hermit with long tangled hair, beard and long nails. He is a man unknown to many who lives "in the wild" and roams the area.

But he is rarely seen, and few tourists say that they have had the opportunity to meet him from afar, because when they try to approach him, he hides among the pines. It should be noted that this is not a legend but a character, a real man, who stays in this area. (TeamUserAdmNewWeb, 2023)

Alemán (2019) The legend of the Witch of Cerro El Pital has been passed down from generation to generation in nearby communities. According to the story, an evil witch lives in the depths of the hill and stalks unsuspecting visitors. It is said that she has the power to transform herself into different creatures and that her main objective is to cause fear and chaos.

Folk tales are characteristic of this mythology and although it is not a well-known fact, many of the inhabitants of El Salvador attest that most of their stories are based on real life events. They have even had the opportunity to meet the protagonists of such myths and legends.

In their fabulous stories, transmitted through oral tradition, they recount the actions of creatures that figuratively embody the natural forces, images of the human condition, etc. Particular emphasis is placed on the narration of events in the lives of gods, exceptional beings and heroes of ancient times.

Itaque (2019b) The mythology of El Salvador is full of magic, secrets, horror, and fantasy, with myths and legends of beings and spirits that have the purpose of narrating a combination of true and fictitious facts. These chronicles have a mixture of fantastic creatures and the daily life of Salvadorans, and its purpose is to leave a teaching or give a lesson to remedy the mistakes made by people but in a very dark way.

Each myth changes from one town to another within El Salvador, adjusting each one to its own history, keeping in mind that their beliefs still maintain an important influence today.

2.5 STRATEGIC PLAN

Strategic tourism planning for destinations is a tool for achieving objectives, identifying challenges, managing resources, and proposing solutions, taking into account the sustainability of tourism and the society in which it is developed. Within the services of strategic planning and development of sustainable tourism destinations we can offer the following according to our tourism service: quality control and customer satisfaction.

The principal objective is to market high quality services and tour packages that exceed market satisfaction, and to be the best tour operator in developing a versatile dynamic for the different destinations offered. The action for our strategic plan and that our tourist service is developed in the way it is in the following points mentioned, as an initial way is to set specific goals on how we want to promote our tourist service, the means we will use to make more people know about it, in this case our tour operator.

The promotion of our tour operator will be done through advertising mainly through social networks (instagram and facebook), making publications of the different tours to be conducted, also using ads in the same way through social networks to reach more people. Our action to promote street tours takes into account radios or television to advertise, finally public relations such as tourism fairs, use of stands at municipal festivals, tourist offices among others.

We are also responsible for carrying out each of the points so that our tour operator is done in the best way and so it can be a good tourist service providing a good quality control to our customers and so they are satisfied with our service. First of all, we would set the goals as a working group in order to have a communication and union of all the ideas of the people involved in callejeando tours.

The promotion of the tour operator in social networks would be in charge of Daniela Guerrero who has previous knowledge in the handling of publicity in social networks. Jaqueline Ibarra and Rudy Tejada, who will be promoting the different tours in the festivals or tourist offices, will be in charge of promoting with support material and public relations.

We also have improvements for our tourist service that give an extra for the users so that they can be convinced of our services. Tourist plans with a special price for foreigners. Children under 10 years old do not pay their ticket. Birthday boys and girls will receive a

10% discount on their travel package. Tourist plans will have the promotion of 2x1 once a month, in each group of people traveling with our tour operator and thus promote family entertainment.



Figure 9 Strategic Plan Callejeando Tours

2.5.1 QUALITY CONTROL

According to the conceptual framework proposed by Michael E. Porter, and presented in the diagnostic phase of CALTUR, the competitiveness of an economic sector such as tourism is determined by six fundamental dimensions. These attributes and the interaction among them explain why companies located in a given region innovate and remain competitive. These dimensions are factor conditions (those endowed by nature - in which Peru enjoys great wealth - and those created by man - in which the country must advance with greater strength); demand conditions (how much my clients demand me to be innovative and improve).

Competent human resources or degree of development of the educational offer refers to the link between the education and training provided by tourism education service providers and the human resource needs of the labor market o Recognition of labor competency Refers to the sector's capacity to accredit knowledge and performance capabilities.

2.5.2 CUSTOMER SATISFACTION

Overall customer satisfaction has no set minimum acceptable levels or formally established tolerance limits; rather, its continuous increase should be sought and encouraged, but this does not negate the need to measure and control its variation.

In an increasingly competitive environment, with thousands of travel companies competing for the largest market share, providing good customer service will ensure customer satisfaction. The greater the number of satisfied customers, the greater the demand for the service and, therefore, the greater the chances of sales.

We can only understand our customers' wishes if we pay attention to their needs and put ourselves in their shoes. Tourism companies must choose to create an information system that translates into quality services.

Our customer has to feel safe around us, he will eventually hand over his money in our hands and will expect to be rewarded in the best way.

**CHAPTER III:
RESPONSIBILITIES
OF THE
ENTREPRENEUR**

3. RESPONSIBILITIES OF THE ENTREPRENEUR

3.1 ENTREPRENEUR PROFILE

3.1.1 Entrepreneur concept

Nelson Mandela once said: “I learned that courage was not the absence of fear, but the triumph over it. The brave man is not he who does not feel afraid, but he who conquers that fear.”

For us, in the same way as Nelson Mandela’s phrase, an entrepreneur is considered as a person who develops or creates a product or an idea and then materializes it. Likewise, we can consider that an entrepreneur is a brave person, who ventures to carry out his project by his own means, believes in himself and assumes the risks of his decisions without fear of success.

According to experts, an entrepreneur is a person who has the ability to discover and identify some kind of business opportunity. Based on this, he or she organizes a series of resources in order to start a business project. Galán (2022).

3.1.2 Type of entrepreneur

- Creator entrepreneurs:

Considering the fact that we are based on a tourist service that we are developing on our own. It is an area in which there are many similar ventures, but we give it our added value in order to innovate and stand out among the competition.

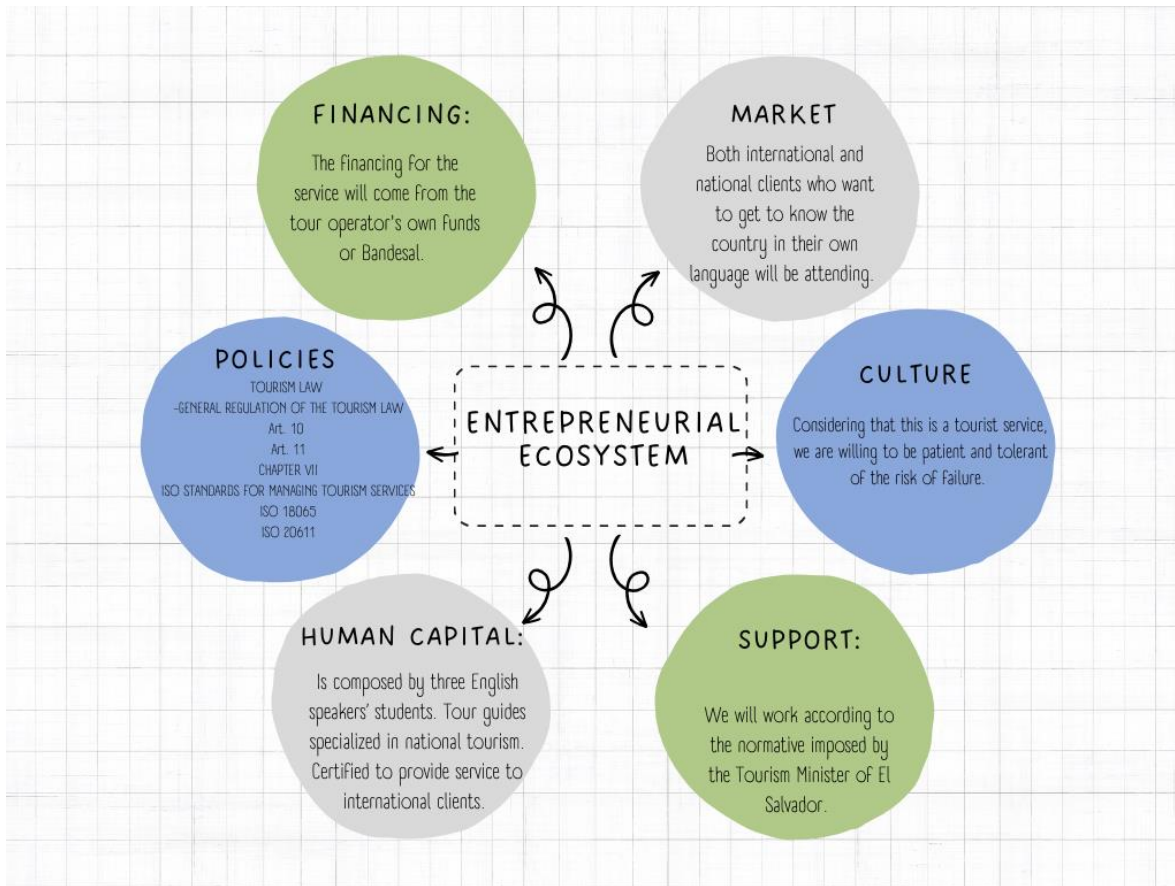
- Innovative Entrepreneurs:

Thanks to the focus on innovation in our tour operator to include foreign language on tours. We intend to be known by customers by introducing this service that revolutionizes the market.

- Opportunity Entrepreneurs:

The opportunity to create a tour operator seeing how new tourist destinations are emerging in our country, we see ourselves with the idea of creating a business to take advantage of the increase of this. Thinking that we do it by choice, motivated by the vision of a successful business in the future.

3.1.3 Entrepreneurial ecosystem



(Own creation)

- **Financing:** The financing for the service will come from the tour operator's own funds or Bandedal.
- **Market:** Both international and national clients who want to get to know the country in their own language will be attending.
- **Policies:** with the help of government or tourism authorities, the development of entrepreneurial skills through training programs, workshops and courses will be possible, such as different institutions that offer help to new entrepreneurship as CONAMYPE.

- Human capital: Is composed by three English speakers' students. Tour guides specialized in national tourism. Certified to provide service to international clients.
- Support: We will work according to the normative imposed by the Tourism Minister of El Salvador.
- Culture: Considering that this is a tourist service, we are willing to be patient and tolerant of the risk of failure. In the same way we visualize the growth of the company as a professional not only nationally but internationally to contribute to the country's tourism.

3.1.4 Competencies and characteristics as an entrepreneur

CHARACTERISTICS:

- Determination:

Tenacity and the will to overcome obstacles are common traits in successful entrepreneurs.

- Self-confidence:

Confidence in ourselves and our vision is essential to take risks and move forward despite adversity.

- Resilience:

The ability to bounce back from failures and setbacks is a key characteristic of an entrepreneur.

- Patience

A good business does not happen overnight and many times it will take trial and error. Facing adversity and trying again and again will be necessary to reach the top.

- Responsibility

Any business, no matter how small, should be taken seriously. Participate in all activities and be responsible both to your team and to clients, partners or suppliers.

- Creativity and ingenuity

The first step to take is to have an idea, because from there new projects are born and where a market or sector can be revolutionized.

SKILLS:

- Vision

Visualize your business and make it a reality. Having an idea or a dream is not enough, you must find the means to turn it into reality. Remember, if you do not do it, no one will do it for you.

- Problem solving:

The ability to identify and solve problems is essential to overcome obstacles along the way.

- Innovation:

The ability to generate new and creative ideas to improve or develop products and services is critical.

3.1.5 Barriers to entrepreneurship

- Competition: in the tourism sector competition is extremely high, and if we do not make use of innovation, and go to the forefront with trends, we will be left behind among other companies.
- Lack of entrepreneurial culture: it can affect the low tourist season and leave important losses.

- **Financing:** The search for economic support for small entrepreneurs is difficult, even more so when they are young with little or no previous experience.
- **Fear of failure:** this fear can prevent us from trying and innovating in different situations, since we are surrounded by a society that gives extraordinarily little support to entrepreneurs.
- **Lack of business experience:** Many entrepreneurs lack experience in running a business, which can lead to mistakes and challenges in decision making.

3.1.6 Success factors

- **Strategy:**

Having a good strategy shows the best path to follow, depending on the environment and the resources we have available, defines goals, deadlines, deadlines and sets the conditions of the relationship between competition and clients.

- **Competencies:**

It refers to the special skills installed in the company; finding ways to integrate “best practices” into the process.

- **Shared values:**

They form the support of the organization, shape beliefs and attitudes and guide every action of the company.

- **Perseverance**

With patience and perseverance during the process, you learn to overcome problems, to be resourceful and to listen until you get better. He who perseveres, achieves his goal.

3.2 ENTREPRENEURSHIP AND RESPONSIBILITY

3.2.1 Entrepreneur's responsibility

Responsibility is one of the most important values that an entrepreneur or businessperson must respect. To be responsible is to assume the consequences of our actions. Responsibility is to work so that our actions respect justice, people's freedoms, ensuring that they do not cause damage. (Jogirui, 2015).

As an entrepreneur our responsibility must be from within our venture, take advantage and create business opportunities associated with the concept of social responsibility, such as green markets, inclusive business, and social entrepreneurship. making a good development and improvement of systems within our work team, as well as promoting a good working environment, it is important to be motivated and to make a better productivity as an employee, and all this as a tourist service our main responsibility is with all parties that make up our venture such as customers, employees, society, environment and with ourselves.

3.2.1 Entrepreneur's responsibility to customers

Richard Branson, CEO of Virgin Group, bases his business strategies on the customer, always trying to satisfy them in the best possible way. Successful companies do the same and that is why they have succeeded over the years.

The responsibility with the customer is to offer them the highest quality in your products and services, provide the best service and never lie to get a sale. A good entrepreneur is honest and gives a good price/benefit ratio. He never uses marketing to deceive or sell false expectations. He keeps his promises and is willing to go beyond the usual to achieve customer loyalty and satisfaction (Pereira & Pereira, 2022).

So, our responsibility to our customers in Callejeando tours is to give them the best attention and visibility of our service, give accurate information, real and without any deception to have more sales, our travel packages to our three destinations will have the marketing and real information to our customers. That is our responsibility as an enterprise in the tourism sector, our tour operator will give the best service so that our customers do not have any displeasure with the different travel options we offer.

3.2.2 Entrepreneur's responsibility to employees.

Now the entrepreneur hires his first employee, he is accepting an enormous responsibility: the professional development and job satisfaction of a person depend in large part on the entrepreneur and his company.

Pereira and Pereira (2022) mentioned in their article. Therefore, as an entrepreneur and employer, one should strive to offer a healthy work environment, where each person is respected and his or her opinion is considered. We must remember that they are the ones who work to make the company exist and be profitable, and the better they feel, the better they will do their job.

It is important to give them feedback often (be careful how you do it), to congratulate them for good results and to be sincere with them. Responsibility also includes giving them a fair salary, as well as benefits - at least those dictated by law. (Pereira & Pereira, 2022)

The responsibility for our employees within our tour operator, is mainly to make a harmonious environment where they feel motivated in the work environment, that our employees have all the benefits indicated by law, employees feel the confidence to express their discomfort, they can be heard free to give their opinions for the welfare of them and our tourist service because thanks to them is that our tour operator will offer different services demonstrating the good quality of them.

3.2.3 Entrepreneur's responsibility to society.

Entrepreneurs are the ones who build the wealth of a country; they are the ones who generate jobs and income. Therefore, from the moment a business is started, a good must be created for society, either by delivering services or products that satisfy needs or by developing solutions to problems such as pollution, poverty, or low educational level. (Pereira & Pereira, 2022).

Pereira and Pereira (2022) mention that, while the mission of the venture must be focused on creating some kind of good, legal and fiscal responsibilities must also be met. It is necessary to ensure that the company complies with all the operating laws that apply to it and to pay the corresponding taxes (although it is also important to have an intelligent system of payments and deductions).

A good way to follow when developing the business idea is to think: What problems does my country have and how can we contribute to solving them in a sustainable way? Now, if the company is not focused on social or environmental objectives, then include some corporate responsibility actions in the model. It can be from donating money to foundations to activities such as planting trees or recycling garbage (Pereira & Pereira, 2022).

The responsibility of our tourist service to society is very large because we are an enterprise that is focused on serving foreign and domestic people who wish to know the three different destinations we have in our packages, and also deliver a quality service to our society, our tour operator in a generator of jobs, and also our responsibility is to help in the educational area where our different specialized guides we have is to give lectures in schools where knowledge is required in the area of tourism. In addition, with the support of different alliances we can make agreements with schools that wish to know any of the different sites that we have in our list of tourist packages.

3.2.4 Responsibility of the entrepreneur with the environment.

Global warming and climate change are not "words", they are realities that we still have time to reduce their impact. As an entrepreneur, besides starting a business that helps to reduce pollution or favors recycling, you also have the opportunity to adopt a "green" mentality in your company and permeate all your employees (Pereira & Pereira, 2022).

Start by recycling paper, doing as much as possible digitally and reusing printing sheets. Place trash cans to separate garbage and avoid using disposable plates, especially "unicel". Implement energy saving systems, such as LED lighting, and invite the team to turn off lights and machines when they are not being used. Another idea is to encourage the use of bicycles and carpooling in your company. Also, invite activities such as planting trees (Pereira & Pereira, 2022).

The environment is one of the main responsibilities we have in our venture, being a tourist service makes us very responsible with this sector. That is the one that gives us the different sites that we have added in our packages for our customers. One of the forms of responsibility to take care of the environment is to always be aware of the monitoring of the garbage that customers discard in each of our trips, to be aware of using the garbage deposits

closest to them but to make use of a bag where they can keep that garbage and then when they find a deposit to leave it there, also the care of the different sites in terms of fauna and flora of each site that is visited. As an enterprise in our internal environment, we should be aware of recycling, reuse of materials that can be used more than once, and many other ways to contribute to a good environment.

3.2.5 Entrepreneur's responsibility with oneself.

One way to transcend in life is to create things that last over time, and one of them is a successful business that has a positive impact on society. So, if you are committed to a career as an entrepreneur, make sure that you are following your passion and working on what you love the most. There is no point in having a business that generates a lot of money if you are not happy with yourself (Pereira & Pereira, 2022).

Pereira and Pereira (2022) Likewise, it is important that, when starting a business, you are aware of the risks and sacrifices, but also that health and happiness come first. Avoid overexertion and stress affecting your whole life. Do not stop exercising, eating healthy and sleeping between 7 and 8 hours a day. Also, seek a balance in life and work: do not neglect your family, meet with friends from time to time and take a well-deserved vacation.

In Callejeando tour we take into account the inner self of each of the members of the company, we can give everything of ourselves but we must always give ourselves a break to continue and continue doing well, our health is important as well as our moments of rest, a way to demonstrate this responsibility is that in our schedules are scheduled days of rest for each member within the company, in addition to raising awareness in health, eating healthy and exercising.

"To start with, everyone has to be well. Before donating resources, creating an inclusive business, or reducing the environmental impact that one causes, employees have to be well. Then you can start thinking about sustainable CSR and create a culture of social responsibility in the company. It doesn't matter whether there are five or six thousand employees, you have to get people involved in the issue", says Ricardo Pineda.

3.2.5 Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) in the tourism sector is one of the keys to ensure sustainable and responsible tourism in the long term, tourism companies have a significant impact on society and the environment, so it is essential that they are committed to implementing CSR practices that minimize their negative impact and maximize their positive contribution. (Adrians, 2023)

The implementation of Corporate Social Responsibility practices in the tourism sector is essential to ensure long-term sustainability and accountability, it also offers numerous benefits to tourism companies, such as improved image and reputation, increased employee engagement and greater appeal to sustainability-conscious tourists. (Adrians, 2023)

One of the ways in which our tourism service can carry out CSR activities is through environmental management, because through this the tour operator can minimize the impact on the environment by implementing waste management activities, reducing energy, and using renewable resources, and at the same time, tour operators raise environmental awareness among tourists through educational, education and awareness campaigns.

Another way in which Callejeando Tours carries out CSR activities is by promoting the economic and social development of local communities. For ventures such as ours, it is important to involve local communities in each of our tourism activities, providing employment and training opportunities, as well as supporting community projects and different programs in the tourism area.

Transparency and effective communication are key factors to successfully implement CSR activities, which is why our tourism service must be transparent about our social responsibility activities and objectives, while effectively communicating our efforts to tourists and the general public. This will not only increase customer loyalty but will also improve the image and reputation of Callejeando tours.

Social responsibility in enterprises is considered as a business management tool, which proposes paradigm shifts in its activities, leading businesses to sustainable progress with good responsible practices for the welfare of its workers, society, and industry.

3.3 MARKET NICHEs AND CUSTOMER MANAGEMENT

3.3.1 Market niche

A niche market implies a specific and highly specialized segment within a broader market. It is a small set of consumers or businesses that have distinctive needs, preferences or attributes that distinguish them from the general market. These customers have specific demands and requirements that are often not fully met by suppliers in the mainstream market.

A niche market is a segment of a larger market that can be defined by its own unique needs, preferences, or identity that makes it different from the market at large (A. Sheehan, 2022). A niche market shares specific characteristics, like their likes, dislikes, and preferences

3.3.2 Strategy to identify a market niche (Blue Ocean)

The Blue Ocean strategy is the simultaneous pursuit of differentiation and low cost to open up a new market space and create new demand. It is about creating and capturing uncontested market space, thereby making the competition irrelevant. It is based on the view that market boundaries and industry structure are not a given and can be reconstructed by the actions and beliefs of industry players (C. Kim and R. Mauborgne).

As a first step, understanding customers' needs and wants involves conducting market research to understand their unmet requirements and desires. Identify areas where customers may feel dissatisfaction with existing options in the market.

Developing a unique value proposition is also essential. This should be based on the identified opportunities and unmet customer needs. It is crucial that this value proposition is clear, relevant, and different from that offered by the competition.

Encouraging innovation and differentiation are key. Use innovation to stand out and create a unique product or service that meets the established value proposition. Look for ways to make it more efficient, effective, or attractive to your target audience.

It is essential to validate and adjust your strategy. Conduct initial tests, get feedback from customers, and adapt your approach as needed. Make sure your offer meets the real expectations and needs of your target market.

Developing an effective marketing strategy is critical. Design marketing strategies that clearly communicate your unique value proposition and appeal to your niche market. Use appropriate marketing channels to reach your audience effectively.

Remain vigilant and continually adjust. Monitor the performance of your strategy in the marketplace and make modifications when necessary to maintain relevance and competitiveness in your niche.

3.3.3 Elements for choosing a market niche

- Target audience

A target audience is a group of people that products, services, or marketing efforts are aimed toward, typically defined by traits like age, gender, income, interests, challenges, and goals. Targeting the right audiences can help you reduce costs and increase conversions (T. Pol, 2023)

For Callejeando tours, the right target audience is formed by people between the ages of 20-50 years old coming from a non-Spanish speaking country who are interested in having city and outdoors trips given for a specialized tourist guide that provides the information in the English language.

- Problem

Tourism takes one to meet different people, taste culinary delights, and experience different cultures and languages. Dismantling initial language barriers can make a community far more receptive to visitors, while improving the economy as re-openings seem to set to inevitably occur. Consider that in a survey of 20,500 travelers, 26 percent reported language barriers as an obstacle to their tourism (Booking.com, 2016).

The language barrier in the tourism industry is not an impediment for tourists to travel, but it is also known that a trip is not complete if you cannot understand all the information that you received in the different attractions you visited. To solve this problem, as Callejeando tours we plan to help those tourists that look for a guided trip in their original language, English.

- Desired result

Callejeando tours is interested in calling the attention of English speaker tourists who want to travel to El Salvador to enjoy their vacations in a comfortable and personalized way. Those tourists would be delighted with a guided tour in their mother tongue so as to discover the wonder this country has to offer in city and outdoor tours.

- Secret Sauce

Callejeando tours' secret sauce is based on providing the English speaker audience with a guided tour led by a specialized tour guide who can give information of the touristic attractions and keep a conversation with them in their mother tongue. What makes Callejeando tours different from the competition is that we don't offer a tour managed by a tour coordinator, when we talk about a tourist guide is someone that has knowledge and academic preparation in the area, so as to go beyond and give an excellent experience in customer service matters.

3.3.4 My market niche

Callejeando tours is focused on provide service to those tourists who want to enjoy a trip in El Salvador, taking into account each of the destinations we have to offer, like San Salvador's city tour, outdoors tours in El Pital, and exploring the new amusement park in front of the sea "Surf City", led by a specialized tour guide in English and tourism, who is in charge of manage the time in the different destinations, give you different options of activities and the best places to visit taking knowing that they are not going to experiment a language barrier because that tour guide can provide the full information in both languages, English and Spanish.

Knowing that the language barrier can be uncomfortable to the English-speaking tourist, we are able to offer them 3 different destinations focused on the population who are looking for a trip rich in traditions, adventure and history. This trip is destined to those tourists who are interested in having a family trip, or just want to hang out with friends in an environment that makes them feel at home.

3.3.5 Characteristics of my market niche

- English speakers

Callejeando tours is committed to give the English-speaker tourist a new experience in a Spanish speaking country like El Salvador.

- Adventurous people

People who enjoy attractions and outdoors trip. They can have a good time taking one of the two options we have. First, of all in El Pital taking a long walk enjoying the cold weather and delicious traditional food. The second one, in the amusement park “Surf City” located at the shore of the sea where the tourists can enjoy of beautiful views and exotic food for demanding palates.

- History fans

The third option that Callejeando tours offers to English-speakers tourist is a trip rich in culture, history, and tradition at San Salvador’s downtown. During this tour, they can enjoy learning and getting involved with Salvadoran culture and history visiting emblematic attractions like the National Palace, the National theater, and the renovated National Library.

3.4 CUSTOMER MANAGEMENT

Customer management is essential for the success of a venture, since a satisfied customer is more likely to come back to require the product or service offered by the business, increase spending on the brand and recommend it among his or her acquaintances. To effectively manage customer relationships, you first need to know your customers (Mugira, 2023).

Mugira (2023) says in his blog, Customer management is the practice of maintaining a company's relationship with its customers on the best possible terms. Implementing good customer management is important because it increases the chances of closing sales and building customer loyalty, helping to generate more money and expand business. It also improves the level of customer service in general.

This an important part of a business is about knowing your customers so well that you can create and deliver personalized experiences that convince them not only to be loyal to your brand but also to recommend you to others, and that's what matters most because this is a valuable form of advertising available.

Satisfied customers become loyal and official referrals for the company, and their reviews can be used to market the service to new customers. Therefore, it is important to maintain relationships with the company's customers to promote cross-selling and up-selling of services. Satisfied customers are needed, which is why customer experience has become a key differentiator in today's hyper-competitive and hyper-connected global marketplace. There is tangible business value in effective customer management.

In our tourist service we will implement different strategies for our customer management which is a very important part in the different ventures, this management will help us to have more clarity about which are the potential guides of the business, in which stage of the funnel they are, what problems need to be solved and what benefits we would like to have in the medium or long term. In addition, for our tour operator, customer relationship management helps to improve interactions with current customers, find new customers and increase retention of older customers.

- The first strategy in our service will be to establish expectations, this strategy we will start developing by offering only what we know we can offer by not giving false

information to our customers. The client realizes that he is being lied to or hiding something important, he may not trust our service again.

- The second strategy we will take in our service is to make our tour operator attractive to our customers by offering them something of value. One way to thank customers who are loyal to our company is to establish a rewards program through which we offer them unique discounts or promotions.
- Callejeando tour's third strategy for managing our customers is to provide excellent customer service by soliciting their comments and opinions on what is being done and what needs to be improved. Customer feedback not only identifies areas for business growth, but also helps strengthen customer connections over time.

"It is no longer enough to satisfy customers; now you have to delight them" - Philip Kotler. Muguira (2023b) Customer management is an important business objective for different businesses around the world, creating and maintaining complete and up-to-date customer profiles, as well as personalizing every customer interaction. Get the right information in the right place at the right time. Your business will grow if you improve the quality of your customer interactions. Therefore, you must take customer management seriously if you want your business to thrive in today's world.

3.5 STRATEGIC ALLIANCES

An alliance can be defined as the union of people, companies or countries, through which there is a commitment of mutual help or support to achieve a specific purpose, with similar benefits for the parties involved. (Equipo Editorial & Equipo Editorial, 2022)

It is important to recognize that strategic alliances are, nowadays, a modality used by more and more companies to share resources developed and abundant in one company, and scarce in another.

In our company we have the task of consolidating ties with other entrepreneurs, municipalities, hotels, restaurants and/or transportation agencies, in order to offer a quality service to our clients. By making strategic alliances, we intend to not only earn income in our business but also help our local entrepreneurs who contribute with their product.

Therefore, we classify our strategic alliance as horizontal, since it arises when two companies that are in the same stage of the value chain join together. (Quintana, 2021)

In other words, these are alliances between competitors that are committed to collaborate in different areas. As is the case of us as a tour operator taking clients to different areas where they can enjoy the places they will visit.

- **TRANSPORTATION AGENCIES**

An important alliance for our tour operator will be with transportation agencies, to move more comfortably to the tourist places of the country in buses or minibuses.

- **RESTAURANTS**

Food is very important when visiting a country, so we must be selective. Local and themed restaurants of Salvadoran culture will be of utmost importance for our tours. Having a list of restaurants in our packages will be a great alliance.

- **HOSTELS AND HOTELS**

Eco-friendly and Historic, will be the main characteristics of the hotels that will be our allies. We are looking for a pleasant service for our foreign customers and thus develop tourism in the country.

- ENTREPRENEURS

A trip is not a trip without a souvenir, that's why we decided to contact local artisans so that our customers have something very local that can contribute to the economy of these entrepreneurs as well.

- MUNICIPALITIES

The help and alliance that we seek with the mayors of the places in our travel plans are of utmost importance, since they will benefit from the tourism that we will bring to the area. In this way, we will be able to further develop the area for future tourists and business.

**CHAPTER IV:
COST PLAN
CALLEJEANDO
TOURS**

4. COST PLAN CALLEJEANDO TOUR

4.1 MISSION

Callejeando tours was born as an innovative and efficient tour agency in continuous learning in order to offer several services based on the likes and interest of the customers with the hand of practices that help the correct development of the environment.

4.2 VISION

Callejeando tours is looking to position itself as one of the best tour agencies of El Salvador so as to be taken as an example of perseverance, hard work, and responsibility with the Sustainable development of the environment.

4.3 VALUES

- **Innovation:** the ability to generate new ideas, concepts, products, or services that provide value and differentiation in the market. Innovation drives the development and regular improvement of the products or services offered.
- **Responsibility:** Responsibility in a company implies assuming the consequences of the actions and decisions taken in the business. This includes honoring commitments, transparency in operations and consideration of the company's social and environmental impacts on customers, partners, and the environment.
- **Loyalty:** Loyalty means being loyal and committed to the company's partners, employees, customers, and others. Loyalty contributes to building strong relationships and maintaining trust between the parties involved.
- **Trust:** Trust is essential in any business, as it refers to the belief and confidence in the integrity, skills and good intentions of the people involved in the business. Trust is a tool that facilitates collaboration and strengthens business relationships.

- **Passion:** Passion in entrepreneurship is related to enthusiasm and passionate dedication to the project. Passionate entrepreneurs are more willing to overcome challenges, persevere through difficult times and work tirelessly to achieve our goals.
- **Effectiveness:** Effectiveness refers to the ability to achieve results effectively and efficiently. It involves optimizing available resources and effectively executing strategies to achieve business objectives.
- **Courtesy:** Courtesy refers to respect and consideration for others. It involves optimizing available resources and effectively executing strategies to achieve business objectives. It involves optimizing available resources and effectively executing strategies to achieve business objectives.

These values not only impact the quality of our work and business relationships, but also influence the reputation and perception others have of the tour operator.

4.4 LEMA

A journey into the heart of El Salvador

This slogan is because our tour operator is focused on making those memorable trips for all visitors whether national or international, to know those places where they connect with nature that are the veins and arteries of our country.

4.5 COST TABLE

This table is prepared for a single trip, a tourist service package: VISITING EL PITAL.

Direct costs	Indirect costs	Other operating costs	Service expenses
Transportation fee \$180	Depreciation of the computer or device.	Internet and electricity \$5	Driver's per diem \$8
Tour guide fee \$15		Marketing and advertising \$4	
Restaurant, park or tourist structure package. \$15 per person \$225			
Employee salaries \$150			

(own elaboration)

4.5 LOGO



Figure 10 Callejeando Tours logo

Our logo is composed of several elements that represent our tourist service, we start with the background where we have a map of our country which is representing the different sites that as a tourist service we have to offer our customers, we also have an image of a tourist with his pet which represents part of our name Callejeando tour, and so the different tracks that every place you go we will find a dog.

Green: nature, growth, fertility, and open air.

Black: strong emotions, knowledge, sophisticated.

White: light, peace, simplicity, elegance, cleanliness.

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