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FACULTY OF SCIENCES AND HUMANITIES
DEPARTMENT OF FOREIGN LANGUAGES



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“NOSTALGIA TOUR OPERATOR”

FINAL REPORT OF THE SPECIALIZATION COURSE:

TOURISM

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INDEX

| | |
|-----------------------------------------------------------------------------------|----|
| ABSTRACT | 5 |
| INTRODUCTION | 6 |
| CHAPTER 1 | 8 |
| 1.1 PRESENTATION OF THE TOURIST PRODUCT | 9 |
| 1.2 OBJECTIVES | 10 |
| 1.3 JUSTIFICATION | 11 |
| 1.4 PRODUCT DESCRIPTION | 12 |
| 1.5 TYPOLOGY OF TOURISM | 13 |
| TOUR CIRCUIT EXAMPLE | 17 |
| 1.7 IMPLEMENTING STRATEGIES FOR HUMAN DEVELOPMENT AND SUSTAINABILITY | 18 |
| CHAPTER 2 | 19 |
| 2.1 HISTORY OF TURISM | 20 |
| 2.2. HISTORY OF TOURISM IN EL SALVADOR | 21 |
| 2.4 CULTURAL IDENTITY | 27 |
| 2.5 ESTRATEGIC PLAN | 30 |
| 2.5.2 QUALITY SCHEME | 31 |
| CHAPTER 3: | 34 |
| 3.1 ENTREPRENEUR’S PROFILE | 35 |
| 3.1.2 Type of entrepreneur | 35 |
| 3.1.3 ENTREPRENEURIAL ECOSYSTEM | 39 |
| 3.1.4 COMPETENCIES AND CHARACTERISTICS AS AN ENTREPRENEUR | 42 |
| 3.1.5 BARRIERS TO ENTREPRENEURSHIP | 44 |
| RESPONSIBILITY OF THE ENTREPRENEUR | 47 |
| 3.3 NICHE MARKETS | 50 |
| 3.3.2 STRATEGY TO IDENTIFY A NICHE MARKET (BLUE OCEAN) | 50 |
| 3.3.3 ELEMENTS FOR CHOOSING A NICHE MARKET | 51 |
| 3.3.4 MY NICHE MARKET | 51 |
| 3.3.5 CHARACTERISTICS OF MY NICHE MARKET | 51 |
| 3.3.6 CUSTOMER MANAGEMENT | 52 |
| 3.5 Strategic Alliances | 53 |

| | |
|---------------------------------------------|----|
| CHAPTER 4 | 58 |
| 4.1 LOGO | 59 |
| 4.1.2 NEW LOGO | 59 |
| 4.2.1 MOTTO | 60 |
| 4.2.2 MISSION | 60 |
| 4.2.3 VISION | 61 |
| 4.2.4 VALUES | 61 |
| 4.3 TOURISM COMPANY COST CHART | 62 |
| 4.4 Bibliography | 64 |

ABSTRACT

The following work is about the creation of the tourism company “Nostalgia” that is committed to unique, and inclusive tourist experiences through presenting a service for people with reduced mobility, and tourism in virtual reality, taking advantage of technology to remain in the mind of the tourist, in addition to traditional tourism. We will achieve the objectives by offering the richness of the different tourist routes that El Salvador has. This report has been structured considering the Tourism Law, ISO standards, and the CORSATUR regulations for the proper functioning of the tourism company and developing the company within the legal framework and the protection of the country's resources. The topic has been presented as part of the activities of the Specialization Course in Tourism, visualizing the opportunity of entrepreneurship with fellow students, and achieving a better standard of living through innovative entrepreneurship.

Key Words: Inclusive, virtual reality, ISO standards, CORSATUR, entrepreneurship.

INTRODUCTION

Tourism has been experiencing continuous growth and diversification, to become one of the fastest growing economic sectors, tourism is a key driver of socio-economic progress and contributes to the development of countries. (UNWTO, 2023)¹

Tourism is an important sector in economy of El Salvador, as it contributes to the country's economy, promoting economic development while protecting, and promoting its cultural and natural heritage, fostering cultural exchanges, and improving the country's image in the world.

In El Salvador, several types of tourism are developed, among the most prominent are beach tourism, archaeological tourism, nature tourism, adventure tourism, cultural tourism, gastronomic tourism. Since the country can cover several types of tourism in a single route, therefore we want to offer the different tourist routes that the country has.

In the chapter one we announce the tourism product that will be developed which will comply with the different axes to be a company that offers sustainable tourism, thus contributing to the conservation of ecosystems, respect for society, culture, and communities involved. In addition to economic development, through offering strategic location a well-developed product covering the different tourist routes as well as products sought by tourists, thus fulfilling the general and specific objectives set from the beginning, we the justification, different tourist routs we present the justification of the

¹ (UNWTO, 2023) El Turismo: un fenómeno económico y social.

project, the project or product, the typology of tourism, the different tourist routes and the implementation of strategies for human development, and sustainability.

In chapter two, the history of tourism is presented, how the history of tourism in El Salvador develops, the different natural resources that the different tourist routes have, the cultural identity of a tourist route that Nostalgia tour operator will offer in its service, in addition to the strategic quality plan, and the customer loyalty process of the tour operator.

In chapter three we address the concept of entrepreneur, the different types of entrepreneurs, the ecosystem of the entrepreneur, touching on areas in which it will develop, considering competencies and characteristics that an entrepreneur must possess, barriers and success factors what an entrepreneur face. We also identify niche markets, customer management and the importance of strategic alliances in tourism.

In chapter four, we address the essence of the company's thinking, and the desire and goals of what you want to achieve, the image you want to project such as the logo, mission, vision, and principles that will govern the actions of the company's partners and collaborators, in addition to presenting the table of costs that the company it will be taken into account to establish prices and allocate costs, in addition to knowing the profitability of the company.

To conclude, we find the sources of consultation or bibliography necessary to elaborate our research.

CHAPTER 1

“TOURISM PRODUCT PROFILE”

1.1 PRESENTATION OF THE TOURIST PRODUCT

Tour operator named “Nostalgia Tour Operator” in the Historic San Salvador Downtown and with branch near the Monsignor Romero Airport, and hotel zone of the capital in which information is given on tourist places in the country, internal tourism packages are offered to the different tourist places of the country with a store of nostalgic products and different types of typical souvenirs, either as own sale or offer small spaces to local entrepreneurs.



Source: Canva²

² Imagen elaborada con Canva.com

1.2 OBJECTIVES

GENERAL OBJECTIVES

-Promote the tourist places of El Salvador through well-organized tour packages covering the different tourist routes of the country.

SPECIFIC OBJECTIVES

- To contribute to guide tourists when they visit the country to inform them about the different tourist places, products, culture, etc.

-To develop the growth of small local entrepreneurs through offering them spaces for economic development and jobs, thus fulfilling the economic development of the country and society.

-To consolidate the tour operator as one of the companies with verifiable sustainable tourism attributes, thus contributing to the development of the different components of sustainability.

1.3 JUSTIFICATION

Through the tour operator will contribute to publicize the different tourist places that the country has to foreigners, distant brothers, and nationals through well-organized tours, to publicize the diversity available to all tourists since one of the advantages of our country is that you can cover the various routes if they are well organized due to the distances by size of the national territory.

In addition to providing additional information to publicize the country, its customs, culture and traditions, distant brothers who return as tourists to the country will be offered nostalgic products, and typical products marketed by small local entrepreneurs, in addition to employing students trained in tourism or associated with colleagues who wish to undertake in the tour operator.

1.4 PRODUCT DESCRIPTION



Our operator "NOSTALGIA is an operator that will offer services of internal tourism packages to those different places, with a store of nostalgic products and different types of typical souvenirs. It will be in the Historic San Salvador Downtown, with a branch in the hotel and commercial sector and near the international airport, thus covering the historic area of San Salvador, the sun and beach sector that is the area where the airport is located.

The tourist routes that you want to cover are all those offered by the country, we know in advance that the most visited is the sun and beach, but if we want to make the country known is covering all the routes that apart from the already mentioned is the archaeological route, the route of the flowers, Route of the Thousand Summits, Fresh Route, Monsignor Romero Route, Artisan Paradise Route. (TURISMO SV, 2023)³

As a tourism promotion company, one of the attributes is that the sustainability of tourism will be fulfilled in its 3 axes in a proven way, making the country known, offering sources of jobs, diversity, ecosystems, creating awareness of respect for communities and culture, offering spaces to the entrepreneur, and publicizing typical and nostalgic products helping in this way to publicize our customs and traditions.

³ Rutas Turísticas de El Salvador 2023

1.5 TYPOLOGY OF TOURISM.

According to the destination and object of travel, we want to cover ecotourism, cultural tourism, coastal maritime and inland water tourism, in addition to mountain tourism, which is what our country covers and shows (REALI, 2023).⁴ According to the motivation I think it covers the 5 types of tourism that are recreational, cultural, ethnic, environmental, and historical and we hope to receive all kinds of tourists to reach more people expanding our market.



PARAISO ARTESANAL ROUTE

⁴ HOTELMIZE, Tipos de Turismo Según Cohen, OMT, Motivación y Tipo



MONSEÑOR ROMERO ROUTE



LAS MIL CUMBRES ROUTE



FRESCA ROUTE



LAS FLORES ROUTE



ARQUEOLOGICA ROUTE



SOL Y PLAYA ROUTE

TOUR CIRCUIT EXAMPLE

INCLUYE

Transporte con A/C

GASTOS ADICIONALES:

-Alimentación: puedes llevar tu desayuno, y comprar almuerzo en el lugar.

PUNTO DE ENCUENTRO: Gasolinera Puma Los Héroes.

HORA: 8: AM.

HORA DE REGRESO 4:00 PM Aprox.

POLITICA DE DEVOLUCION: No se realizarán devoluciones ni por ausentarse al tour, ni por llegadas tardías.

| LUGAR | HORA | TIEMPO |
|----------------------------------|---------|------------|
| Museo Nahuatl Pipil | 09:00 | 30 minutos |
| Mariposario | 09:30 | 30 minutos |
| Tienda de Artesanias | 10:00 | 30 minutos |
| Ermita San Juan | 11:30 | 15 minutos |
| Mercado Local | 11:45 | 15 minutos |
| Casa de La Cultura Nahuatl Pipil | 12:00 | 30 minutos |
| Plaza Central | 12:30 | 30 minutos |
| Almuerzo en Plaza Gastronomic | 1:00pm | 1 hora |
| Mirador de La piedra Viva | 2:00 pm | 1 hora |
| Regreso a San salvador | 3:00 pm | 1 hora |

1.7 IMPLEMENTING STRATEGIES FOR HUMAN DEVELOPMENT AND SUSTAINABILITY ECONOMIC GROWTH

Tourism has been in recent years one of the main sources of foreign exchange and income in less developed countries, and tourism has been recognized as a source of employment generating jobs, thus helping to eradicate poverty (ELSEVIER, 2023).⁵ Therefore, we can assure that the tour operator will offer economic growth, job creation, stating that this company complies with one of the components of sustainability that is required.

SOCIAL WELFARE.

Through tourism we can contribute to society and the peoples involved in tourism to preserve their heritage, their authenticity, their customs, as a matter-of-fact tourism contributes to respect their traditions, making known through tourist tours and the information provided to tourists, respect for these customs and traditions, in this way we can say that a tour operator develops sustainable tourism.

ENVIRONMENTAL PROTECTION

Another of the pillars of sustainable tourism is the one that must go rigorously hand in hand with tourism activity, refers to the protection of ecosystems, respect for places and care for the communities where tourist sites are located and transmitting this practice to the people who will be involved in the activities that a tour operator promotes and to the people who will offer these services.

⁵ El turismo como fuente de crecimiento económico: impacto de las preferencias intertemporales de los agentes.

CHAPTER 2

HISTORY OF THE TOURISM

2.1 HISTORY OF TURISM

Born in the United Kingdom Thomas Cook in 1806, he was a Baptist missionary, to whom he is credited and for which he is recognized as the first person to create an organized trip, in 1841 he chartered a group of 500 people traveling to an anti-alcohol congress. On that first trip he did not obtain profits or economic income, however, he saw in that area a possible economic benefit in the future, therefore, he dedicated himself to creating a travel agency called Thomas Cook & Son, Recognized as the first in history. (Wikipedia, 2023)⁶

Ilustración 1 Thomas Cook



Source: Famous People,
(<https://www.thefamouspeople.com/profiles/thomas-cook-53323.php>)

This idea came to him while traveling by railroad when he organized the trip for people who would be attending the anti-alcohol congress. As early as 1851 he organized a trip for 165,000 people, to the World's Fair in London and in 1855 to the Paris Exposition.

⁶ Wikipedia. editado el 28 de octubre 2023

In 1866 he traveled to the United States to make contacts with different railroad companies and thus be able to offer his customers incentives to travel. Due to success and the need for American suppliers, it opened branches in the United States. One of his most outstanding contributions was the creation of a payment system through coupons called "Vouchers" arranged with the hotels most used by customers.

2.2. HISTORY OF TOURISM IN EL SALVADOR

Between 1956 and 1960 and thanks to the efforts of the first lady of the Republic, Doña Coralia de Lemus, (Barrera, 2020) ⁷she promoted excursions from the different neighborhoods and neighborhoods of San Salvador to the different national parks, that form of tourism in El Salvador it was one of the friendly offers of the military government of that time in which local tourism was promoted at that time, some of the newly built parks that were the most popular destinations of that time were:

Ilustración 2 Turicentro Apulo



Source: Turicentro Apulo, (<https://www.pinterest.com/pin/388435536584393527/>)

⁷ Un Destino Llamado Turismo. Susana Barrera

Ilustración 3 Parque Recreativo Los Chorros



Source: Turicentro Los Chorros (1952),
(<https://www.pinterest.com/pin/327636941615482508/>)

Ilustración 4 Turicentro Ichanmichen



Source: Ichanmichen (1956)⁸ (<https://elsalvador.travel/destination/ichanmichen/>)

⁸ Imágenes: Parques Acuáticos de El Salvador. Turismo SV

Ilustración 5 Turicentro Atecozol



Atecozol (1956) (<https://elsalvador.travel/destination/ichanmichen/>)

As an industry in El Salvador, tourism was born with the creation of the Salvadoran Institute of Tourism (ISTU) in 1961 in that same year and at the same time the Tourism Law was issued, before it was merged with other areas, but with this law it became independent.

In the 70's an iconic event and at the same time the launch of tourism development showing the development on the Costa del Sol marked the era of tourism in the country, that event was Miss Universe held in our country in 1975 it was the second time it was held in Latin America, developed at the National Gymnasium, where a stage was set up showing the cultural identity of the country, promoting nature and its landscapes, through the Los Chorros Spa, all this in charge of the businessman Roberto Poma. All this marked the prelude to the armed conflict that would mark the country.

In 1980 was the so-called lost decade, due to the armed conflict, to the thousands of deaths, however, tourism continued to develop, marked by the inauguration of the Comalapa Airport, leaving behind the Ilopango airport, in addition to the routes that the train of joy that walked between San Vicente and Sonsonate still made.

Even though natural disasters still mark the country with the loss of some historic buildings such as the Gran Hotel San Salvador, tourism continues to develop, in that period El Salvador is once again in the sights of tourism investments, since the peace agreements are signed. In this decade, the Flower Route began, and CORSATUR⁹ was created, which would be responsible for coordinating tourist activity.

In 2004 the Ministry of Tourism emerged, the Academy of Tourism was consolidated, tourism is already a specialization, and there are tourism plans, generating the vocation of tourism in the country, the identity, and local culture is moved through tourism.

2.3 NATURAL RESOURCES OF THE DESTINATION AREAS

The natural resources that will be included in the destinations are all the tourist routes of the country, since the purpose is to publicize the natural wealth of our country, however, we know that the most visited destinations are the blush of sun and beach. But one of the places mentioned in chapter one has been Nahuizalco, which has not only natural resources, but also history, gastronomy, nature, local market, handicrafts, religion.

From this place we can mention that it is the first place on the Route of the Flowers, located in Sonsonate, it has fresh air, flowers, rich vegetation, in addition to being one of the most rooted

⁹ CORSATUR: Corporación Salvadoreña de Turismo.

indigenous centers, it has a butterfly garden, house of the Nahuat Culture (UDB, 2012)¹⁰ Pipil, a Hermitage, Pipil Nahuat Museum, Mirador de La Piedra Viva, etc.

Nahuizalco means city of the four Izalcos or city of the four neighborhoods it was founded as a village in 1858 and was part of Guatemala until 1823. It was not until 1955 that it was constituted as a city. Nahuizalco is characterized by the fact that it still has a strong presence of indigenous population. Dedicated to the handicraft trade, especially in the elaboration of furniture and household goods made of natural fibers such as tule, wicker, wood, and cotton, this is all part of their local economic heritage.

In Nahuizalco sometimes you can see the traditional dress of the refajo in the women, a tight skirt at the hip that is secured to the waist by means of a knot. The Nahuat dialect is the second language of this population, and this is an important oral heritage for El Salvador.

¹⁰ Nahuizalco- Pueblo Vivo
Imágenes: Nahuizalco Pueblos Vivos



Ilustración 6 Museo Nahuatl Pipil

Museo Náhuatl Pipil

(<https://marketingsimulator.net/martham/2016/09/12/atractivos-turisticos/>)

Ilustración 7 Mariposario Nahuizalco



Mariposario Nahuizalco (https://www.youtube.com/watch?v=_D1EDx7e5Ms)

Ilustración 8 Mirador de la Piedra Viva



Mirador de la Piedra Viva Nahuizalco
([https://www.ecured.cu/Mirador_de_La_Piedra_Viva_\(Nahuizalco\)](https://www.ecured.cu/Mirador_de_La_Piedra_Viva_(Nahuizalco)))

2.4 CULTURAL IDENTITY

Nahuizalco is one of the towns that has the most culture, handicrafts, and natural medicines, and it is also one of the towns that struggles the most to maintain its cultural identity. Part of cultural identity of Nahuizalco is that they still speak Nahuat, and it is also taught in school as a struggle to preserve it.

Natural artisanal medicines are another way to keep their cultural customs rooted, they make traditions to thank mother nature for providing them with the means to make them.

Nahuizalco is characterized by having fertile lands that allow them to plant rice, corn, and beans, which is the basis of their diet, their rivers are used to grow reeds and tule that are raw material necessary among them to make acapetates, carpets, baskets and etates. (Azul, 2023)¹¹

¹¹ Nahuizalco.

As for the tourist route exposed in chapter one, Nahuizalco develops different activities that demonstrate its cultural identity, these being.

Night Market: it is in the center of Nahuizalco, where tourists can enjoy a visual show of candles that illuminate the streets, as well as various items, food, and beverages,

Festivities. From 20 to 25 June, the patron saint festivities are held in honor of San Juan Bautista, in which you can see religious rituals and different historical dances, such as the dance of the historians.

Artisan Development Center. It is a building where handmade products of wood, paint, indigo dyeing, etc. are sold.

Colonial Church. It allows you to contemplate the colonial structure and construction.

Piedra Viva: according to its inhabitants, a daughter of Prince Atonal or water sun, who was buried alive in it. The name of this princess was Atlakaki (indomitable), the locals claim that the stone possesses the ability to move on its own to change places.

Nahuizalco has a wealth of stories, legends, and anecdotes, one of which is that it constitutes their patrimonial identity, both religious and popular. It is said that in 1857 there was a terrible cholera epidemic in the village, the inhabitants devoted to the Virgin of Rosario took the image out of the church. The story goes that suddenly the number of victims was reduced, and they called it "The miracle of Nahuizalco" , from this anecdote derives the "Brotherhood of the Virgen del Rosario", one of the religious communities of this town. In honor of this, they hold their religious festivals from October 18 to 25 every year.

Another of the stories is about a daughter of Prince Atonal or water sun, who was buried alive in it. The name of this princess was Atlakaki (indomitable), the locals claim that the stone possesses the ability to move on its own to change places.

However, even though Nahuizalco tries to remain rooted in all its traditions, the syncretism can be seen through the miscegenation, present in its inhabitants, the little support for the indigenous people to maintain themselves has meant that in recent years there are few people who speak Nahuat in the locality.

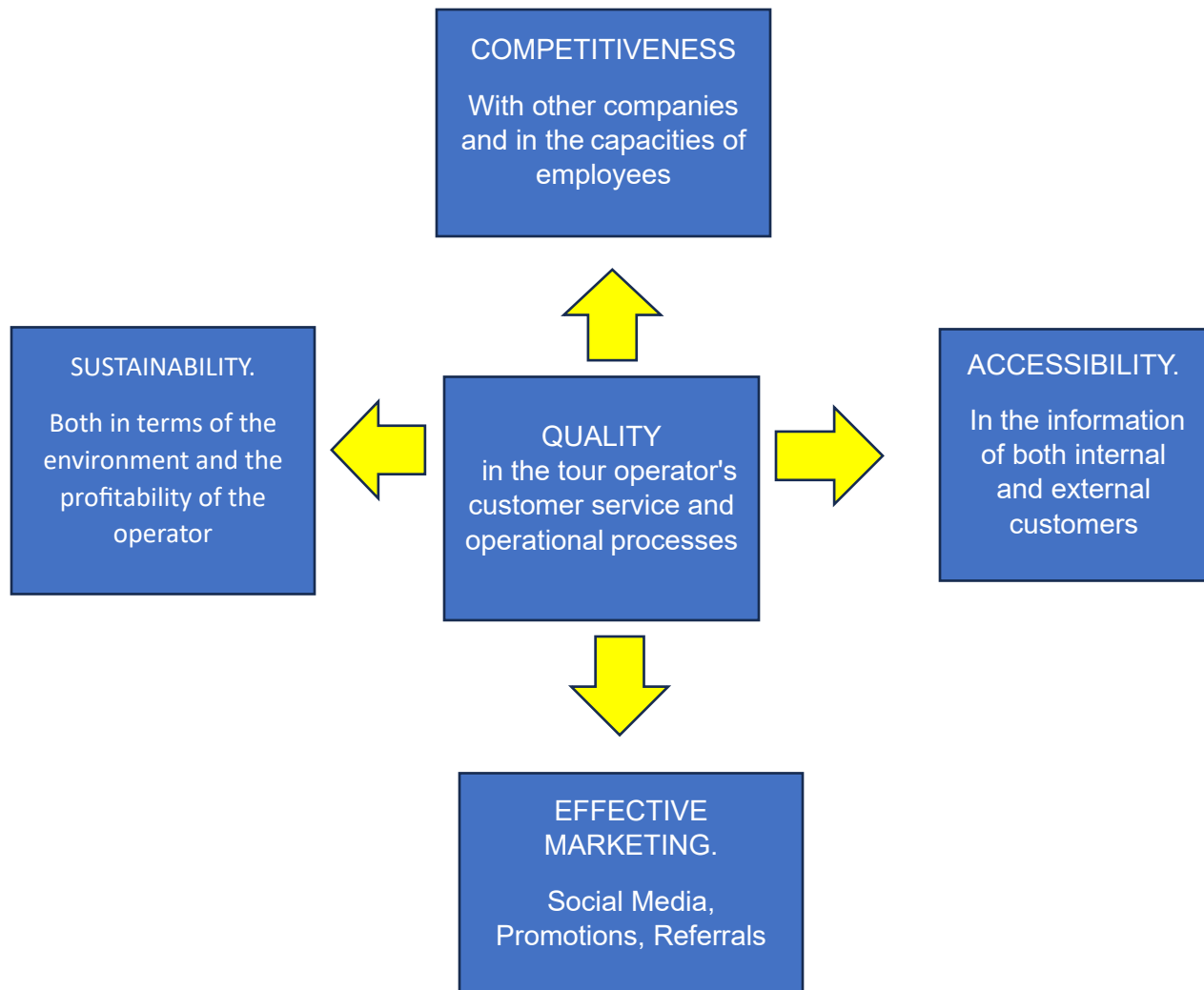
2.5 ESTRATEGIC PLAN

2.5.1 STRATEGIC IMPROVEMENT PLAN CHART

“NOSTALGIA TOUR OPERATOR”

| ACTION | RESPONSIBLE | IMPROVEMENT |
|--------------------------------------------------------------------------------------------------------------------------------------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Have an official, attractive website that provides clear and truthful information about the tourist packages to the target audience. | Mercedes Rodríguez | Offer services, entering alliances with some well-known tourism sites, (e.g., Travelocity web page) Review and consider the opinions of customers who have already enjoyed any of the tourist services. |
| Have effective marketing, especially through different social networks such as Instagram and Facebook, collecting customer opinions | Mercedes Rodríguez | A welcome kit will be given to those who take tours with the company. Excellent feedback from customers who have already had experiences with the tour operator will be included. Special promotions will be made, such as discounts or gifts for attendees, or price offers for holidays (friendship day, Mother's Day) to make the tours more attractive. |
| Create a small call center to effectively take calls from those interested in tours. | Mercedes Rodríguez | Make calls trying to contact referred customers or offering packages to businesses. The people who attend must be trained in tourism, have knowledge of the places offered and in customer service. |

2.5.2 QUALITY SCHEME



A strategic plan is an action program in which we must clarify what we want to achieve as a company and how we will achieve it. (Calidad, 2019)

In "Nostalgia Tour Operator" we consider that our quality strategic plan should have the next elements.

Quality. The quality of customer service in the tour operator refers to all the factors that will influence the expectations that the client will have of our service, when interacting or being in contact with any member of the tour operator or when they make use of our service. Some of these factors are, empathy, transparency in the processes, speed in responses, personalization of the service, and timely resolution of complaints and claims. (Hammond, 2023)

Effective marketing. It will allow the brand or company to be known and it will make you have a powerful image in the users of our services. One of the best and most effective means for marketing today is social media because of its reach, and the ability of content to be shared and disseminated. (Pagan, 2018)

Competitiveness. It contributes to being a company of quality in its service, Business competitiveness is the ability of companies to generate, improve or maintain their growth, and development within a socio-economic environment. This will allow the company to stay, and grow within the market, meet growth goals, have a good development. Competitiveness will measure the health or illness of the company, and in this way its profitability will be known. (Clavijo, 2023)

Accessibility. Accessibility of information and customer service is based on the premise that everyone, regardless of their different abilities, should be able to interact with the company and get the help and answers they need and on equal terms. A good customer service is to ensure accessibility to build a customer experience that is not only effective, natural, and decisive, but also provides equal attention to all internal and external customers. (Aivo, 2022)

Sustainability. Environmental sustainability allows the tourism company to adhere to environmental sustainability commitments, and this will benefit it in generating a good brand image and prestige, in addition to complying with environmental standards, it will be in a good

position against possible considerations of financial resources, thus making the company more profitable and attractive to both customers and investors. (BBVA, 20223)

CHAPTER 3:

“RESPONSIBILITY OF THE ENTREPRENEUR”

3.1 ENTREPRENEUR'S PROFILE.

3.1.1 Concept of entrepreneur.

“The most widely accepted concept of "Entrepreneur" was popularized by economist Joseph Schumpeter in 1945, defining it as someone versatile, who possesses the technical skills to know how to produce, gather financial resources, organize internal operations, and capitalize on his efforts through sales.” (Jose Enrique Boveda Q, 2015)¹²

We consider that an entrepreneur concept is a person with the initiative, vision, and courage to undertake or create a personal business, as an initiative to work for it either individually or in a group, but all this on their own with the desire to obtain income and create self-employment, which covers their life needs. (personal definition).

3.1.2 Type of entrepreneur.

There are different types of entrepreneurs according to different opinions, there are classifications that have become popular, but we know that this classification is constantly changing. Among the typology of entrepreneur, we can mention the following.

In-house entrepreneur. They are key people who contemplate new opportunities, new techniques, new production lines, new products and coordinate all other activities, consolidate new strategically relevant projects through the optimization of their innovation capabilities.

External entrepreneur. These are those workers with a business vision, who invest enough time in innovative ideas from within companies through open processes that collect, shape, improve, and channel them into business form.

Creative entrepreneurs. These are those who decide to find a company based on a product, service, or technology of their own or that they have developed by themselves.

¹² Manual del Emprendedorismo. Proyecto INCUNA-JICA

Franchise entrepreneurs. Although they are not considered by many to be entrepreneurs, they have the possibility of learning and developing the same attitudes of entrepreneurs, the only thing they do is through companies that already have a name in the market.

Entrepreneurs out of necessity: they are those who undertake because they did not find another opportunity for personal or family subsistence.

Opportunity entrepreneurs: These are those who undertake because they have detected a problem, deficit, or dissatisfaction in the consumer market.

Scientific-technological entrepreneurs. These are those entrepreneurs who have academic training in scientific or engineering fields and part of their career has been linked to research.

Entrepreneurs in the digital industry. These are entrepreneurs who develop projects that take advantage of the opportunities offered by the Internet, software in general, applications for smartphones and tablets, video game development and everything developed with technology.

Creative entrepreneurs. They develop intensive ventures in design, fashion, cinema, theater, publishing, and artistic.

Entrepreneurial consultants: They have specialized academic training in various disciplines: law, accounting, economics, industrial engineering, environmental engineering, software, quality, etc., and who have also developed enough experience in the market to be able to advise companies or other entrepreneurs.

Entrepreneurs in the gastronomic sector. these are restaurant and restaurant entrepreneurs who show their knowledge, experience, capital, and creativity to get the most out of this type of venture.

Entrepreneurs with a commercial specialty. Commercial entrepreneurs have a greater business response than any of the entrepreneurs presented, have the knowledge of the market, and are involved in product development.

Social entrepreneurs. They are the entrepreneurs who combine non-profit ventures and review the social and environmental impact they can generate by carrying out all their processes, and procedures.

Entrepreneurs in the agribusiness sector. They are entrepreneurs who focus their sights on an activity with increasing profitability and the application of knowledge and innovation. Projects based on technology or science, or initiatives related to rural and adventure tourism, and can be integrated or related to any of the ventures listed above.

At "Nostalgia" tour operator we analyze the characteristics of the entrepreneur by opportunity, and what is defined in this way.

"Opportunity entrepreneurs are those who undertake because they have detected a problem, deficit or dissatisfaction in the consumer market. They believe they can leverage and capitalize on their creative and innovative solution ideas." (Jose Enrique Boveda Q, 2015)¹³

With the "Nostalgia Tour Operator" project, we position ourselves as entrepreneurs by opportunity since this type of entrepreneur detects the need in the market that you want to develop, and that is what has happened by creating a tourism company, it is what is booming, detecting what is needed today that the country is in the sights of many people abroad, and the natural wealth of the country, all this can be taken advantage of that observed opportunity, in addition to having the technical knowledge through studies at the university. Taking advantage of

¹³ Manual del Emprendedorismo

all these characteristics and identifying them is how we manage to locate ourselves in this type of entrepreneur.

As we have mentioned, in the tour operator "Nostalgia" we have detected that we have the following characteristics as entrepreneurs by opportunity, these include:

We have detected the unmet need in the market that uses this item. Although tourism has boomed, there are not many companies with the professional, and technical capacity to cover all the demand with innovative proposals.

We want to take advantage of and capitalize on the creative, and innovative ideas we must stand out in the field. We have detected that we have professional technical capabilities to venture into this area, deciding to act taking advantage of all our capabilities and obtain financial, and economic profitability.

We have observed and detected the opportunity for profitable entrepreneurship in this area. Tourism is booming, and the country has beautiful tourist routes that can be taken advantage of by entrepreneurs in this area.

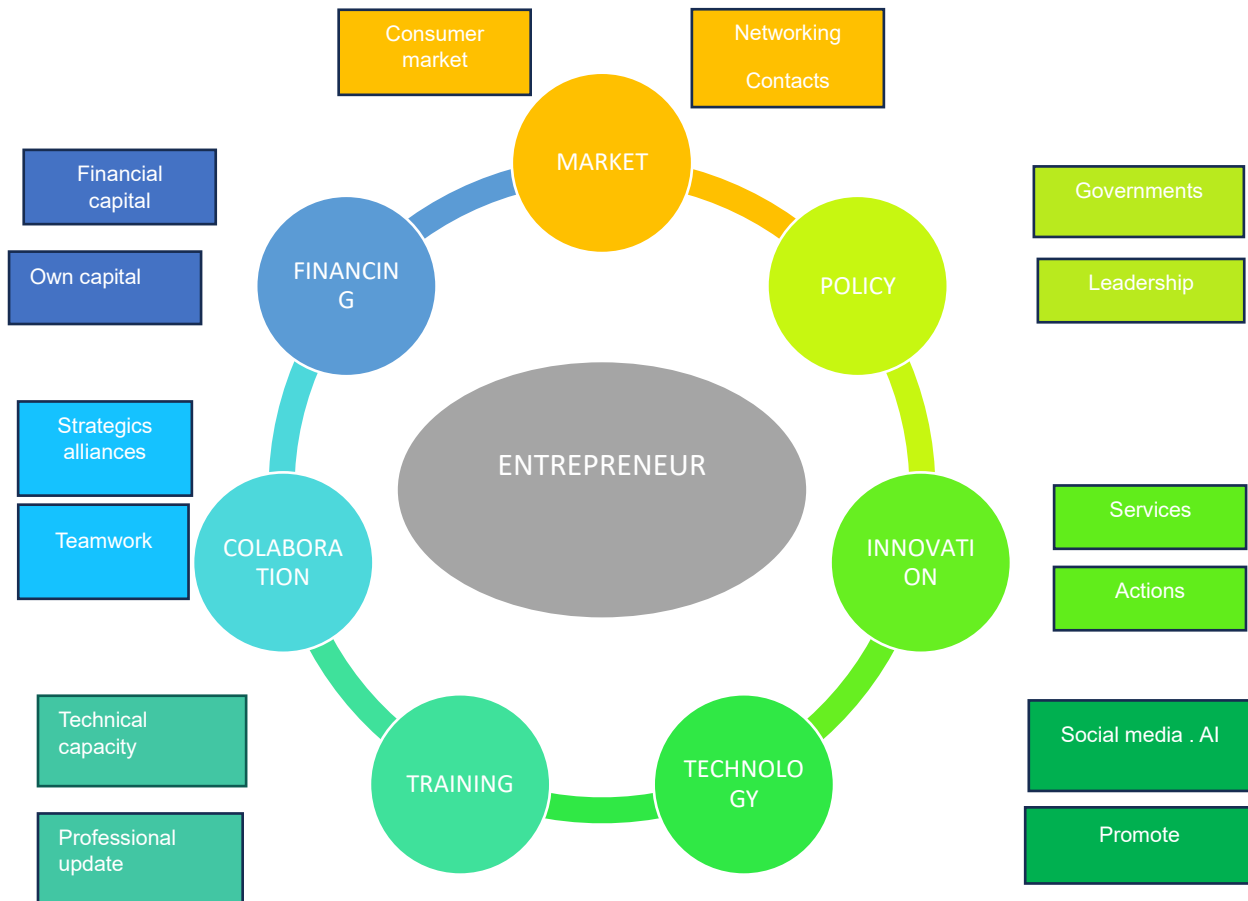
We have networks of contacts with which to start the business, and the promotion of the company through the most used media or social networks such as Facebook, Instagram, WhatsApp, etc.

We have technical and professional studies thanks to the university degrees we are pursuing. Sure, that we want to be a leading tourism company, we are aware that technical, and professional preparation is needed to be leaders in this area, a quality, and characteristic that we are sure we must be successful.

3.1.3 ENTREPRENEURIAL ECOSYSTEM.

An entrepreneur's ecosystem is a combination of domains that the entrepreneur must have to validate their ideas so that they can have a model and thus turn their entrepreneurship into sustainable companies. (Jose Enrique Boveda Q, 2015)

ENTREPRENEUR'S ECOSYSTEM. Ilustración 9 ENTREPRENEUR'S ECOSYSTEM



Source: *Entrepreneur's Ecosystem* (Jose Enrique Boveda Q, 2015)¹⁴

MARKET: The tour operator's market will be made up of people from the closest network who are known to the members of the tour operator, it will be promoted through social networks such

¹⁴ Gráfico: Introducción al emprendedorismo, pag.15

as Facebook, WhatsApp, website or known groups of the students who make up the company, to promote and make us known, and attract new customers.

POLICY: the support of laws and policies that support and regulate companies in the tourism sector will be needed, among these laws, and regulations we have the quality standards ISO, The General Tourism Law, and CORSATUR.

Some laws that regulate and support the activity of tourism companies are the following:

TURISM LAW

DECREE 899

Article 8

"The natural, archaeological and cultural resources that make up the tourism inventory of the shall be preserved and safeguarded by the institutions to which such powers legally correspond."

Article 14

"All tourism infrastructure and activities shall be programmed in such a way as to protect the natural heritage of ecosystems and biological diversity, and to preserve endangered species, wild fauna and flora."

Article 15

Tourism policies and activities shall be carried out with respect for the artistic, archaeological, and cultural heritage; and it will be organized in such a way as to allow the survival, enrichment and flourishing of cultural, artisanal, and folkloric production.

Article 26

"Tourism information companies are considered to be those that are commercially engaged in to carry out intermediation activities for inbound tourism and those dedicated to providing information services or guided tours for tourists." (Salvador, 2005)

ISO 14785

It applies to companies that provide tourist information.

ISO 21902

Requirements and recommendations, guide for companies that provide tourism services.

ISO 18065

Preservation and care of natural and protected areas such as parks, reserves, forests, lagoons, etc. (Standards, 2019)¹⁵

INNOVATION: if you want to be a company that stands out from the competition in the tourism sector, you will have to innovate in some actions or services with respect to the competition. In terms of services, systems, actions that improve the service with the rest of the competition.

TECHNOLOGY: nowadays it is necessary to make use of technology especially in social networks, to cover more customers, and facilitate access to company information, in addition to taking advantage of what is fashionable that is Artificial Intelligence, for promotions, advertisements, etc.

TRAINING: Human capital will be needed with the training, and knowledge required for the tourism sector, updating this training with the latest developments in the field.

¹⁵ Estándares ISO Para Gestionar los Servicios de Turismo

COLLABORATION: since the company was created, it was considered that it would be formed in collaboration with other colleagues of the career, but also the collaboration of different sectors (artisans, national producers, municipalities, CORSATUR) within the tourism sector will be needed for the best functioning.

FINANCING: the ideal or expected to work with the own funds of the partners that will make up the tourism company, in addition to considering bank financing as the expansion of the company is experienced.

3.1.4 COMPETENCIES AND CHARACTERISTICS AS AN ENTREPRENEUR.

There are certain competencies, characteristics, and traits that an entrepreneur must possess for their ideas to be carried out and become successful projects.

Among the competencies and characteristics that we have as a tour operator, we can point out the following:

| COMPETENCES | FEATURES | |
|-----------------------|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LINKED TO ACHIEVEMENT | OPPORTUNITY SEARCH | This characteristic is implicit since it is one of the main characteristics of an entrepreneur to constantly look for and take advantage of any business opportunity that arises. |
| | PERSEVERANCE | This is one of the characteristics that we have because we must be aware that it will not be easy, because of the competition, because of the means, because of the weather, etc. for several points that must be considered when we start a business. |
| | RESPONSIBILITY | Be responsible with the management and attention of the company, especially with customers. |

| | | |
|-----------------------------|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | HONESTY AND QUALITY | In every deal that is made. In addition, comply with the standards that have been offered in the product. |
| LINKED TO COMMITMENT | SET GOALS | To know what direction we want to achieve, we must establish and have very clear objectives, a clear and strategic vision so that we are all on the same page, that everyone knows the business plan and the strategies to follow. |
| | FULFILLING COMMITMENTS | As a company and as individuals, we must comply with the commitments made within the stipulated time, both with external and internal customers. |
| | INFORMATION SEARCH | To always be up to date, you must update the information on products, the market, methods, etc. |
| | PLAN, ORGANIZE AND FOLLOW UP | For the company to work, this will be one of the first steps and make it known to everyone involved. |
| | SEARCH RESOURCES | We will always be looking for financial, human, logistical resources, etc. |
| LINKED TO LEADERSHIP | CONTACT SEARCH | When you have values and characteristics of leadership and as people, you will be able to contact people and strategic networks for the achievement of objectives, willing to always help you, but this type of relationship in business must always have a reciprocal approach, the win-win. |
| | ABILITY TO WORK IN A TEAM | By building trust, having ease in communication with others and being supportive and fair, knowing how to listen, negotiation and convincing skills, teamwork will be achieved by the team's own decision, which will be committed to |

| | | |
|--|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | achieving the objectives set. |
| | ABILITY TO TROUBLESHOOT | You must always be fair and clear when solving problems and you must do it at the time it is required and in a timely manner |
| | INITIATIVE | As an entrepreneur, you must always have the initiative of each step that must be followed. |
| | CONFIDENCE | You must believe in yourself, in your abilities and in those of others, in addition to generating trust, you must reflect that you are someone you can trust and build that trust in the group of collaborators. |

SOURCE: (Jose Enrique Boveda Q, 2015)

3.1.5 BARRIERS TO ENTREPRENEURSHIP.

Barriers are obstacles that only the entrepreneur can distinguish and master to carry out his or her venture.

Some barriers or obstacles that we have identified as entrepreneurs and that we can mention are the following:

1. The mindset of failure, the fear of failure. This factor is what prevents us from the beginning and does not allow us to take the first step towards the creation of our enterprise, identifying it, we know that we are ready to overcome it.

2. Little family support. When you are instilled with the fear of failure. The family or our closest circle becomes a double influence: either it encourages us and encourages us to start, or they do not support us and instill fear, thus managing to stop us in our enterprise. **3. Financing.** Not having the resources. This factor is one of those that can really prevent us from starting a

business, but once with the idea and the decision, you can start a savings or financing plan or with contributions from all the partners.

4. Fear of competition. We believe that it is a factor that can be easily overcome if strategic plans and market studies are carried out to help us identify the strengths and weaknesses of ourselves and the competition.

5. Lack of knowledge (legal, cultural) of how to start the business. This is a factor that stops us from undertaking this tourism sector, however, we know that in the country we have laws, regulations, legislation, and quality standards that govern and provide us with the knowledge of how to start and dictate the steps to follow attached to laws that give us rights and obligations, as well as the way to act in this area.

1. You don't have an entrepreneurial mindset. The Most people in our society only have the mentality that when they finish their academic preparation they can only be employed if they want to get ahead financially, both individually and as a family.

2. Failure to form the working group. As a company we have defined from the beginning of the project to form a group with students of tourism or career in order to end, or interested in undertaking with the technical and professional capacity that is required, to form the working group of this entrepreneurship, it is hoped to achieve this objective, however, we run the risk that by giving life to the enterprise, the group that is expected to be formed will not respond effectively to the invitation and thus be an impediment to carry out the organization of the company.

3. Not knowing the market to target and how to start doing it. This fear exists when we want to start our entrepreneurship, which is new to us, however, we know that we can overcome it now that we have identified it and that we can get to know the market with strategies such as market studies, with interviews with people who have already started in this area, etc.

4. How to get started and manage the logistics of tourism. It is unknown now as enthusiastic entrepreneurs, how would be the mechanism to carry out this venture in the tourism sector, the steps to follow for its opening and start-up, this becomes a barrier at the time of starting. Now that we have professional technical training, we know that there are steps, guidelines, and laws that can give us this knowledge of logistics and thus be able to overcome in the best possible way.

3.1.6 SUCCESS FACTORS.

More than once we have all heard that no one has the formula for success, but an entrepreneur knows what characteristics he must possess if he wants to get ahead and have a successful business, in addition to consulting with experts, listening to suggestions, becoming technical and preparing, having certain qualities that he must have or develop, and being prepared for various factors.

External factors that must be located and considered in each venture, to respond to the expectations of the market. (Jose Enrique Boveda Q, 2015)¹⁶

The success factors that we know we must consider as entrepreneurs in the Tour Operator "Nostalgia" and from which we must take advantage to succeed are the following:

A. Strategies: thanks to what has been studied, we have a clearer picture of how to start and what direction and strategies to use, such as obtaining resources, work equipment, knowledge of the market, etc. Another strategy is to soak up knowledge about our country and its tourist places, in addition to taking short courses in tourist guidance, and the strategy of alliances.

B. The work team: it has been defined that it can be made up of different colleagues who do not have a job, invite them to form the tourism company with the knowledge acquired.

¹⁶ Proyecto INCUNA JICA, como apoyo a las filiales de la Universidad Nacional de Asunción para la implementación del programa de emprendedores y creación de empresas innovadoras.

C.Systems: with the knowledge acquired, it is known how each step will be developed for entrepreneurship, knowledge of the market, the establishment of goals and the achievement of objectives.

D. Shared values: with teamwork through a well-formed team, the values and knowledge acquired and those possessed by each of those who will make up the tourism company will be put into play.

E. Competencies: through the knowledge of each one, and the innate or developed characteristics that will be integrated, the company will be installed, it will be successfully developed fulfilling the objectives set, and considering the competencies of the members of the work team.

RESPONSIBILITY OF THE ENTREPRENEUR.

As entrepreneurs, just as we have rights, benefits, considerations, etc., we also have responsibilities that we must fulfill to contribute to the development not only of our company but also of our society. We must be aware that SR in the tourism sector is the key to sustainable and responsible tourism in the long term. (Popular, 2023) ¹⁷ Among some of the responsibilities we have as entrepreneurs, we can list some of them.

With customers. Nowadays the customers of different products not only demand that they be quality products but also that they are friendly to the environment, that they are companies that help or do not harm the communities where they are located, therefore, companies with social responsibility must have practices and management that contribute to the community and the environment, delivers an attractive, and quality tourist destination to its customers, maintaining, updating, and communicating the information of its social responsibility practices and efforts to tourists and society as potential customers as this will increase the trust and loyalty of customers,

¹⁷ Responsabilidad Social Corporativa en Sector turístico

and improve the image and reputation of our company. Customers or tourists are the ones who most demand the implementation of sustainable practices of social responsibility, and conservation of the places we offer them to visit.

With employees. One of the first principles of social responsibility should be with employees and with the company, since first you must be well, in a suitable work environment for everyone if you want to start looking at the other aspects of social responsibility. Improve the management systems of activities within the company, since there are employees who want to collaborate with social responsibility once they are attended, organized, and motivated, therefore, we must attend to employees and partners so that they are trained, constantly develop as people and professionals.

With society. We must carry out actions that help promote the development of communities, especially where the enterprise is located. In addition, as entrepreneurs we must create companies that are committed to guaranteeing the progress of society, of our society where we also live together as people and as companies. Also, as companies with social responsibility, we must promote communities to economic development by offering jobs within the community, training them, promoting both cultural development and community projects and programs, preserving the heritage that the community has, and promoting local products and services. (Popular, 2023)¹⁸

As we well know, by implementing good social responsibility practices we will obtain benefits as a company, we will improve the management systems of all activities within the company since the main item will be attended, which are the members that make up the company (employees/partners), encouraging each member of the company to develop, specialize, prepare,

¹⁸ RSC: Responsabilidad Social Corporativa

and perform as people and professionals, offering constant training in everything related to the field and social security, road, first aid, etc.

With the environment. Our responsibility is to be environmentally friendly. We know that we must develop social responsibility for the simple fact that we are part of that society and that we must contribute to creating a harmonious environment with others around us. However, the issue of caring for the environment is essential for us as entrepreneurs of the tourism blush since we can see it as a raw material of our entrepreneurship, and this guarantees us sustainable tourism in the long term. (Popular, 2023)

With us as entrepreneurs. As entrepreneurs we must identify and take advantage of business opportunities that implicitly carry corporate social responsibility, also as companies we must, from the beginning of operations, incorporate principles and management of social responsibility, focusing as we said before on social responsibility with our employees and asking them how they want to collaborate to integrate into SR. In addition, as entrepreneurs we must establish alliances with other entrepreneurs to collaborate with the community where the company is located.

The tour operator "Nostalgia" will implement corporate social responsibility by carrying out the following actions.

1. The company will include people who know and want to develop in the tourism sector, regardless of gender, being inclusive in hiring, work environment, where values, knowledge, etc. will be highlighted. These new jobs will be offered within the community where the company is established.
2. A suggestion box will be implemented for continuous improvement, and actions will be developed based on these suggestions so that the employee feels listened to, considered, and maintains a motivating environment for improvement. Employees will be constantly trained to train not only professionally but also for life, and social service.

3. We will identify new business opportunities, we manifest this by opening the opportunity that within the offices, and in the places or routes to be visited, nostalgic products and handicrafts made by local entrepreneurs and artisans are offered, strengthening, and establishing healthy strategic alliances and win-win.

4. Tourists who make up the visited route will also be informed how to take care of the environment they are visiting and thus make and raise awareness of the importance of caring for the environment, for example, by providing recyclable bags for garbage or biodegradable.

5. Awareness campaigns will be carried out to care for the environment within the community, and participants will participate in the campaigns promoted by the municipality of the locality where the company is located or the places on the tourist routes.

3.3 NICHE MARKETS

3.3.1 Definition

We can say that a niche market is a portion or a segment of a larger market that has consumers who have very similar characteristics and who also do not have their demands and needs satisfied with the rest of the offer that exists in the market of the rest of the companies.

3.3.2 STRATEGY TO IDENTIFY A NICHE MARKET (BLUE OCEAN)

Since the strategy is based on creating a new service, a new segment or the creation of a new product category by identifying the one that of these three reasons, characteristics or categories I am going to develop, or in which the company wants to focus, it will allow me to identify which niche it will be aimed at, for example, in the tourism sector sometimes for some people it is difficult to move to some tourist places because of the proper access the age or physical condition of the person, (I am already identifying the niche that I want to address) you can present the special assistance service during the tour for the elderly or with physical

disabilities. Another idea would be a new product category, for example, to make virtual or virtual reality tours that we do not yet have here in the country, although in other countries it does exist, but it could be implemented here. (W. Chan Kim, 2023)¹⁹

3.3.3 ELEMENTS FOR CHOOSING A NICHE MARKET

Target audience: family groups with elderly people and people with disabilities

Problem: the mobility of these people to accompany their relatives on tourist trips

Desired result: that the entire family group can enjoy a sightseeing route.

Secret Sauce: Implementing True Inclusion When Offering the Service or New Product.

3.3.4 MY NICHE MARKET

My niche market is all the market segmentation that is not being served or whose needs are not covered by the existing offer. In addition to all the people who want to enjoy local tourism accompanied by the whole family group including people with special qualities.

3.3.5 CHARACTERISTICS OF MY NICHE MARKET.

We can mention some of the characteristics of the niche market of the tourism company Nostalgia, among them we can mention that.

1. There are few or none of the companies that offer services for people with special needs. Since the offers are limited, the family group of people with special needs are usually willing to pay for a service or product that includes their family member and makes them feel happy.
2. Because it is an exclusive product or service, it is available to a small group of people or family groups.

¹⁹ Blue Ocean Strategy

3. The group to which the exclusive product or service is addressed has similar qualities, especially the characteristic of diminished mobility.
4. The product or service we have presented for this niche is specially designed for the mobility problem specifically so that it is not an impediment for the family group to deprive themselves of the joy of visiting a tourist route.
5. Product marketing will be delimited by addressing the issue of inclusion through inclusion awareness campaigns.

3.3.6 CUSTOMER MANAGEMENT.

It is important for every entrepreneurship to avoid the continuous rotation and departure of customers, that is why it is important to make or have strategies, and plan for retention and search for new customers who are the ones who give life to the different companies, businesses, and ventures in a few words to have strategies for good customer management.

For our tour operator entrepreneurship, it will be important to establish an excellent relationship with customers by developing strategies that create a true and solid bond with customers such as:

Customer relationship management: having up-to-date customer information, having contact with them, knowing their tastes and needs, as well as having a team specialized in customer service.

Client portfolio management. By carrying out the previous management and having information about those who are already our customers, the objective is to retain those who are already our customers and expand the market, in addition to looking for new customers so that the vital blood of the company, which are the customers, grows. Some of the actions that must be carried out for customer portfolio management are segmenting customers, having a good

relationship with them, collecting data to personalize the service, this data may be name, address, telephone number, email, etc. Identify potential customers, build customer loyalty.

To build customer loyalty, it is necessary to take actions, which include paying attention to and managing their complaints and claims, this in order to solve their problems and build loyalty, since most companies do not take into account the discomfort of their customers, if we do it we would be standing out from the competition, this can be achieved through certain actions such as making a history of complaints and claims per customer. Provide a direct solution to the problems presented by following up on them. A helpful attitude and willingness to resolve the complaint must be presented, actions must focus on preventing the problems that are being exposed so that they are not repeated, the solutions that are presented must be definitive in solving the root problem.

Customer experience management. All the actions, plans and strategies of the company must be aimed or focused on customer satisfaction, and ensuring that their needs and expectations have been met. Customer satisfaction is nothing more than how they have felt about their experience when they have made use of our services, attention, and products. We must take advantage of customer feedback, and the opinions they give us. To have effective communication through direct contact, through feedback on social networks, suggestion boxes, etc.

For the client to feel well attended with all our procedures, it is necessary to be fast, punctual, timely, complying with the promised schedules, providing personalized and quality services, the entire work team must be committed to the company's objectives and work collaboratively.

3.5 Strategic Alliances

Strategic alliances are agreements between companies that commit to working together by pooling their own forces and resources to achieve mutually beneficial goals.(Quintana, 2021)Strategic alliances can bring many benefits for the parties involved, this depends on the

needs of the companies that make the alliance to cover their objectives, some of the benefits that our tourism company could achieve by managing alliances we could mention:

1. **BETTER MARKET PERCEPTION.** Customers have a better perception of each brand; each company can leverage the other's reputation for the benefit of both and vice versa.

2. **BRAND BUILDING.** Thanks to the union or alliance of the brands, the company will strengthen its reputation with customers.

3. **RESOURCE OPTIMIZATION.** The alliance will help us maintain the autonomy of each of the companies that make up the alliance since each one shares only a part of the resources to have a mutual benefit.

4. **STRENGTHENING HUMAN CAPITAL.** The company will benefit from the experience and skill of each of the employees that make up the alliance. This in turn brings savings because it takes advantage of training employees naturally due to shared experiences.

5. **ACCESS TO NEW CUSTOMERS AND MARKET.** One of the biggest benefits is access to more new customers and a new and expanded market, a new expansion of this bringing several new opportunities.

There are two types of strategic alliances between companies, one is a vertical strategic alliance and the other is a horizontal strategic alliance.

We can mention that the Vertical Strategic Alliance is between customers and suppliers who commit to collaborate, and the Horizontal Strategic Alliance is between competitors who commit to work together in different areas, all this to achieve the same objectives and benefits.

As tourism companies, we are aware of the benefits offered by strategic alliances, and to meet the objectives set, the following strategies have been planned: with respect to vertical strategic alliances, we have.

Alliance with small artisans to offer the handicrafts of the places to be visited as tourist routes. On tourist routes, visitors always want to take a souvenir of their visit to the tourist place, it is therefore opportune that the artisans offer their elaborated products, making the place and their craftsmanship known and the company benefits from being able to leave a memory in the mind of the tourist and physically carrying the product and preferring us for the lived experience.

Alliance with restaurants and hotels in the community for clients on guided tours. Within the route, include accommodation in the hotels of the places to be visited, as well as with the restaurants, sending in advance the menu offered by the restaurants, topping at lunch time in the restaurants of the route and being referred by our company, all this with a previous review of the quality of the places agreeing this from the beginning of the alliances.

Alliances with companies or small entrepreneurs that produce nostalgic products. Nostalgic products are those that are part of the culture or tradition and consumption of the citizens of a country and being in distant lands bring back pleasant memories (Tribuna, 2021)²⁰

These types of products are highly sought after by compatriots who visit our country as tourists, therefore, it is a business opportunity for the entrepreneurs who make these products, and for the tourism company an opportunity for comprehensive service, and that will remain in the minds of users that they have been provided with a product that stimulates their pleasant memories in their country of origin.

Alliances with transport companies. When companies start and do not have enough capital of their own or as a strategy to avoid decapitalization, it is convenient to make an alliance with companies that provide transportation, subcontracting experts to carry out the scheduled tourist routes, thus being more effective and productive in our tourist routes and with a favorable financial result for our company.

²⁰ Productos Nostálgicos Una Oportunidad de Negocios.

Regarding horizontal strategic alliances, in our project "Nostalgia" tour operator we have analyzed that we can adopt the following to be more productive, efficient, and financially sustainable, while fulfilling one of the purposes of local tourism, and that is to promote sustainable tourism, not neglecting the care of the environment of our country.

Alliance with colleagues of the career who want to promote this type of tourism projects, trained. From the beginning of the project, it was agreed that the first option is to offer this type of alliance with classmates, in order to opt for income as recent graduates, offer the opportunity of an entrepreneurship, taking into account that we take advantage of the professional and technical training that we know that each one of us has as fellow students, At the same time that we offer colleagues this opportunity, as a company we benefit from that knowledge, financially it makes us more productive, and with significant savings in salaries, training and efficiency in service due to the knowledge, commitment, and awareness that each one will give to the project because it is their own.

With local tourism companies, for information and in this way help them to develop the place. This type of alliance has a lot of value and many benefits to bring to our company, to the other company of the competition with which we make the alliance, to the place or local community and above all to the client. This type of alliance of tourism companies allows them to carry out joint, and complementary help since it is the tourism companies in alliance "that can provide activities that make the destination a unique experience, by highlighting and offering resources and products typical of the area as an element of distinction". (Lopez, 2017)²¹

With local tour guides, to take advantage of the knowledge of the place to visit. This type of alliance will allow us to have an unforgettable, unique experience since the local tour guide perfectly knows the tourist route offered. However, we want to emphasize or point out that the

²¹ Alianzas Estratégicas Entre Pymes Turísticas Locales.

tour guide must be trained not only knowing the place in his community, which, if it is an important quality, but also professionally, technically, this includes a second language, qualities according to the service offered. It is important to note that the work of the tour guide is important for our company since he is the intermediary between the tourist, and the receiving society of his experiences, and this will create in the client or tourist an experience that impacts him. (Escobedo, 2017)

With the municipalities of the communities within the tourist route to be visited. This alliance is one of the most important because not only will we obtain benefits as a tourism company, but we will also meet one of the objectives of sustainable local tourism, This contributes to the development of society, of our country, and as all this develops we will have a better country, a better society, without neglecting the national economic development and that of local entrepreneurs, improving your life remarkably. As a company we will contribute to all the development described above. In "Nostalgia" tour operator, our own benefit will be to manage the permits for the entrance to local tourist places in a more efficient way, in addition to obtaining them without major complications. taking advantage of the programs and strategies of the country and the municipalities in terms of local development, such as visiting localities with more orderly, and attractive tourist destinations, thanks to stimulation and promotion through strategies such as the case of "Pueblos Vivos" this will allow it to be a more attractive tourism company for tourists, recognized and productive, thus obtaining economic profitability, and stability in the market.

CHAPTER 4

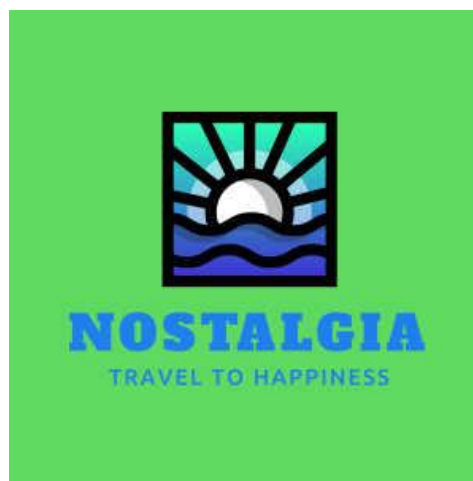
Cost Plan “Nostalgia Tour Operator”

4.1 LOGO



4.1.2 NEW LOGO

After reading the document referring to the psychology in the combination of colors for logos, and how we can do so that the company remains more in the minds of customers to be a simple logo, easy to remember, and that meets the simplicity, originality, representativeness, scalability for its simplicity, pragnanz, durability and conclusion, we have established a new logo that we show below.



The colors used for the logo evoke or represent, in the case of the green color conservation, the ecological environment and the richness of the nature of our country that the company wants to pursue, in addition to being the color that evokes nature, health and growth. In the case of the blue color it does not only represent the confidence, tranquility ,and stability that the company wants to represent but the blue of our sky, and the blue of the sea, the white of our clouds, and the sun of our beaches that is one of the most visited, and most mentioned destinations outside the country.

4.2.1 MOTTO

“TRAVEL TO HAPPINES”

Through this motto we want to affirm the commitment of our company that each trip or route that the client makes with us will literally be traveling to happiness, happiness that will make him have nostalgia and desire to return when thinking about our country and its tourist routes offered by our operator.

4.2.2 MISSION.

To be the best group of partners and collaborators committed and motivated to satisfy the needs of the tourism sector in our country, with kindness, honesty, towards our customers offering original services that help maintain the environment, that the actions of our services do not affect the natural resources of our country and help the progress of the socioeconomic resources of the communities.

4.2.3 VISION

To be the best tourism company in the country, to become recognized locally and internationally for an excellent and innovative service that emanates from our values, in this way to achieve that our clients have unforgettable experiences that they remember with nostalgia, and desire to relive them in our country.

4.2.4 VALUES

Values are the principles by which a company or society is governed and are manifested in qualities or attitudes (ETECE, 2016). ²²The "Nostalgia" Tour Operator will be governed by the following values:

Commitment, respect, collaboration, honesty, responsibility, integrity, innovation.

Commitment. Maintain a good attitude that is always willing to learn, recognize, respect, and serve in all assignments, functions, and obligations to be developed.

Respect. This must be a basis for coexistence in society and especially in the company, it must be known how to accept the different thoughts, ideas, and opinions that each one has.

Collaboration. Collective efforts must be made in the different departments of the company, leaving aside the individual reward for the benefit of the group, to achieve the objectives, set by the company.

Honesty. Be consistent with what is said, offered and acted, acting truthfully, having the ability to recognize mistakes to harmonize the good of all the actors that make up the environment of the company.

Responsibility. It is essential between collaborators and clients that we will seriously comply with the decisions and commitments and obligations contracted before them.

²² Enciclopedia de Ejemplos: Valores

Integrity. You must be right. Impeccable in all actions and in all situations, at any dignified and morally correct moment, to demonstrate that my actions are in accordance with the thoughts and objectives of the company. Act correctly, especially when no one is watching or supervising.

Innovation. It must be innovative in the solution of problems and in the service provided to customers, it must include new ideas, new products, and practices to be more used all the resources available to be more productive and have a continuous improvement.

4.3 TOURISM COMPANY COST CHART

| DIRECT COSTS | INDIRECT COSTS | OTHER OPERATING COSTS | SERVICE-RELATED EXPENSES |
|---------------------------------------------------|------------------------------|-----------------------------|-----------------------------------------------------------------------|
| Transportation payment | Depreciation of the vehicle | Office Rental | Travel expenses for the enterprising. |
| Tour guide payment | Office Computer Depreciation | Internet | Purchase of special equipment (Trash bags for customers, water, etc.) |
| Payment of permission to enter the place of visit | Publicity | Administrative staff salary | |
| | Purchase of First Aid Kit | Cleaning staff salary | |

Knowing the costs allows you to make the right decisions and implement strategies to achieve goals and objectives and not to set Incorrect prices. (Salvador U. d., s.f.)

To obtain profitability or profit from the tourist service provided to customers.

We can take as a basis the formula suggested in classes:

PRODUCT COST (\$) X 50% = \$

THE RESULT OF A MULTIPLICATION (\$) BY 50%

THE RESULT WILL BE THE PROFIT MARGIN

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