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SCHOOL OF ARTS AND SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES**



**PROJECT:
TOUR OPERATOR SERVICE**

**FINAL REPORT OF SPECIALIZATION COURSE:
SPECIALIZATION COURSE IN TOURISM**

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ABSTRACT

Vagashion Express Tours is an entrepreneurship of tour operator thought for Salvadorans and foreigners who wants to know and explore the beauty that El Salvador offers; the main objective of this project is to provide a quality touristic service to the customers with prepared personal in the area. Taking into account that stress is part of everyday life, this project has been intended to make customers let problems out and enjoy of an experience full of fun and peace. El Salvador is a country that offers a lot of options when it comes to tourism and this is the reason why Vagashion Express Tours decided to provide an option for everyone who's interested in our country. This tour takes place in the department of La Unión, specifically in the municipalities of Conchagua and La Unión, being this department one of those that offers unique places and views in the country. Besides, this project is designed for people who likes nature, camping, and adventure in general. Additionally, this tour operator promotes environmental awareness with different activities in order to reduce environmental effects. In conclusion, Vagashion Express Tours guarantee a unique and complete experience for everyone no matter where tourist comes from.

Keywords: Entrepreneurship, tourism, tour operator, tourist, customers, touristic services, environmental.

INTRODUCTION

“If we were meant to stay in one place, we would have roots instead of feet” (Rachel Wolchin)

Tourism is the key that opens the way to new experiences and adventures to people who loves to travel, to know and to visit places in their country or abroad; thus, enriching their lives with history, culture, gastronomy, nature, memories and pleasant moments. (Definition created by team member’s definition of tourism).

El Salvador is a country with big tourist potential and is one of the most important areas of ecotourism, due to the great diversity of natural resources that it possesses.

This is a project intended to provide a touristic service for Salvadorans and foreigners who loves adventure and being in contact with nature, whether alone or accompanied by their family or friends. The present project details all the components of it and it is divided into chapters in order to have a better organization and understanding.

Chapter I details the profile of the touristic product; this is composed by the presentation of the touristic product, followed by the general and specific objectives, and the justification in order to know the reason and the importance of the project. Besides, the description of the service; in which it is detailed the name of the service, location, route, the attribute of the service and the typology of tourism. Moreover, it is located the strategies for human development and sustainability because this project seeks to be adapted to a sustainable, responsible and inclusive development.

Chapters II enlist the elements for the design of the touristic product; It describes the history of tourism around the world and in El Salvador. Also, it is described the natural resources of the destination zones, in order to know all the diversity of flora and fauna that those places possess. As well it is detailed the cultural identity of these places such as festivities, celebrations, syncretism, gastronomy, legends and native stories. Along with, it is mentioned a strategic plan which describes quality control and customer satisfaction.

Chapter III present the responsibility of entrepreneurs; it includes the entrepreneur profile, which is composed by entrepreneur concept, type of entrepreneur, entrepreneur ecosystem, competencies and characteristics as entrepreneur, barriers to entrepreneurship and success factors. Besides, it is described the entrepreneur responsibility which defines the principles and responsibilities of the entrepreneurship; not only the market niches are identified and described, but also it is developed the customer management and strategic alliances.

Chapter IV is about details of Vagashion Express Tours Cost Plan. For instance, it is specified logo, motto, mission, vision, values and cost table plan.

CHAPTER I:

“PROFILE OF TOURIST SERVICE”

1.1 PRESENTATION OF TOURISTIC PRODUCT

Vagashion Express Tours is an enterprise intended to provide services related to the tourism sector. It is designed for all Salvadorans and foreign people, who want to get out of the routine, get relaxed and get to know the corners of El Salvador.

The mission of this travel agency is to exceed customer expectations with quality and reliable personalized service, designing unique tours at affordable prices through the friendly attention of our highly trained staff. While our vision is to become a travel agency recognized in our region, by the trust and security we offer to our customers, presenting innovative services and ensuring a stable tourism activity, promoting an environment of good relations and obtaining the highest satisfaction of our customers.

One of the best places offered to our customers is the visit of the lookout called "Mountain Spirit"¹ in Conchagua Volcano localized in La Union Department in which they can enjoy of beautiful landscapes, enjoy the nature, its unique refreshing weather; from there tourists can appreciate the different landscape as the island in the Gulf of Fonseca, the city of the La Union department and others closed landscapes. Therefore, different services will be offered to customers as day passes and camping.

Additionally, as an optional visit, customers will be able to enjoy the breeze of the Gulf of Fonseca on a boat tour through it and visiting different islands in order to observe the different types of birds in the area; also, customers can rest and enjoy the activities that this place provides, for example mechanical games and get their breakfast or dinner all together.

The last place will be the Family Park in La Union² department; all guidance will be included through the two options of tours offered to the customer.

As visiting different touristic places in El Salvador, it is recommended to visit Conchagua Volcano because it fulfills all desired expectations of the tourist customers due to their

¹ The Spirit of the Mountain is a private viewpoint located on the Conchagua Volcano, La Unión. It has one of the best views towards the Gulf of Fonseca and wide variety of islands in El Salvador, Honduras and Nicaragua.

² It is a recreational, modern and safe space for visitors where you can enjoy the warm Union atmosphere and spectacular views.

matchless attractions that involve landscapes that include forest, water, and a sky full of stars. The best of all, it is the recommended guidance, organization, and the best services that Vagashion Express Tours give to the customers by following their mission of providing help and beautiful attractions and comfortable tours since the beginning of each trip.

1.2 OBJECTIVES

GENERAL

- To provide a quality touristic service to Salvadorans and foreigners who love to travel and want to visit tourist places in the east of El Salvador.

ESPECIFIC

- To be a different option in touristic services; providing the best benefits to clients by giving them comfort, advice, guidance, and the organization of their tour.
- To generate income and self-sustainability of the tourist company.
- To promote tourism in El Salvador, thus contributing to the development of our country's places.

1.3 JUSTIFICATION

This tourist service's enterprise will be focused on promoting tourist packages that cover the needs of our customers who want to visit touristic destinations, by offering them a unique experience in which they will create pleasant and gratifying memories.

The purpose of this service is to go beyond a visit to a place; is to provide our customers a unique and rewarding experience through activities that promotes the care for the environment and makes people aware about climate change while they enjoy beautiful landscapes. Also, project will seek to benefit the families of the areas to visit since the company will establish a connection to support their local enterprises in order to help their economy, in this way we will contribute to generate incomes for them and of course the main reason is to make known the natural beauties and tourist attractions that our country has.

1.4 DESCRIPTION OF THE SERVICE

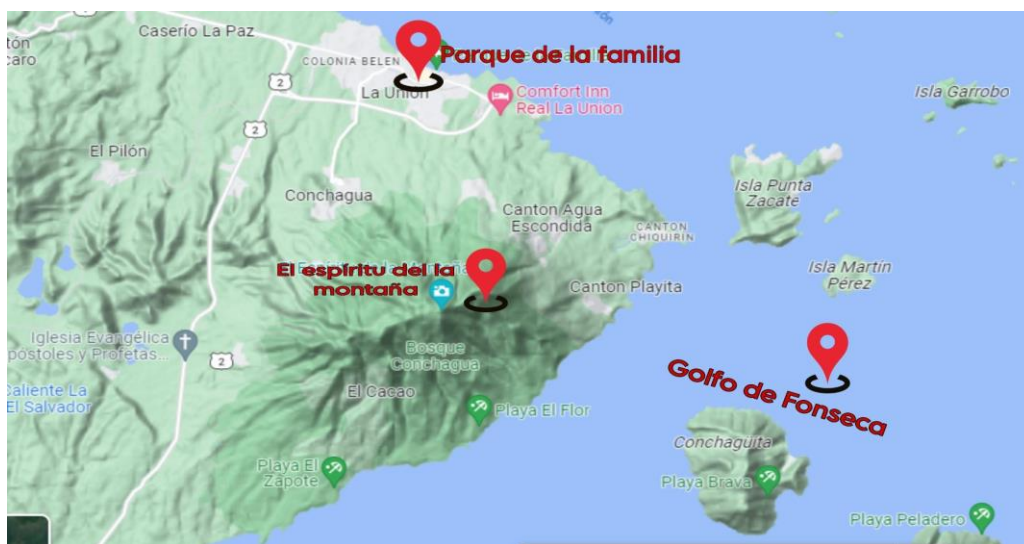
Name of the service: Vagashion Express Tours.

Location People interested can contact us via social networks: Facebook and WhatsApp. It is available 24/7 for any doubt, information or reservation. Furthermore, our physical location office is in San Salvador.

Location according to Touristic Municipality Map



Font: (El salvador mi país, 2015)



Font: Obtained from Google Maps, 2023



Font: (Google maps, 2023)

Touristic route

- Mountain Spirit View in Conchagua Volcano.
- Family Park in La Union Department
- Gulf of Fonseca³

³ Gulf of Fonseca It is an entry of sea of Pacific Ocean located in the Eastern Department of la Union known as one of the most attractive places of the country for tourists.

1.4.1 ATTRIBUTE OF THE SERVICE

As Vagashion Express Tours, we know that tourists seek to receive a quality service in which they feel satisfied and for us this is the most important thing. This touristic service selects places to enjoy time and recreate with your family and friends; that is why the selected locations have been thought for everyone.

Some attributes that distinguish our service are:

Good environment

During the trip, tourists will enjoy an agreeable atmosphere, since we'll have dynamics in order to make their experience not only relaxing but also funny; since laughing is the best way to let the stress out of our body. *"The main benefit of laughter is the release of endorphins. In fact, endorphins are known as the happiness hormones because they generate a feeling of physical and emotional well-being"*. (Arróniz, 2021)

Environmentally Friendly

Vagashion Express Tours is also committed to the environment and that is why the places that we visit are thought to be in contact and harmony with nature at the same time that they enjoy beautiful and unique landscapes and views that our country has.

Comfortable transportation

This enterprise offers comfortable transportation, in order for tourists to feel relaxed while they are on a trip.

Languages

Our service is not only for Salvadoran but also for foreigners; therefore, we have interpreters for people who speak English or French.

1.4.2 TYPOLOGY OF THE TOURISM SERVICE

As it is evidenced, the project consists of providing organization, guidance, and trips to customers with the purpose to explore the nature, landscapes that include forest, water, and sky, the typology of the tourism service is considered as “**Ecotourism**⁴”. It is defined as “all nature-based forms of tourism that consist of observing and appreciating nature, to get a direct connection between nature and tourism with the intention that tourists acquire a deeper understanding and reflection of the importance of nature in life” (World organization Tourism, 2020).

Additionally, its type of service is to generate love and responsibilities with nature to all customers that visit the place “Mountain Spirit” and the beaches in “Gulf of Fonseca”.

As another consideration regarding the type of the tourism service, when visiting these places, “tourists will be able to enjoy the natural areas with the purpose of learning, and experience the natural world, promote the conservation of nature, and preserve natural environments” (Ostelea, 2019).

Therefore, Vagashion Express Tours take into account all aspects that involve Ecotourism which is considered as a way of vacationing or visiting places that involve nature by promoting the reduction of environmental effects.

⁴ Ecotourism Also defined as the ecological travel experiences. Considered as an environmentally friendly way for tourists to enjoy and conserve the nature and culture of whichever place they visit.

1.5 APPLICATION OF STRATEGIES FOR HUMAN DEVELOPMENT AND SUSTAINABILITY

This tourism company seeks to build a positive impact not only on our customers but also on boosting the local economy, promoting inclusion and preserving the environment of our country through activities that benefit local entrepreneurs and the environment.

It was considered transcendental to add two important strategies for human development and sustainability:

- **Economic**
- **Environmental**

1. Economic

According to the World Tourism Organization, one of the aspects that involve the principles of sustainability is to ensure long-term viable economic activities that bring well-distributed socio-economic benefits to all agents, including opportunities for stable employment and income-earning and social services for host communities, and that contribute to the reduction of poverty (UNWTO, s.f).

Our economic strategies consist in:

- Making connections with local small and medium businesses, in order to support their economy requesting services of guides, food, lodging among others in order to contribute to the dynamism of the economy.
- Promoting this dynamic inclusion and equality, since in these kinds of places it is common that there are many peddlers including adults, youth, single mothers, and in some cases even children, so the purpose of this is to carry opportunities of employment for locals that sell their products in those places.

2. Environmental

A key step in this direction is to ensure that economic objectives are subordinated to the laws of functioning of natural systems, without losing sight of respect for human dignity and the improvement of people's quality of life. It basically applies two requirements:

1. Respect the limits. This refers to the fact that what we take from the biosphere and what we return to it must be within the limits of absorption and regeneration of ecosystems.
2. Think about tomorrow. We must leave the next generation a world that is at least so livable and make as many options as possible vital as the one we have received from the previous generation. ((CONASAV), 2018)

Our environmental strategies consist in:

- Promoting awareness about climate change and preservation of flora and fauna in the places to visit, through short talks about the importance of taking responsible care of our natural resources.
- Respecting the natural resources of the place; do not leave writings or marks on the site to visit or take natural resources without permission.
- Using transportation that is in optimal conditions to avoid the excessive emanation of smoke and carbon dioxide.
- Using garbage cans both inside the transportation and outside while we stay in the places.
- Planting a tree in the rainy season at the side of the road to our destination, thus leaving a green footprint in our country and making in this way a great experience for our customers.

CHAPTER II

“ELEMENTS FOR THE DESIGN OF THE TOURISM PRODUCT”

2.1 TOURISM HISTORY AROUND THE WORLD

It's really true in history around the world that people travel from one place to another for different purposes involving business, religious activities, and voyages for pleasure; activities that have been promoted by different institutions and organizations with the intention of visiting another place to know its cultures and religions, enjoy the weather, politics, foods, and get experiences from the places people visit. Such practice is what people around the world know as tourism⁵ whose appearance has been developed through different times and places, such as the middle age in Roma, the modern age, and the contemporary age. But how do specialists describe tourism? And how does it take place and start in society?

The answers are simple, and they are explained by some specialists whose meanings are similar. However, to speak about tourism is to talk about a new concept that began in the XIX century and makes reference to those activities that involve exploration, recreation, relaxation, and pleasure (EU Mediterrani 2022). This concept is clear evidence that the appearance of tourism is a practice developed since the beginning of history, and it has been recognized in different places and times. Meanwhile, for Garrido M. (2007), tourism started during the industrial revolution, when employees worked for 8 hours per day and had time to relax or take time to rest. It gave employees the opportunity to travel to some tourist places or visit religious places, beaches, and other attractive places at that time.

Then, theories by Carmen Periz Rodríguez, the Minister of Culture and Sport in Spain, in their magazine *Travelling for Pleasure* (2020), describe that the practice of tourism started in the 17th century when young nobles from western and northern European countries made the Grand Tour⁶, a trip around Europe in which tourists had the opportunity to enjoy and see landscapes from France, Germany, Italy, and Greece. The same activity appeared in the 18th century, which was widespread among the wealthier classes in Europe, and it spread to other parts of the world, such as America and other countries. Rodríguez, C. (2020).

⁵ Tourism has been boosted by practical guided by religious, political, and organizational tours that involve attractions, cultures, and pleasure.

⁶ The Grand Tour was the first recognized tour in Europe where tourists were able to enjoy the journey from France to Greece in the 17th century.

Then, during the middle age, the Romans built their roads, which are called "road networks," with what they had: facilities for transport and agility to travel from one place to another. It demonstrates that tourism was still growing and being spread in Europe and was adopted by different institutions that involved people's displacement to get pleasure or leisure, which later was seen as a financial practice that produced a major economic, social, and technological transformation around the world.

Since that time, tourism was seen as an opportunity to grow in the economy, which let entrepreneurs invest in that practice. Considering its importance in the economy, in the modern age, there is a surge in the appearance of hotels that provide more services to tourists, such as accommodation, spending the night in different places, and others.

During the contemporary age, tourism was established as an industry in society with the appearance of the first travel agency that offered excursions and holidays to tourists of that time, offering them transportation, accommodation, and foods; tours organized by Thomas Cook and Son in Europe, who was considered the Father of Tourism due to the creation of his voyage guide called the "Tourists Handbook" who offered services that included helping tourists in their trips. In addition, this man was the first to organize the first touristic trip in history, which later in 1855 brought tourist groups to Holland, Belgium, Germany, and France. Days later, he organized the first tour around the world with a group of nine tourists in 22 days.

On the other hand, quoting Thomas Weiss (2004), in 1860, tourism took place in America when some Americans were traveling for relaxation or vacation, which became more popular after the Civil War when the railroads⁷ were built, which remained an elite activity that facilitated transportation from the New Jersey Shore and Florida Coast, and hotels blossomed from Coney Island to San Francisco. So, tourists at that time were looking for time to explore mountains and go on camping trips, while others were more interested in exploring restaurants and sights in the major cities.

Later in the 20th century, similar tourism industries still grew thanks to the ease of transport at that time, such as buses, trains, and cars. In Spain, the Traveler Agency called "Marsan's Travel," then surged coastal tourism, which began to gain importance, and the Mediterranean

⁷ By building railroads, it was an opportunity to increase tourism because it facilitates transportation. In fact, the construction of railroads, ways, and sea and air transportation increased business and tourism around the world.

coast, which grew in popularity quickly after World War II. So, tourism was spread quickly around the world, being adaptable for others and used for tourists (Rodriguez C. 2020).

It's evident that tourism has been growing and growing throughout time by giving a progressive income to small and big companies as an opportunity to make business and providing financial support for all entrepreneurs, local inhabitants, and investors that it involves. By looking at the importance and financial gains, entrepreneurs and investors started to build hotel companies, travel agencies, airlines, restaurants, and other activities that involve tourism with the purpose of catching the attention of tourists, generating income for them, and supporting the economies of the countries.

In conclusion, tourism around the world has been established in different places and times during history, but the scale of the activity changed some years after World War II [1] due to the conflict and destruction of that epoch. Meanwhile, it is evident that tourism was possible thanks to the evolution of transportation, established paid vacations, and the services of hotels, restaurants, and other places that contributed to a tourism boom around the world. In addition, tourism has taken a big hit around the world because of its economic production for entrepreneurs and the need for travelers, its economic results for countries, and because it forms part of international growth around the world.

2.2 HISTORY OF TOURISM IN EL SALVADOR

As part of the development of a country, tourism, considered an activity of traveling for pleasure, came to El Salvador, benefiting a lot of local inhabitants economically and even the country in general. As a result of such benefits, local inhabitants and the government have boosted strategies to improve tourist places, building hotels, restaurants, and others to catch the attention of foreign and national tourists and let them visit the country to be more beneficial, but how did it come true across the time?

To start explaining the history of tourism in El Salvador, it's necessary to say that the development of tourism in El Salvador surged as part of the desires of national and foreign people to visit different places for pleasure, religious activities, culture, and other activities,

which were possible thanks to the development of the transportation system during the XIX century, when railways were built to facilitate transportation around the country. (Ibarra, J. 2023, p. 29)

According to Menjivar M. (2017), in El Salvador, tourism had its origins in 1924 as an initiative by the government of Alfonso Quiñones Molina to increase the economy at that time. So, he organized a tourism board that was in charge of developing and promoting tourism, both international and national. Then, in 1946, the National Tourism Department was created with the same objective by the Minister of Foreign Affairs.

After many years in the 1960s, it was considered the modern era that brought huge development in tourism for El Salvador. Governments of that time saw the tourism as a huge potential opportunity to help local inhabitants in El Salvador, so they felt the necessity to create an official organization to promote the tourism, so they created the organization called "Salvadorian Institute of Tourism⁸" in 1961, which at the same time was in charge of creating projects to promote the development of tourism around El Salvador, such as the building of hotels, restaurants, landscapes, and national zone tourism.

At that time, tourism was not as developed as it is today because not many tourism routes and options were available for tourists. Nevertheless, government politics was centered on tourism due to their income, which they considered necessary to create an official government law named "Tourism Industry Promotion Law" that consisted of offering credits and fiscal incentives to those entrepreneurs and business companies to invest in tourism. (Menjivar M. 2017).

Then, in 1970, an important evolution appeared in El Salvador that benefited tourists and investors as well. At that time, tourism was not one of the most important politics for the government, but there were some governments that made it possible to build some hotels, such as Camino Real⁹, "Alameda y Terraza," and "Cerro Verde Hotel" [2 which later, through such

⁸ The Salvadoran Institute of Tourism is an institution created with the purpose of promoting attractive places in El Salvador and encouraging foreign and national investment.

⁹ Camino Real, Alameda y Terraza, and Cerro Verde were the first hotels built to attract tourists and increase tourism in El Salvador.

development, increased tourism in El Salvador, so that in 1978, El Salvador attended 293,000 tourists through the Miss Universe event that was developed in El Salvador. Diario del Mundo,

Then, by quoting the Tourism Salvadorian Corporation by its acronyms in Spanish **CORSATUR**¹⁰ 2002, in 1980, as a result of the National War in El Salvador, tourism declined, and the government started to deny foreigners access to the country due to the fear that they were part of the promotion of the war or part of the left movements in that epoch. Such conflict was the cause of the stoppage of tourism progress until after 1990. Later, after the Peace Agreement in 1992, investors and the "Tourism Institute" started to promote tourism again, reaching a huge number of visitors in 1991. Its tendency was still active during that decade, but such tendency declined in 2001 due to the earthquake in January and February of that year.

Nevertheless, in 2002, one year after the earthquake, more foreigners were interested in visiting the country, resulting in an increase of 29.4% in visitors per year and a 45.6% increase in financial income for the country. 950,597 visitors came to El Salvador to enjoy their landscapes, culture, religious activities, and others that brought economic benefits to entrepreneurs and investors, as well as to the country as a whole.

The efforts do not stop there; in 2004, the Tourism Ministry, by its acronyms in Spanish (MITUR), was created, which had the mission to promote and be the head of tourism in El Salvador as well as guide and create state political and national tourism and plans to explode and increase tourism around El Salvador. Such organization was created through the legislative decree of June 1st, 2004 as a bet on the branch of tourism by the government of that time. The results were effective, and by this time, tourism was still growing day by day.

As it is evidenced, government politics in tourism have been built with the purpose of generating tourism in El Salvador and, as a result, getting economic benefits for investors and local inhabitants and increasing the economy in the country. Such practice has grown in the last decade, and it has gained good importance in the industry of the country due to the multiple benefits it contains, such as employment for local inhabitants, development of the industry as hotels, restaurants, better roads, and commercial zones. All the benefits that tourism brings are benefits that local inhabitants are taking advantage of when increasing their economy.

¹⁰ CORSATUR function is to permanently promote El Salvador, at national and international level, as a tourist destination, in coordination with the different actors of the sector.

As a conclusion, tourism is a practice that in El Salvador has been developed all the time; but such practice has been boosted since the XIX century due to their economy beneficial for local habitants, visitors, investors and the country and general. Additionally, the roadway that facilitates transportation in the country and politics from the government are important aspects that let tourism be a reality and give with such practice a huge important economy to the country. Despite of that, we cannot deny that throughout history tourism has presented rising and falling scales regarding the problems and status of the country. Nevertheless, tourism is still growing at this time and still getting economic benefits for all local habitants, and it is part of the government political system of El Salvador as well.

2.3 NATURAL RESOURCES OF THE DESTINATION ZONES

Natural resources play a very important role in the functioning of tourism in our country because it is in the environment in which most tourism is developed. The eastern part of El Salvador is characterized by its very diverse ecosystems that offer different types of tourism to tourists, but this document is focused on the La Unión department, which has very important natural resources such as its beaches, rivers, lagoons, volcanoes, mountains, and fauna that make it unique in the country—resources with great tourist potential. (ILS LEDA, 2012)



Map of La Unión Department. Source: (Mapa de El Salvador, s.f.)

Among the municipalities that stand out most in the tourist field in this department, we have the municipality of La Unión and the municipality of Conchagua, in which tourists can enjoy unique landscapes and have contact with nature in the volcano of Conchagua or make a route through the Gulf of Fonseca.

The region of Conchagua, specifically the Volcano Conchagua (which is an inactive volcano), is an area of transcendental importance in the south of the department of La Unión due to the environmental services that it

provides, especially to two municipalities, La Unión and Conchagua. This volcano is the most important resource because it is the only aquifer recharge area from which more than 80,000 inhabitants are supplied with water and because of its economic, agricultural, and industrial importance. In the volcano is the Conchagua Complex Natural Protected Area, whose transition forest from salt water to sweet rocky forest makes it unique in El Salvador. (PROARCA/APM, USAID, and CCAD, 2005)

In addition, tourists can find private viewpoints that steal their breath. Among which stands the “Mountain Spirit View,” where you can see incredible views of the Gulf of Fonseca, which is another important natural resource in this department. Also, this is a place for adventure lovers; it is perfect for camping and watching the sunrises and sunsets, a unique show in this part of the country. Landscapes full of color, natural richness, and diversity of colors are what tourists can find in the Conchagua Volcano.

This volcano is considered an “ecological lung belonging to the Salvadoran State, and since 1998, work has been done on the protection and conservation of its natural resources in coordination with the Ministry of Environment and Natural Resources¹¹. (Díaz, 2018)

Besides, this volcano protects and shelters some animals. In terms of fauna in the area, the most representative is the presence of populations of spider monkeys, cotuza, and white-tailed deer. More than 22 species of mammals and 62 species of birds are recorded, approximately. (elsalvadoreshermoso, s.f.)

Similarly, in the municipality of La Union, tourists can find another important natural resource in the south of the department: the Gulf of Fonseca. There, tourists can enjoy its warm water and have an adventure through it.

¹¹ Environment and Natural Resources: a National institution in charge of saving natural resources, fauna and flora. In fact, they conserve and guard natural resource from Conchagua Volcano.



Satellite's view of the Gulf of Fonseca. Source: (Wikipedia, 2023)

The waters of the Gulf of Fonseca average 30 °C, and with the temperature of the winds, it drops to 27.5 °C. It has sweet forests, important mangroves, and cliffs with endemic vegetation and represents the only place in the country with a rocky beach-sweet forest transition. It is also a complex of islands that are located on a rocky seabed on a cliffy coast with pocket beaches, which have an extraordinary richness of species, some of which are unique in the country. Dolphins, clams, oysters, octopus, mussels, and squeezing crabs, among others, are recorded.

2.4 CULTURAL IDENTITY, INTANGIBLE TOURISM RESOURCES: FESTIVITIES, CELEBRATIONS AND SYNCRETISMS

When talking about cultural identity, it is to talk about the cultural elements that identify a distinct place or identify people or a community where such activity or practice was born. As it is evidenced, in La Union Department, there are many festivities, celebrations, and syncretism that represent people who live and belong to La Union. Here are some celebrations and festivities people in La Union do all the time, or at least once each year.



DATES	CELEBRATION DAYS
On June 1st	April Fool's Day
On April	Celebration to San Pedro
On May	Celebration to Virgin Auxiliadora
On May 3 rd	Celebration to Mission Crosses
On May 21 st	Festivities in Capilla
On the month of June	Festivities of the Heart of Jesus
On July 27 th	Parish festival.
On September 19th	Lord of Miracles is celebrated in the center of the parish and on September 20th in the sector of the city and on September 21st in El Quinche town.
On November 4th	The patron saint festivities in honor of San Carlos Borromeo.
December	Patron of Child Step known in Spanish as "Patron del Paso del Niño".

2.4.1 GASTRONOMY



The typical food in La Union is similar to the one around El Salvador; here is a list of the most common typical foods in this area.

Curiles (shells)

Shell filling (shells covered with tomato, onion, garlic, and egg)

Totopostes (based on corn, water, and butter; they are similar to cookies)

Tustacas (sweet bread made of flour, cheese, cream, and butter)

Tamales (based on corn dough, with a filling of meat and vegetables, and sometimes they are sweet with raisins)

Atole (depending on the specialty; they are based on pineapple, corn, and seeds)

Gallo en chicha (chicken cooked with chicha and corn soup) (Chicha is a fermented corn drink.)

Pupusas (based on corn dough with a mixture of cheese, pork, etc. with tomato sauce and leather)

Fry fish: Fried fish is any fish that has been cooked by frying. The fish is covered in batter and seasoned with spices before being fried and served.

Mariscada (soup based on fish, clams, lobster, squid, etc.)

2.4.2 LEGENDS

La Union is a department rich in legends taken from reality that people have adopted and made part of their lives, and now such legends are characteristics that represent people and their culture as well. Some of those legends are considered la Pilona, Juana Pancha, and Mountain Spirit.

- **LA PILONA**

One day, the chief of the Conchaguas gathered all the men to build a large basin in the mountain, called Chilagual, because the Goddess of the Waters had revealed to the chief in a dream that in that place a fountain would spring up that would serve to mitigate the thirst of the inhabitants of the village and their descendants.



Source: La Pilona. The picture was gotten from the web "Conchagua, lo mayor de mi Tierra, on April 20, 2023.

They worked tirelessly, and after a few days, they finished La Pilona¹². Since not a single drop of water had gushed forth, the Conchaguas thought of consecrating the Pila to the Goddess of the Waters.

When the inhabitants were celebrating these festivities, a cloud appeared on the volcano of Conchagua in the shape of a snake with wings that grew bigger and bigger until it covered the firmament. Then it began to rain and rain; it seemed like a deluge. When the rain stopped and the sun shone again, the Conchaguas went to see La Pilona and found it overflowing with fresh, crystalline water. The people who drank that water were rejuvenated. And no one could make it dirty, because in the cave where the water flowed lived a great winged serpent that descended

¹² La Pilona is a traditional legend that represents La Union, which is a history told by the ancestors or grandparents of La Union children.

from the sky the day it was filled for the first time. Many years passed, and one day an evil witch from Managua appeared. When she saw the beautiful basin, she tried to bathe in it, but the conchaguas did not allow her to do so. Angry, the witch threatened the people, telling them that she would take away the charm of the waters. The wicked witch arrived at La Pilona, took out a jolota eggshell, and filled it with water. La Pilona began to dry up. The witch, flying through the air, took the enchantment of the waters to Nicaragua, thus sprouting the great lake of Xolotlán, known as Lake Nicaragua. The Conchaguas chased the witch but were unable to snatch the water from La Pilona.

- **JUANA PANCHA**

It is said that Juana Francisca Callejas, known by all as Juana Pancha, was born on the day she was supposed to be born, at the top of the hill known as "Cerro Juana Pancha".

Endowed with a sharp intelligence, the gods showered her with great physical gifts, thus making her the most beautiful woman in the region. Her figure simply bewitched men.

A powerful sorcerer falls madly in love with the young woman, tries to seduce her, mad with love and desire, and puts into play all his power and cunning, but is rejected with derision. This will bring misfortune to Juana Pancha since the curse condemns her to never know true love.

The years go by, and Juana Pancha travels alone through the roads of life without knowing love, feeling that she is the toy of men. Sadness, resentment, and pain nestled in her heart, giving rise to a life of plunder, and she became an ally of the moon and the night.

With the curse Juana Pancha had inherited from the shadows, she flew through the skies, traveled on the backs of wild beasts, visited the houses of wealthy lords, and silently stole all their treasures. The finely carved chests gave way without the need for a key, and Juana Pancha gave Juana Pancha their velvet-lined cases, full of earrings, bracelets, chokers, and abundant silver and gold coins.

An excessive resentment overflows Juana Pancha's heart. Here she also begins to steal souls, and for that purpose, she appears to men with her dazzling beauty. She winks at them, and with her sweet and mischievous smile, she bewitches them, leading them to her cave. They say that she appears to you and starts walking slowly. She turns to look at you and smiles, begging you

with her flirtatious walk to follow her. Everyone falls under her spell, and when you are about to reach her, in the blink of an eye, she is gone. You see her again within reach, and you feel a whisper in your ear that passionately begs you to come. Follow me. Then a mischievous chuckle makes your soul vibrate. The big surprise is that when you reach the cave, the tender creature becomes something indescribable, an abominable being; its pearl teeth now look like those of a hungry wolf; its sweet smile is a grimace of fright; and its whisper is a scream that freezes your blood and paralyzes you from head to toe. Once in front of it, impossible to escape, you feel your legs thick and heavy, as if your body had to move the legs of the Manyula¹³. Then no one knows about you.

When several young people from the village get lost, suspicions go directly to Juana Pancha; the white wizards gathered and decided to free her from evil. They managed to reach the cave; they breathed a stinking wind and heard a very strange shriek; a terrible storm broke out; blinding lightning and a thousand thunderbolts discharged their fury, illuminating the night; the sorcerers managed to make a magical fence; and with powerful spells, after a hard battle against that terror, they sealed the cave door.

Although they leave away from that beautiful woman who had been punished by her destiny, if a good man comes to her cave and camps there all night on Good Friday and is undeterred by what he sees or hears, the chains of the curse will be broken and Juana Pancha will be freed with all her beauty and her treasures accumulated in gold and precious jewels.

- **ESPIRITU DE LA MONTAÑA**

This is the story of the Espiritu de la Monataña: The ancient beliefs of the mountaineers say that spirits exist within the bowels of the mountain that are there to care for it, protect it, and often defend the beings that care for it.

¹³ Manyula refers to a recognized elephant from El Salvador Zoo, and it is placed here to compare La Pancha's leg with Manyula's leg.



Source: This is an own picture.

For the indigenous inhabitants, the mountain spirit is the life-giving God. It has a similar meaning to that of Mother Nature.

They appear, sometimes, like condors that glide over the hills, to observe those who inhabit the mountains; they know that they are very supportive human beings, a quality necessary for their survival. They know that in the mountains, life often depends

on their help and that they are the only ones who can sometimes save them.

A legend says that one day during a cold winter, two children from a family who lived at the top of the mountain woke up to see that it was snowing. Being passionate about skiing, they went out to enjoy the adventure of skiing. They walked for several hours, climbing the slope. When they reached the top, they felt free and happy; their only concern was to focus their attention on not falling and to feel close to the nature of the mountain, the rocks, and the snow under their



Source: This is own creation.

feet, which began to slide at dizzying speed. Down the slope, upon reaching the end of the slope and having enjoyed the descent so much, they decided to return to the top again.

At that same moment, a huge and beautiful condor appeared in the heights and, in low flight, began to flutter around the children. They were scared and began to run quickly toward the house. At that moment, the sky darkened, the wind blew with unusual force, and a terrible and violent storm was unleashed.

The children barely had time to take refuge inside the house. Up there at the top, there was a tremendous avalanche. Did the appearance of the condor save their lives? Was it fate, or was it the spirit of the mountain? Conclusion: You can gather from the center of your heart.

On the other hand, tell the Mountain Spirit owners that they faced many difficulties when building such places. *“Trucks were breaking down, workers were getting sick, and machines were not working; all this meant that no progress could be made in preparing the land to build. Despite everything, the builders continued, stubbornly, trying with their strength to overcome all obstacles. The situation became unsustainable since there was no way to continue in the face of so many unforeseen events until someone heard the voice of the place. They suddenly understood that the opposition they encountered came from the earth itself; the volcano opposed the construction being erected on her breast”*. So they decided to offer a ceremony to ask for permission from Mountain Spirit to build on that land, and then they could build without any problem (La Prensa Gráfica 2018). Now that place is known as Mountain Spirit in honor of the charms its inhabitants have found there.

2.5 STRATEGIC PLAN: QUALITY CONTROL, CUSTOMER SATISFACTION

To catch customer loyalty is one of the best purposes of Vagashion Express Tours, with which it is considerable to reach more customers and get a more economical increase. In such a way, this customer loyalty plan was created that will make it easy to achieve the goal of “customer loyalty and increase in business portfolio through ten simple and important steps.



1. **Give a good service and supply products:** this is the first step, the beginning of the way to get such objective, however, in this step was been created to guarantee a good service to the customers, offers the service and supply products customer want to acquire as well as provide services during their travesty such product and service which was offered to them since the beginning.
2. **Personalize to your customer:** as one of the best steps, Vagashion Express Tours guarantees to their customers their personalize services, to be there when customers need anything related to the tour, and to provide adequate and best information about the tour before, during, and after the tour. Whatever, Vagashion Express Tours thinks that customers are important because they need to receive services in a personalized way to feel that the company is there for them.

3. **Reduces service time:** it means information provided about the offered service will be provided in a simple and reachable manner in a short time. Provide the best information that the customer wants to hear.
4. **Empathize with your customers:** to think about the customer regarding their desires, economy, interests, etc. It includes providing them with the required information for each trip and guiding them out of risk during the trip.
5. **Everything on time:** to be responsible with time when doing the tours; to be on time or at least do each tour with time in hand, which means to carry out the tour according to the developed plan. However, it must be taken into account regarding the customer's skills without forgetting times to visit each place offered to customers.
6. **Adds value:** to emphasize the values of the company as honesty, solidarity, helpfulness, and service gratitude that feels customer-friendly and lovely and catches their loyalty.
7. **Flexible and adaptable:** being flexible and adaptable is another step that is part of the plan to get customer satisfaction, which means being flexible with payments, adaptable about what customers need, and in touch with customers to offer the best option that guarantees their loyalty and preference to travel with Vgashion Express Tours.
8. **Build confidence:** to be a company full of confidence by guaranteeing services and personnel that attends to customers kindly and satisfaction.
9. **Continues improvement:** as any other company, Vagashion Express is a company that is constantly changing regarding the new technology, opportunities, and needs of its customers.
10. **Customer loyalty and increase in business portfolio:** as a result of the plan to get satisfaction, one of the goals is to get the loyalty of the customers. To do that, it is necessary to take into account the previous steps as well as create a business portfolio to register our customers and provide them with new offers and new tours.

Vagashion Express Tours is a company that looks to engage with customers for what its interest is: to be in touch with them and get their loyalty, which will be reflected in their satisfaction throughout the offered services. That's the purpose of creating this customer loyalty plan, which guides steps to provide satisfaction and guarantee customer loyalty.

2.6 PROMOTIONAL SERVICE

ACTION	RESPONSABLE	UPGRADE
Promote the tour operator's packages and promotions through different social networks, such as Facebook and Instagram.	Jose Rodolfo Arevalo: will be in charge of keeping updated on the promotions and packages that will be offered.	Offered different methods of payment. 10% discount on reservations for groups of more than 5 people.
Create content to promote the places to visit through reels, short videos, and photos on social networks.	Erika Cristina Cardoza: will be in charge of the visual area that is, creating visual content such as videos, reels, and photographs on the different social networks of the places to be visited.	The experience of planting trees or plants, with the necessary permits and a gift of seeds on each trip. Right to a snack during the bus journey
Provide information about services, promotions, and packages available, as well as answer customer questions through WhatsApp and messaging of different social networks.	Daniela Zeneida Beltran: will be in charge of the customer service area on social networks; answering doubts, reserving spots, and providing necessary information to customers.	Right to participate in a raffle for a souvenir of the trip at the end of the tour.

CHAPTER III

“RESPONSIBILITY OF THE ENTREPRENEUR”

3.1 ENTREPRENEUR PROFILE

As Vagashion Express Tours it's important to identify the entrepreneur profile regarding the purposes and interests it has.

3.1.1 ENTREPRENEUR CONCEPT.

According to research carried out in different sources of information about the concept of entrepreneur, as a team, it is considered that the term entrepreneur refers to a person or group of people who have an idea about a business; that with their own methods and income they manage to materialize it.

3.1.2 TYPE OF ENTREPRENEUR.

After consulting different sources, as a group, it is possible to say that in the world of entrepreneurship, there are different characteristics that identify each entrepreneur and that they are classified according to their qualities. It is important to mention that there are many types of entrepreneurs, however, Vagashion Express Tours identifies with the following:

3.1.2.1 EXTERNAL ENTREPRENEUR. The External Entrepreneur is that person who, from an external environment, is able to identify an opportunity, take calculated risks and start his or her own business, with the aim of obtaining profits.

This entrepreneurship is identified with the external entrepreneur since its members wish to give rise to the company; using techniques and strategies to make the project flow. Likewise, the creators of entrepreneurship seek, through this project, to obtain profits that sustain the project by itself.

3.1.2.2 ENTREPRENEUR WITH COMMERCIAL SPECIALTY. This type of entrepreneur has a more technical profile. They focus on a particular sector because they know it perfectly. In most cases, they focus their work activities on their professional sector, which they generally carry out in their business. (BCombinator, 2021)

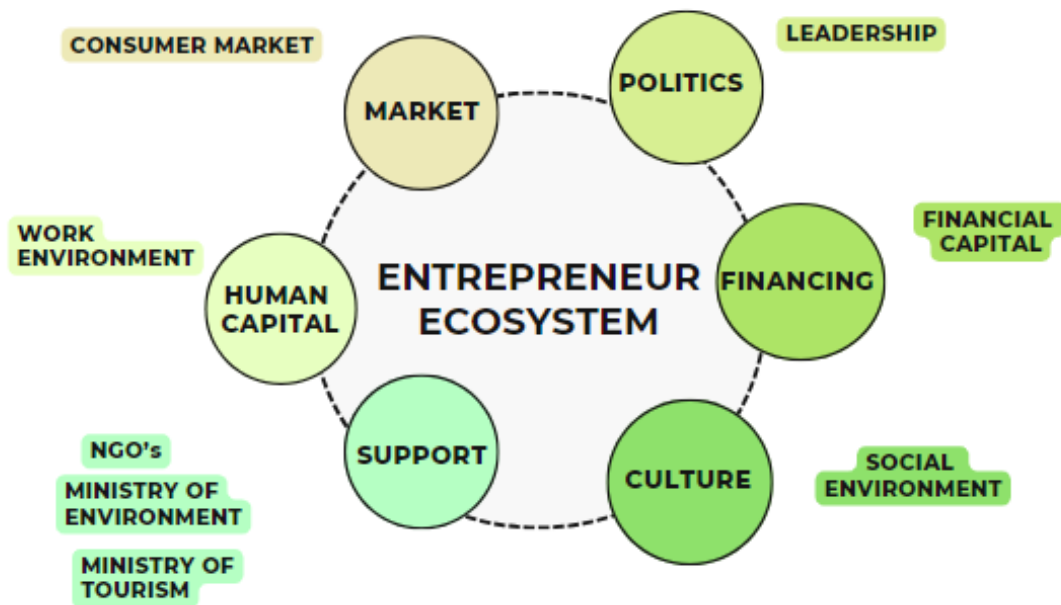
This project is identified with this type of entrepreneur because the team work has the knowledge and training in the tourism area; they are involved in the formation of the company, in order to be able to respond to the real needs of clients and obtain the desired results.

3.1.2.3 ENTREPRENEUR BY OPPORTUNITY. Opportunity entrepreneurship is based on a disruptive idea, supported by an analysis and market research, with a structured model that seeks to meet the requirements and needs of clients, and whose income plan has a more realistic projection. (*Universidad De La Sabana, n.d.*)

The Vagashion Express Tours team identifies itself as an opportunity entrepreneur since they are capable of observing and detecting market opportunities in relation to customer needs. It means they have the ability to observe the needs of the market, analyze and implement the best strategies to offer new services to clients through different means of communication and contacts with the goal of generating an economic incentive.

3.1.3 ENTREPRENEUR ECOSYSTEM

The entrepreneur ecosystem is understood as all the context and environment that facilitates the emergence of companies and business projects. (EUDE, 2020) It includes: market, politics, financing, culture, support and human capital.



Font: *Entrepreneur Ecosystem shows steps that are part of the company to maintain the quality services of the company. Own creation.*

- **Market:** Vagashion Express Tours identifies its consumer market through the different contact networks; in which tourists can find information and clarify doubts regarding the services that the tour operator offers. Likewise, through this dynamic, the company learns about customer needs in order to satisfy these requirements.
- **Policies:** this entrepreneurship seeks legitimacy under the regulations and quality standards established by law. For this, the venture is based on articles: 12, 13 and 15 of the Tourism Law of El Salvador and ISO: 18065, 21902 and 20611, which are detailed below:
 - **Art. 12.** Tourism companies have the obligation to provide tourists with objective and truthful information about their destinations and the conditions of travel, reception and stay.
 - **Art.14.** All infrastructure and tourist activities will be programmed in such a way that the natural heritage that constitutes ecosystems and biological diversity is protected, and that endangered species, wild fauna and flora are preserved.
 - **Art.15.** Tourism policies and activities will be carried out with respect to the artistic, archaeological and cultural heritage; and will be organized in such a way as to allow the survival, enrichment and flourishing of cultural, artisanal and folklore production.
 - **ISO 18065. Tourism Services and Related Services. Tourist Services for Public Use Provided by the Authorities of Protected Natural Areas. Requirements.** The central theme of this regulation is the preservation and care of protected natural spaces such as parks, reserves, forests, lagoons, among others. In most cases, its implementation goes hand in hand with compliance with national, regional and local laws that are in force in each context. Tourists can experience the natural environment while respecting it and learning more about the importance of conservation.
 - **ISO 21902. Tourism and Related Services. Accessible Tourism for All. Requirements and Recommendations..** It offers a guide to all companies that provide tourism services, promoting collaboration between all parties involved to improve the experience of tourists and residents, including people with disabilities. This standard also recommends providing accessibility provisions so that visitors can make the most of their

visit, by providing a list of hotels, activities and means of transport that are accessible and adapted to their needs.

- **ISO 20611. Adventure Tourism. Good Practices for Sustainability. Requirements and Recommendations.** This standard provides requirements and recommendations to achieve sustainability practices in adventure tourism activities with the purpose of mitigating negative impacts in these areas, especially on fragile ecosystems. The standard not only promotes the conservation of natural habitats, but also promotes respect for the communities that receive tourists.
- **Financing.** The financial capital to carry out this project is provided through microloans and the own resources of the entrepreneurship members.
- **Culture.** The culture of this entrepreneurship is characterized by having a tolerance for risk and errors. Likewise, creativity and innovation are part of culture, thus creating a positive, resilient social environment, prepared to face changes.
- **Support.** This project has the support of different organizations; such is the case of alliances with other entrepreneurs, which seeks mutual cooperation. Likewise, it has the support of the Ministry of the Environment and the Ministry of Tourism, which directly and indirectly coordinate sustainable tourism in our country.
- **Human capital.** The work environment of this entrepreneurship is based on recognizing the value of its collaborators, and it also seeks active training of personnel to provide quality service, respecting the rights of workers in a fair and equitable manner.

3.1.4 COMPETENCIES AND CHARACTERISTICS AS ENTREPRENEUR.

Entrepreneurial competencies are related to capabilities, skills, abilities and aptitudes that an entrepreneur possesses, or can acquire, through training and formative processes. (Redalyc, 2022)

Competencies	Characteristics	
Linked to achievement	Taking calculated risks	For Vagashion Express Tours, taking calculated risks is essential when it comes to obtaining achievements. Taking this into account, the impact of falls is cushioned. This also helps the company to gain more experience in any field.
	Perseverance	Perseverance is part of this team work, whether good or bad results are obtained, it must continue forward despite the obstacles that arise.
Linked to leadership	Capacity for teamwork	The ability to work as a team is a characteristic that identifies this entrepreneurship; since it is in this way that it is obtained as a result: efficiency, quality and improvement.
	Capacity of resolving problems	A high leadership and tenacious ability must be maintained by the team in order to solve any problem that may arise during the execution of the project.
Linked to commitment	Objective settings	This project has clear objectives, this leads to the commitment to follow them to obtain the desired results.
	Planning and monitoring	For Vagashion Express Tours, it is important to take into account flexibility when carrying out the agreed activities. Have the hours in which these activities will be carried out well established.

Font: Analysis as Vagashion Express Team, representing competencies and characteristics of the company.

3.1.5 BARRIERS TO ENTREPRENEURSHIP.

After an exhaustive analysis of the tour operator, it has been possible to find the presence of barriers that must be overcome in order to achieve the objectives set to provide good service to customers. Among these we can highlight the following:



Font: own elaboration regarding the analysis of the barrier to entrepreneurship of the company.

- **Market competition.** The tourism market competition in El Salvador has grown in recent years and increasingly. It could be considered as a barrier when starting a business since as entrepreneurs it is necessary to maintain a position respecting the competition. This project seeks the growth of the company and for it to prosper, and when starting out

in a competitive market it is necessary to seek alliance ties with other companies in order to benefit each other.

- **Limited financial resources to start.** Financial resources are a very common barrier when wanting to start a business, since capital is essential to carry out the ideas people have. In this case, the lack of initial capital is a barrier that could be faced as a team, since the initial investment could exceed the planned budget.
- **Logistical difficulties.** Logistical difficulties are recurrent; since climatic behavior or social problems are unpredictable. Being present in a tourism market that includes nature, the tour operator is prone to suffer any type of inconvenience, for example: road closures or natural disasters such as landslides, hurricanes, etc., which could prevent the planned activities from being carried out.

3.1.6 SUCCESS FACTORS

Success factors are internal or external factors that must be identified and recognized because they support or threaten the achievement of the company's objectives and even its existence. They require special attention to avoid unpleasant surprises or lost opportunities. (Ferguson, 1982, 14). (Vallegas, n.d).

As an entrepreneurship it has been detected four success factors that are part of this project:



Font: own elaboration as Vagashion Express Tour team.

- **Style.** Having a model to follow and determining where they want to direct the project will be essential to establish and comply with the rules that are set to obtain the desired success.
- **Solid company structure.** The organizational structure is very important for the proper functionality of the company, since it is through it that success is guaranteed.
- **Determination.** Determination is essential when starting out if you want to achieve success. Having clear ideas of what you want to achieve and being convinced to continue no matter what happens is what will give us much of the desired success.
- **Sociability.** The sociability part is very important; since it is through this that we will make ourselves known to the world. For this, the use of social networks will be essential not only so that they know us as a business, but also to know our audience and in this way satisfy their needs.

3.2 ENTREPRENEUR'S RESPONSIBILITY

It is important to keep in mind that being entrepreneurs entails certain responsibilities; and Vagashion Express Tours takes the following commitments:

3.2.1 RESPONSIBILITY WITH CUSTOMERS. Vagashion Express Tours works for our customers and the entrepreneurship team commits to always provide quality services to the clients seeking their satisfaction practicing always values such as honesty, punctuality and respect in order to have credibility, retain them and hire more customers.

3.2.2 RESPONSIBILITY WITH THE WORK TEAM. Maintaining a good relationship and communication between the members of the entrepreneurship is a commitment that team members take in order to generate a climate of trust and cooperative work in search of fulfillment of common objectives.

3.2.3 CREATE A SUSTAINABLE BUSINESS. Do a deep auto evaluation about areas of opportunities to improve and design a plan that helps us to increase taking into account ideas

from the employees in order to satisfy the customers and the people that are involved in Vagashion Tours.

3.2.4 SOCIAL RESPONSIBILITY. One of the great commitments acquired as Vagashion Express Tours is corporate social responsibility. It is expected to bring economic development to the local entrepreneurs where the tours will take place in order to help or increase the economy of the families that offer different kinds of services such as touristic guides, local restaurants, peddlers, etc.

3.2.5 ENVIRONMENTAL RESPONSIBILITY. This company takes the responsibility of contributing positively to environmental preservation and conservation through activities that raise awareness among clients about these issues and the importance of putting them into practice through activities such as planting a tree on each tour and delivering different kinds of seeds to customers in order to implement self-sustainability among them.

3.2.6 CORPORATE RESPONSIBILITY. In order to put into practice the corporate responsibilities, Vagashion Express Tours maintain a strict communication between employees to evaluate and benefit them by supporting themselves as well as their family through paying them a salary for each work done. Additionally, it will be given to customers a different seed to sow at home or other place of their preference to promote the importance of taking care of nature. Also, as another responsibility Vagashion Express Tours will be saving 10% of their revenue that will be used to buy seed and implement other activities such as initiating a beach garbage collection campaign to clean beaches, promote and boot advertisement about the importance of taking the beaches clean.

3.3 MARKET NICHES

In order to identify the Market Niches of the tour operator, here it is detailed its definition, strategies, characteristics, and elements considered for such Market Niches.

3.3.1 DEFINITION

After having consulted different sources about the meaning of Market Niche, as group was concluded that Market niches refer to groups of people who have similar characteristics and needs and that for some reason these needs are not being met; this is where a market niche is born, from this need, solutions are created to meet these needs.

3.3.2 STRATEGY TO IDENTIFY A MARKET NICHE

After having analyzed the competition in the market, faithfully, and complying with the indications proposed in the Blue Ocean strategy by W. Chan Kim and Renneé Mauborgne, (INTUIT, 2023) which refers to and focuses on innovation and the creation of new ideas and concepts that have not yet made their way into any existing market. It is considered appropriate to promote innovative and beneficial market strategies for clients. One of the strategies to be promoted is the offer of a service which gives clients the opportunity to get away from the city for a night and a whole day in direct contact with nature: forest, outdoor camping, beach, horse riding. Boat and visit to the Family Park. All included in one tour.

Likewise, the service is considered innovative since it includes activities in favor of the environment, such as planting a tree as a group, thus providing them with an experience of connection with the earth followed by the activity of giving seeds to each customer, in order to encourage caring for the environment.

3.3.3 ELEMENTS FOR CHOOSING A MARKET NICHE

Here are represented the main elements considered to choose the market niche.

- **Target Audience** People who like nature, camping, boat rides and amusement parks, nationals and foreigners, all ages (minors must be accompanied by a responsible adult), employees and students.
- **Problem.** To people with stress and anxiety due to work, studies and daily life
- **Desired result.** Clients feel comfortable; enjoy the trips and places to visit in a pleasant environment and in harmony with nature.
- **Secret sauce.** This tour operator offers a quality service with people trained in the area of tourism, with specialization in this area. The project includes trilingual staff (Spanish, English, French). In addition, it provides a fun experience in harmony with nature, while offering a tour adjustable to the pocket of tourists.

3.3.4 MY MARKET NICHE.

The Vagashion Tours Project is aimed at people of all ages who like recreation, entertainment and sharing with nature, forest areas and the ocean. In particular, it is considered appropriate for employed people with a medium economic status who are willing to undertake a trip for recreation and relaxation in the open air, outside of daily activities. It is also aimed at those students who wish to explore the wonderful views and freshness that is experienced in the Spirit of the Mountain, in the Conchagua Volcano, have fun in the different attractions of the family park and the sea breeze of the Gulf of Fonseca. in La Unión department, ideal for all family members.

3.3.5 CHARACTERISTICS OF MY MARKET NICHE

By taking into consideration Vagashion Express Tours's objectives, vision and mission, as team in charge, it has been identified three important characteristics that are focused on these kind of people who likes to be in close relation with nature, enjoy adventure, as well as those that like to save money and for those foreign tourists who don't speak Spanish. So that, the main Vagashion Express Tours' characteristics are described here as:

- **Lovers of nature and adventure.** People who enjoy being in contact with nature, love having a special connection with earth making activities to contribute to caring for the environment.
- **Affordable prices.** For people who look for an attractive tour to the east of El Salvador with payment facilities, comfort transport and affordable prices, having the opportunity of traveling with all family members.
- **Language flexibility.** Indicated for national and foreigners having a professional tour guide with advanced command of three main languages: English, French and Spanish.

3.4 CUSTOMER MANAGEMENT

Customer management is defined as a company's efforts to provide excellent customer service and experience. Also, they are the strategies that are put into practice with the aim of promoting customer retention. (zendesk, 2023)

This project defines its customer management in promotion, transparency with customers, offers and discounts and special notifications of promotions.

- **Use of different contact networks.** Promote the tourist service, offer excellent customer service and get in contact with customers through different social networks, such as facebook, Instagram, WhatsApp and Tik tok so that the public knows, continues getting interested in it and gets in touch with the tour operator.
- **Transparency with customers.** Inform the public, giving them the information they need about our services; mission, vision, prices, information about the tourist route, what to do and what not to do in the place to visit, etc in order to build credibility and trust with them.
- **Offers and discounts.** Offer discounts rewarding loyalty of customers who have previously traveled with Vagashion Express Tours and that recommend the enterprise with other people, looking in this way not only a benefit for them but also for the enterprise.
- **Special notifications of promotions.** Manage a database of customers who have already traveled with Vagashion Express Tours to provide them information and future promotions and put them as preferred customers.

3.5 STRATEGIC ALLIANCES

The type of strategic alliances that best suits our project is:

➤ **Vertical Alliances**

- With the municipalities of La Unión and Conchagua
- With entrepreneurs in the areas to be visited

The benefits of these alliances are going to help us to increase visibility by promoting each other with help of marketing, social networks and more. Also, this upgrades the experience of the customers/tourists by offering tourist packages including the best of each part involved, as an example ten rentals, hosting, fishing tackles and good transportation; this helps to everyone on

savings, customers can have affordable prices on a quality trip, locals can have more visitors that will help their economy and recognized as well as Vagashion Express Tours that is going to grow with personal, more alliances that have same objectives or ways of thinking.

In order to select these alliances as was mentioned before, all parties have to have something in common to guarantee the success and duration of this relationship; each party has to have something that the other needs to maximize benefits, and most importantly is trust. In addition, everyone has to have good communication and coordination to distribute the tasks that have to be accomplished to grow and give an excellent experience.

CHAPTER IV

“VAGASHION EXPRESS TOURS COST PLAN”

4.1 LOGO



- **Characteristics of the logo**

In order to create the logo for our entrepreneurship, we had to think of all the small details to have the perfect image that we want to show to the customers; a research was done regarding the general aspects and colors to take into consideration. For the logo, the name of the company was included as: VAGASHION EXPRESS TOURS, an image of the sun was selected that reminds us of the word vacations, the environment, and summer. Also, image, letters, and the colors represent a lot about how we want us to be recognized as:

- **Letter:** VAGASHION EXPRESS TOURS's name was included to identify the name of the company, purposes and service provided to the population.
- **Image:** The logo includes a figure that represents the sun, but a sun with different colors to identify the company, like the one around the country.
- **Colors:**
 - **Blue** is the customers' favorite color according to studies, and the most popular shades are cyan, turquoise and navy blue. According to color psychology, this color conveys peace, confidence and honesty.

- **Yellow** is a bright and luminous color that is often associated with sunlight, energy, joy and vitality.
- **Green** in research in color psychology confirms that green affects emotions and mood. It has strong cultural associations such as luck or money, as well as being the most representative of nature.

- **Motto / Slogan**

We chose as our motto "comfort, recreation and adventure", because we want our clients to feel at ease and in a good environment from the meeting point, the transportation, the round trip; as well as that the transportation is to their liking assuring the quality of our services. Recreation, because in the places we will visit in La Union you will not only have to follow the tour guide, but you will also be able to go to some local places to buy some souvenirs, food, visit parks, etc. And adventure, because you will hike, camp and fish, without the need to be equipped because the place itself provides this

4.2 MISSION

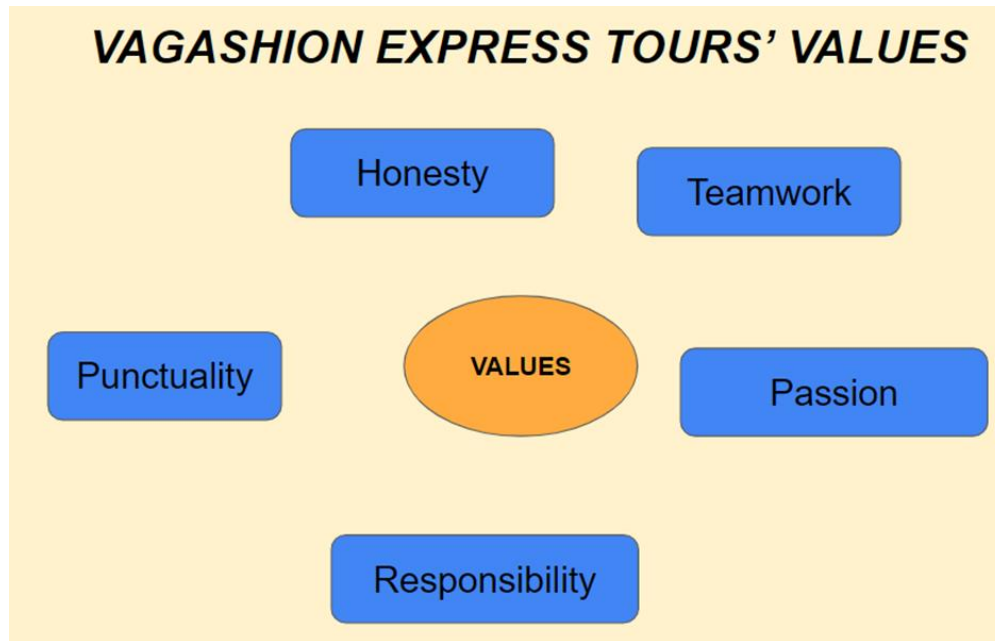
We are a tourism agency that promotes environmental care through innovative quality experiences to our customers, through direct contact with nature and people. We provide participation in strategic environmental development projects at the local and national level towards our culture, and benefit economically to entrepreneurs.

4.3 VISION

To be a competitive tourism agency recognized for the quality of the services provided to our clients, being responsible for the construction of an excellent quality of life for humanity through the awareness and conservation of nature.

4.4 VALUES

The compromise of the Company is based on the followed values that have the purpose to engage customers and give them the best service.



- **HONESTY**

For Vagashion Express Tours, honesty is one of the most important values, since it is through sincerity that the credibility of customers is gained, as well as a good reputation for the company. To be an entity with integrity that acts with sincerity, without deceit and fair with the offer of service to customers in order to gain their trust and loyalty to the agency Vagashion Express Tours.

- **TEAMWORK**

The practice of teamwork not only facilitates the fulfillment of the activities of any company, but also achieves a better communication of ideas among its members, which results in creativity and innovation for the company.

- **PASSION**

Passion is fundamental when it comes to entrepreneurship, as it helps the person feel motivated to work and always give the best of himself, thus achieving a pleasant environment for the company and its customers.

- **RESPONSIBILITY**

Responsibility is a vital value for any enterprise, since it is through responsibility that the company seeks to act in a correct manner, and it also gives the company a guide of purposes to be fulfilled for the benefit of those involved: customers, society in general, the environment and the company itself.

- **PUNCTUALITY**

For Vagashion Express Tours, punctuality is a value and a habit that should always be practiced. Being punctual is another way to show customers the commitment and formality of the company with them. This leads to the fulfillment of the established schedules and activities. In addition, Vagashion Express Tours is considered an agency committed to its work, orderly and disciplined, which allows it to obtain the full confidence of its clients.

4.5 COST TABLES

Tour to El Espiritu de la Montaña in Conchagua volcano, La Unión Family Park, and Golfo de Fonseca.

DIRECT COST	INDIRECT COST	COST FOR OPERATION	EXPENSES LINKED TO THE SERVICE
Phone services \$35	Computer depreciation \$0.35 cents per 5 years = \$638.75	Rent of the Micro bus from San Salvador to La Unión (round trip) \$225.00 Day 1 Tour to El Espiritu de la Montaña. Camping pack from La Unión to El Espiritu	Entrepreneur per diem \$ 15 tourist

Salary for 3 members of the team: \$60 per trip.	de la Montaña view: \$17 pp (per 16 persons)= \$272.00	guidance per diem
	Include: Transportation, entry to El Espiritu de la Montaña view and Camping, (It doesn't include the camping tent).	\$ 10
	Day 2	
	Tour to El Golfo de Fonseca with destination to Isla Conchaguita and Brisas del Golfo Restaurant.	
	Boat's rent \$100.00	
	Lunch in the Restaurant: \$15 pp x 16 persons = \$240.00	

Other expenses linked to the confirmation of the administrative office.

Mobility: desk and chairs for the office: \$250.00

Archivist \$ 150.00

Stationary and supplies: \$ 50.00

TOTAL \$ 450.00

ROUTE AND SCHEDULE	
Viewpoint "Mountain Spirit" (Conchagua volcano)	<p>DAY 1</p> <p>10:00 AM point start at Salvador del Mundo to arrive at 3:00 PM</p> <p>3:00 PM Exploring and camping are the activities that are going to be done.</p> <p>In the lookout, tourist are going to be able to see:</p> <p>Isla Conchaguita</p> <p>Isla de Meanguera</p> <p>Isla Martín Pérez</p>

	<p>Isla Punta Zacate</p> <p>Isla Garrobo</p> <p>Isla Cosigüina (Nicaragua)</p> <p>Isla El Tigre (Honduras)</p>
Gulf of Fonseca	<p>DAY 2</p> <p>9:00 AM to 11:00 AM</p> <p>Here, there are a lot of restaurants where tourists can enjoy local food, also if they are into fishing; they are able to do so with help from locals.</p>
Family Park	<p>DAY 2</p> <p>12:00 PM</p> <p>This park has a perimeter wall where tourists can take amazing photos, a basketball court, an amphitheater, a fountain, a mural and the lighthouse from which you can see the Gulf of Fonseca.</p> <p>It also has green areas, a recreational area for children, a rest area, a food court and a handicrafts store.</p> <p>3:00 PM</p> <p>Time to return</p>

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