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SCHOOL OF ARTS AND SCIENCES  
DEPARTMENT OF FOREIGN LANGUAGES**



**TOPIC:**

**TOURIST SERVICE: GÜIJA TOURS**

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## ABSTRACT

Since this project is about tourism, let us start with the meaning of tourism. According to the article “Introduction to Tourism” written by Bob Holland: tourism means the temporary short-term movement of people to destinations outside the places where they normally live and work, as well as their activities during their stay at these destinations. It should be noted that all tourism should have some travel, but not all travel is tourism<sup>1</sup>. After introducing the word tourism, it is important to mention that El Salvador is a beautiful country that has plenty of richness for tourism, which has helped to transform the country in an attractive place to visit for local and international tourists. This paper is to present a touristic service that will be available in El Salvador; specifically, in the Güija Lake, Santa Ana. As stated in the objectives, the main aim is to provide entertainment and relaxation to tourists, highlighting the natural responsibility and the sustainability of the country. The project presented here has been structured in four chapters. The first chapter describes the tourist service and its characteristics. In the second chapter, it has been outlined the history of tourism, details about the country's cultural identity, and the strategic plan to develop the project. The third chapter includes: the entrepreneur profile, responsibility of the entrepreneur, and our market niche. The fourth chapter contains specific characteristics about our project such as: the slogan, mission, vision, and the table of costs. Finally, the last chapter contains the bibliography and webgraphy.

***Key words:*** tourism, tourist, travel, places, natural resources, cultural identity.

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<sup>1</sup> Introduction to Tourism written by Bob Holland

## INTRODUCTION

One's destination is never a place, but a way of experiencing life (Henry Miller)<sup>2</sup>. The most important thing about traveling is that it is the best way of learning, creating new perspectives, and exploring everything that exists pleurably. Nowadays, tourism is highlighted as one of the main industries in the world because it brings development, creates jobs, conserves countries natural resources, culture, and so forth. That is the reason why the study of tourism is very important these days.

In the following project, it is described a touristic service named “Güija Tours” that consists of giving a ride around a lake on a boat. First, they are presented the objectives that state the purpose of the touristic service. Then, it is described the justification which is the reason and importance of the service. In addition, Chapter I presents a detailed description of the tourist service, including name, location, touristic route, and tourist circuit, and so forth. Finally, it has been provided the application of some strategies for human development and sustainability.

The second chapter presents the history of tourism, explaining the history of tourism in general, including tourism in the early period, and modern tourism. Then, the history of tourism in El Salvador is explained, and the types of tourism that El Salvador has. Furthermore, information regarding the natural resources of the destination areas is presented. In addition, this chapter presents the Salvadoran cultural identity, customer management and the strategy plan for the touristic services.

Chapter 3 presents the entrepreneurial profile, the concept of the entrepreneur, the types of entrepreneurs, the entrepreneurial ecosystem, competencies and characteristics, the barriers to entrepreneurship and the success factors are presented. It also contains the responsibility of the entrepreneur. Likewise, it contains market niches, that is, the definition, strategy, elements to choose a market niche, and characteristics. In addition, it contains customer management and strategic alliances.

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<sup>2</sup> Quote by Henry Miller

Chapter 4 presents the logo and slogan of Guija Tours, which have been created by the work team. Therefore, this section presents the description of the logo, and in turn the colors used are described, and the reason why they have been used. It also contains the mission of the project. Likewise, the vision and values that are fundamental for this tourist service are described. Finally, this chapter contains the cost table, which presents the direct and indirect costs that güija tours have.

Chapter 5 that is the last but not least, presents the bibliography and webgraphy, which contains the sources of information that have been used to present the document, among them we can mention: websites, blogs, pdf books, videos, among others.

## **OBJECTIVES**

### **GENERAL OBJECTIVE:**

- ✓ To provide entertainment and relaxation to tourists, making awareness about the natural and cultural assets and developing the local economies of the people.

### **SPECIFIC OBJECTIVES:**

- ✓ To develop the local economy of people in El Salvador.
- ✓ To make people conscious about the importance of taking care of the natural resources and cultural assets in El Salvador.
- ✓ To provide people a sense of relaxation after being stressed with their hectic schedules at work.

## JUSTIFICATION

Tourism is considered as one of the main trade and industry activities in the world that contributes to economic, cultural, and political advancement of various regions (Krippendorf, 1989). Therefore, the main aim of “Güija Tours” would be to bring development to El Salvador. First, families living in the country or outside of the country could come to have a pleasant time. Of course, this would be beneficial not only for the families, but also the people involved in becoming the tour a reality. In this way, people from all walks of life could invest in our country and contribute to developing the economy. Besides, the “Güija Tours” would allow the opening of many types of jobs so that many people could have an income and buy their needs. This would strengthen the local economy of the country.

It is important to mention that “Güija Tours” is designed to conserve cultural assets and traditions because it is pretended to share with people the historical origins of the lake or cultural information concerning El Salvador so that they could understand and explore the rich heritage and ancient history of an unknown place. A sense of cultural exchange between foreigners and citizens would be fostered in this type of service because it would create bonding among people of different languages and cultures. Moreover, it is planned to highlight the natural responsibility since the protection of the environment, natural resources, and wildlife is fundamental.

In general, the most important benefit of “Güija Tours” would be to give a sense of relief and relaxation to people when they are fed up with their hectic schedules, so it would be a pleasant gateway for people. In addition, the intention is to promote local development, make awareness about natural and cultural assets as well as create good relationships among countries.

# **CHAPTER I PRESENTATION OF THE SERVICE**

## 1.1. DESCRIPTION OF THE SERVICE

Güija tours is a service that provides great experiences and adventures. It covers the needs of recreation and learning. We are in a virtual modality (facebook and instagram). As “Güija tours” we organized every tour online, but we assigned a specific schedule.

Güija tour is directed to adults from 18 to 40 years. But restrictions apply (If a child or an elderly person wants to live this beautiful experience, they must be accompanied by a responsible adult, and that is for security purposes). This trip has a duration of one day. This trip only covers comfortable transportation from San Salvador to Santa Ana and vice versa, and the boat ride on the lake.



Note: retrieved from: El Salvador times

Güija lake is one of the best-known places in Santa Ana, especially for its natural beauty; It is also a border place between El Salvador (Santa Ana) and Guatemala (Jutiapa), so that its waters are shared by both countries. Also, The Güija lake has a Dry – Warm Tropical climate with temperatures of 24.2 C ° per year. Its depth is approximately 15 m, but in winter it is usually up to 31 m. The annual rainfall is 1,226 mm.

## Specific location



Güija lake is a border point located between Santa Ana department of El Salvador and Jutiapa department of Guatemala. It has a total extension of 45 km<sup>2</sup> in total, with an area of 32 km<sup>2</sup> within the Salvadoran territory.

Note: retrieved from: El Salvador mi País

Some activities we can do:

### ✓ **Rest and enjoy the view.**

Peace and tranquility are what abound in Lake Güija. So, it is easier to appreciate the incredible biodiversity of the area. From the moment you arrive, you will notice a unique freshness, ample vegetation, and all the sounds of nature.

It should be noted that the lake is a protected area, and that is why many of the plant and animal species of El Salvador can be easily seen in the surroundings. In addition, it is a Ramsar Site, so its biological composition is also essential to the world.

### ✓ **Enjoy watching Petrogravados.**

**Lake Güija** is a place full of magic and history, to such an extent that all along its shore, you can observe petroglyphs that, according to historical data, have their origin in the Classic and Early Postclassic periods.



These carvings were made by the first Mayan tribes that inhabited the area and have been preserved over time. Some figures represent the gods of spring, rain, and animals—a common characteristic in the artistic manifestations of the Pipils.

Note: retrieved from: El Salvador Viajar

### **Day of the trip:**

Starting point: Metro Centro San Salvador

Departure from San Salvador 6:00 am

Arriving 8:00 am

Instructions and recommendations 8.05 am.

Breakfast 8:20 am

Boat ride preparation 9:00 am

Boat ride 9:30 am

Lunch 12:00 pm

Guided tour at Güija lake 1:30 pm

Returning to San Salvador 3:00 pm

### **Offer details.**

✓ Included Services:

Comfortable transportation

- ✓ Boat ride
- ✓ Tour guide
- ✓ Walk
- ✓ Promotions could be available

**Non included expenses:**

- ✓ Food
- ✓ Other expenses

**Cancellation Policy**

- ✓ To receive a full refund for the experience, you must cancel it at least 72 hours before it begins.
- ✓ If you cancel the experience less than 48 hours before it starts, the complete amount paid could not be refunded.
- ✓ Any changes made less than 48 hours before the start of the experience will not be accepted.
- ✓ The cut-off time of cancellation is based on the local time of the place where the experience takes place.

**Recommendations for the trip:**

- ✓ Be on time, since to enjoy the day, it is ideal to be early, especially on weekends.
- ✓ Carry comfortable clothes for the boat ride and for a walk.
- ✓ Carry personal supplies such as: water, repellent, sun protection, hat, etc.
- ✓ Carry your own food, or if you prefer to buy it at the lake.
- ✓ Carry a bag to deposit the garbage.

**1.2. IMPLEMENTATION OF STRATEGIES FOR HUMAN DEVELOPMENT AND SUSTAINABILITY**

According to the document published by the Transparency portal of El Salvador<sup>3</sup>, which name is Tourism and sustainable development, we can say that: tourism has become one of the most dynamic activities worldwide. At present it is the third economic activity by the value of its exports, only behind oil and the chemical products industry.

It is worth mentioning that in more than 60 countries tourism is the main export economic activity and in 150 countries it is among the first five. That is why a plan must be created that works properly, in order to have sustainable tourism and thus be able to maintain and improve Salvadoran human talent. A poorly planned national tourism development design can also have consequences for the sector.

Just knowing the negative impact of bad tourism planning allows us to establish measures to control it and improve every aspect in relation to the sustainability of national tourism, since if it is not done, the profitability of the tourist activity deteriorates over time pass of the time.

Some of the recommendations or strategies to follow to maintain the sustainability of tourism are:

- ✓ When planning your trip, choose those suppliers that offer guarantees of quality and respect for human rights and the environment. Use natural resources, such as water and energy, sparingly. Remember that they are limited goods.
- ✓ Try to minimize the generation of waste. They are a source of contamination. When you have to dispose of waste, do it in the cleanest way that your destination provides.
- ✓ In a natural space, make sure that the only footprint you leave behind is that of your footwear.
- ✓ If you visit sensitive ecosystems, such as coral reefs or jungles, find out how to do it to cause the least possible impact and not degrade them.

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<sup>3</sup> Transparency portal of El Salvador

- ✓ When buying gifts and souvenirs look for products that are an expression of the local culture. It will favor the economy of the towns that welcome it and cultural diversity.
- ✓ Do not purchase flora and fauna protected by the MINISTRY OF THE ENVIRONMENT. It is a crime and contributes to its extinction.
- ✓ At your destination, enjoy getting to know the culture, customs, gastronomy, and traditions of the local populations. Respect them and get close to them, they have a lot to tell you.
- ✓ Try to contribute with your presence to the development of responsible and sustainable tourism, building with your trip a healthier and more supportive planet.

By following these recommendations, the tourist will contribute to conserving the biological wealth of the Earth and improving the development opportunities of many people locally.

# **CHAPTER II CONDITIONAL ELEMENTS FOR THE DESIGN OF TOURISM SERVICES**

## **2.1. HISTORY OF TOURISM**

### **Tourism in Early Periods**

Very little is known about the prehistoric period between 40,000 BC to 10,000 BC as no written records exist. The earliest archaeological records depict the westward movements of the Cro-Magnon man into Europe. Cave paintings around 20,000 BC in Lascaux are evidence of the existence of the Cro-Magnon man in modern-day France. (Tourism, n.d.)

Since the early times, people have been travelling from one place to another in search for food, for trade, for religious purposes and even for education. But this travelling was limited and restricted to places which were close by due to many reasons. There were lack of roads, unavailability of food, insecurity on the roads and even lack of knowledge of places as well as routes. At times travelling became easier when it was given royal patronage. A very good example of such travelling may be traced back to Maurya times in 262 BC. Because of royal patronage from emperor Ashoka, people could travel to far flung places like Patliputra (Patna), Lumbini, Kapilvastu, Sarnath and Gaya. At each place, memorials and rest houses were set up where travellers could rest. Trees were planted along the road to provide a comfortable journey to travellers. Harsh Vardhan was also a great supporter of Buddhism. He built many Dharamsalas for the travellers. A number of monasteries were also built for the pilgrims. This shows how travel facilities were being improved and travel was made easier. (Tourism, n.d.)

The first set of foreigners to visit India were perhaps the Persians. There is much evidence of caravans from Persia visiting India. Several expeditions crossed from Greece via Persia or Mesopotamia to India. Greek accounts reveal that in India, chariot roads were well laid out and horses, elephants and camels were a common mode of transport. There is also reference to trade, commerce and cultural exchanges between Persia and India. Hieun -tsang, a devout Chinese Buddhist came to India in 633 AD and found his journey hard and perilous. His mission was to collect and translate ancient Buddhist scriptures. (Tourism, n.d.)

In cities, bazaars provided access to goods brought from the hinterland. Travelers were accommodated in places meant for overnight stay. They were known as sarais and were built near the city gates where all services were provided to them. Entertainment and dancing halls were allowed; gambling was licensed and was a source of income for the state. During the rule of the Mughals, the emperors travelled extensively and contributed towards development of roads and other facilities. Even today we find remains of the past like the milestones, sarais and a network of roads and paths that make all parts of this vast country accessible. (Tourism, n.d.)

Vasco da Gama reached Calicut, on the western coast of Kerala, in 1498 and paved the way for trade and commerce between India and Europe. The next to arrive were the Dutch and the British. The internal conflict among Indian Kingdoms provided opportunities to the foreign traders to gradually establish their political influence. Amongst them, the British emerged as winners and gradually captured power from Indian rulers. Their influence grew with time and finally they took charge of the entire country. Soon they developed a network of railways in India which proved to be a great means to move from one place to another. (Tourism, n.d.)

### **Modern Tourism**

Tourism emerged as an important cultural activity in the United States in the 1820s as steamboats and canals allowed for greater mobility and the nation's writers and artists focused their attention on American scenery. Their work conferred value on the scenes represented and helped shape the vision of the tourists who visited them. Drawing on this body of material *Sacred Places* examines the vital role that tourism played in fulfilling the cultural needs of nineteenth century Americans. America was a new country in search of a national identity. Tourism offered a means of defining America as a place and taking pride in the special features of its landscape. (Sears John F. 1999)

Indian railways were the biggest infrastructural facility in the field of transport for domestic travelers. The first train was introduced in 1853 between Bombay (Mumbai) to Thane mainly for commercial purposes. The rail network in India increased the possibility of travelling in comfort. Soon the movement of international tourists got enhanced with the introduction of air travel in the country. The air transport was born on February 18, 1911, when the first flight was operated from Allahabad to Naini Junction, about 10 km away. But the real beginning took place on October 15, 1932. On this day, JRD Tata took off on a flight with a single engine from Karachi to Mumbai (then Bombay). He is known as the father of Civil Aviation in India and the founder of Air India. These two periods are very important in terms of the transportation. The roads and water ways were in operation since ancient times. All form of transport systems have contributed immensely to the tourism industry. (Tourism, n.d.)

Tourism, due to its position as the world's largest and most dynamic industry, has drawn contributions from diverse disciplines in social science. Academic fields such as anthropology, sociology and geography have only recently begun to focus on the field of tourism history (Walton

2005). Although tourism is a relatively new field for history study, there is an increase in tourism studies from a historical perspective. Such increase in historians' interest has also had the effect that journals such as the long-established Journal of Transport History now increasingly deal with issues of travel and tourism (Walton 2005). Moreover, the growing interest in tourism within the discipline of history has resulted in the establishment of a new academic journal entitled 'The Journal of Tourism History', with the first issue having been launched in 2009 (Walton 2009).

### **Thomas Cook**

Thomas Cook is the world's best-known name in travel, thanks to the inspiration and dedication of a single man. Thomas Cook began his international travel company in 1841, with a successful one-day rail excursion at a shilling a head from Leicester to Loughborough on 5 July. From these humble beginnings Thomas Cook launched a whole new kind of company – devoted to helping Britons see the world. (Munaf)

On 9 June 1841 a 32-year-old cabinet-maker named Thomas Cook walked from his home in Market Harborough to the nearby town of Leicester to attend a temperance meeting. A former Baptist preacher, Thomas Cook was a religious man who believed that most Victorian social problems were related to alcohol and that the lives of working people would be greatly improved if they drank less and became better educated. As he walked along the road to Leicester, he later recalled, 'the thought suddenly flashed across my mind as to the practicability of employing the great powers of railways and locomotion for the furtherance of this social reform'. (Munaf)

At the meeting, Thomas suggested that a special train be engaged to carry the temperance supporters of Leicester to a meeting in Loughborough about four weeks later. The proposal was received with such enthusiasm that, on the following day, Thomas submitted his idea to the secretary of the Midland Railway Company. A train was subsequently arranged, and on 5 July 1841 about 500 passengers were conveyed in open carriages the enormous distance of 12-mile and back for a shilling. The day was a great success and, as Thomas later recorded, 'thus was struck the keynote of my excursions, and the social idea grew upon me'. (Munaf)

During the next three summers Thomas arranged a succession of trips between Leicester, Nottingham, Derby, and Birmingham on behalf of local temperance societies and Sunday schools. Within these limits many thousands of people experienced rail travel for the first time, and Thomas

was able to lay the foundations of his future business. He later described this period as one of 'enthusiastic philanthropy' since, beyond the printing of posters and handbills, he had no financial interest in any of these early excursions. (Munaf)

Thomas Cook's first commercial venture took place in the summer of 1845, when he organized a trip to Liverpool. This was a far more ambitious project than anything he had previously attempted, and he made his preparations with great thoroughness. Not content with simply providing tickets at low prices - 15 shillings for first-class passengers and 10 shillings for second. Thomas also investigated the route and published a handbook of the journey. This 60-page booklet was a forerunner of the modern holiday brochure. (Munaf)

By the end of 1850, having already visited Wales, Scotland, and Ireland, Thomas Cook began to contemplate foreign trips to Europe, the United States, and the Holy Land. Such thoughts had to be postponed, however, when Sir Joseph Paxton, architect of the Crystal Palace, persuaded Thomas to devote himself to bringing workers from Yorkshire and the Midlands to London for the Great Exhibition of 1851. This he did with great enthusiasm, rarely spending a night at home between June and October, and he even produced a newspaper, Cook's Exhibition Herald, and Excursion Advertiser, in order to promote his tours. By the end of the season Thomas had taken 150,000 people to London, his final trains to the Exhibition carrying 3,000 children from Leicester, Nottingham, and Derby. (Munaf)

Thomas continued to expand his business in Britain, but he was determined to develop it in Europe too. In 1855 an International Exhibition was held in Paris for the first time and Thomas seized this opportunity by trying to persuade the companies commanding the Channel traffic to allow him concessions. They refused to work with him, however, and the only route he was able to use was the one between Harwich and Antwerp. This opened the way for a grand circular tour to include Brussels, Cologne, the Rhine, Heidelberg, Baden-Baden, Strasbourg and Paris, returning to London via Le Havre or Dieppe. By this route, during the summer of 1855, Thomas escorted his first tourists to Europe. (Munaf)

## **2.2. TOURISM IN EL SALVADOR**

The development of tourism in El Salvador had its beginnings in the 19th century, with the construction of railway lines to install the railway throughout the country, allowing the massive mobilization of the Salvadoran population to different places. (Menjivar, n.d.,)

In the third decade of the 20th century, during the administration of Dr. Alfonso Quiñónez Molina, the government of El Salvador, aware of the importance of promoting tourism in our country, by publicizing its advances, historical places, as well as show our degree of culture, helped the creation of the First Board for the Promotion of Tourism and Agricultural and Industrial Propaganda, on June 12, 1924, this Board had Dr. José Leiva as its first President. (Menjivar, n.d.,)

In 1930, seeing the need to promote tourism in the country, the Legislative Assembly created through Decree number 135 of August 14, 1930, the National Tourism Board, which would serve as a link between the Government and the Boards. Road Departments. (Menjivar, n.d.,)

In 1939, the Board of Ornaments for Highways, Spas and Public Gardens was created in each of the 14 departments of the Republic. In 1945, the Progress and Tourism Boards were founded, which would be in charge of everything related to material progress for the benefit of tourism. (Menjivar, n.d.,)

In 1947, tourism being an excellent means of development, the efforts of the government and private companies were combined to create the General Board of Tourism with a public utility character, considering that it was the duty of the State to promote the material and cultural development of the country. In 1948, the General Board of Tourism was created and the construction of a Network of Turi centros throughout the country began, in order to provide healthy recreation to Salvadoran families. (Menjivar, n.d.,)

In 1961, the Salvadoran Institute of Tourism (ISTU) was created, which would be related to public powers through the Ministry of Economy. Among its main attributions was the elaboration of projects for the promotion and development of tourism in El Salvador, the regulation of tourism companies, the management of tourism heritage and the protection and maintenance of tourist areas. (Menjivar, n.d.,)

The decade of the 70's These have been considered the golden years of tourism in El Salvador, with a life economic and political economy characterized by relative stability. Two factors drove the development of the hotel infrastructure: first, the motivation of the private

initiative when identifying the profitability of this type of investments; second, tax incentives and credit facilities granted to the sector. In 1979, it was the beginning of the political crisis and the climate of violence that led to the outbreak of war a year later. During this period increased disappearances and murders and some businessmen were kidnapped by leftist military organizations (such was the case of the president of the ISTU, Mr. Roberto Poma). The international press spread the image of belligerence and the country was declared as dangerous for tourists. This is how the influx of travelers reduced to the levels of seven years ago; in 1980 the lowest quota of Visitors in 15 years. (Reyes Quintanilla et al., 2013,)

The starting point of tourism in an organized and systematic way in the country began in the 1960s'. The first official entities to promote tourism were created in those days. The Salvadoran Institute of Tourism (ISTU, Spanish acronym) was created in 1961, as an official governing entity. Its main responsibilities included the creation of projects to promote the development of the sector, the regulation of tourist enterprises, the management of the national resources and the presentation of regular reports on the progress of the sector (Bacci, 1993).

Starting in 1968, ISTU facilitated the monitoring of the sector by publishing detailed statistical bulletins on the influx of tourists to El Salvador. The Tourist Industry Development Law of 1967 provided fiscal incentives to companies affiliated with the national tourism system. In addition, The Central American Integration Program improved the economy by increasing exportation; and the competitive coffee market prices of that period placed El Salvador in a relative economic prosperity state.

When Colonel Arturo Armando Molina became president in 1973, the style of government introduced, included a careful planning of systematic arguments for prioritizing certain sectors of the economy. It was then, when tourism began to be viewed as an activity capable of generating substantial foreign exchange and employment which lead to a “boom” in the tourist industry, placing El Salvador as a tourist destination of sun, sand, and beaches, was a key factor for that “boom” (López and Ayala, 1993).

During the same period, more infrastructure was built that directly benefited tourism: some highways were restored, and the Comalapa International Airport was built. The construction of several luxury hotels was done in order to keep up with that plan.

During 1975, The Miss universe event was carried out in El Salvador had as a result, several events related to tourism. This credited to the country the title of “1975 year of tourism in El Salvador” (Herrera, 1975 as cited by Bonilla, 1993). The construction of the Cuscatlán transoceanic airport equipped with the most modern techniques and service facilities made the country a main gateway and an airport for Central America.

### **Tourism during the Armed Conflict in El Salvador**

In 1979, a political crisis and a climate of violence began, more missing persons and murders appeared, and some businessmen were abducted by the leftist military organizations. The International press spread the image of war, and the country was declared dangerous for tourists. In consequence, the influx of tourists diminished to the levels of seven years before, and in 1980, with the beginning of the armed conflict and the environment of violence the number of visitors dropped even more, to those of the 1960 (Marti, 2004) Tourism stopped, and the only foreign visitors who came to the country were those who had to do with the armed conflict: officials from international organizations, military advisors, leftist collaborators and journalists.

The peace accords between the Salvadoran government and the opposition forces were signed in January 1992, in consequence, many positive changes occurred, and the tourism sector emerged again. This historic event brought the visit of numerous international observers that witnessed that signing.

### **The Role of the Salvadoran Tourist Institutions**

The Salvadoran Corporation of Tourism (CORSATUR) was founded in 1996, whose principal labor was the promotion of tourism of sun and beach and of the international businesses. Since the end of the armed conflict and the creation of CORSATUR, the tourism sector began to rise in relative importance with the Salvadoran economy. Many organizations related to arts and culture reappeared after the peace agreement. The civil society created new institutions with the purpose of preserving and diffusing the Salvadoran cultural patrimony: The Salvadoran Foundation of Archaeology, FUNDAR (Spanish acronym) in 1996, the Pro Popular Art Initiative INAR (Spanish acronym) in 1997 and the Museum of Art of El Salvador MARTE (Spanish acronym) in 2000, among others. Later the government gave these institutions some funding to facilitate the promotion of some of their programs.

Even though, there were incentives destined to develop the tourism industry, the government placed the tourism as its last priorities, putting as first the strengthening of the democracy, the political structures, and the social development. By 2001, El Salvador did not have an incentive law for the tourism sector. A law that will provide the tourism activity with a juridical framework was approved by the Congress until 2002.

In 2004, the Ministry of Tourism MITUR (Spanish acronym) was founded, which included the ISTU and the CORSATUR, in order to be the generator and facilitator of tourism and to promote the country as a touristic destination with the coordination of private sector and governmental institutions.

The government of El Salvador has been continuously working to progress the tourism industry. As a result, the “National Tourism Plan 2014” was created, and special emphasis was placed in order to increase the arrival of travelers to the country. At the end of 2006, the Four Central America countries, El Salvador, Guatemala, Honduras, and Nicaragua (CA4) decided to open their borders, in this way, all the CA4 citizens could travel in the area without requiring any additional paperwork. Moreover, in October 2007, El Salvador also declared that all flights from the CA4 region were national flights, in this sense; the country eliminated all borders checks with these countries.

### **Achievements of the “2014” Plan.**

For 2006, the “National Tourism Plan 2014” showed that the international community had a distorted image of El Salvador; in January of the same year, attempting to eliminate this notion, the government developed a country brand campaign, focusing on the positive aspects of the country’s culture under the slogan, “El Salvador, impresionante” (El Salvador impressive). This strategy was sought to create strong ties between the international community and the Central American countries. In 2006, the government also launched a publicity campaign, using soccer and other sports teams to promote El Salvador. Bearing the logo, “Visit El Salvador,” the campaign appeared in Spain and later in other countries.

In July 2007, El Salvador became the first country in Central America to establish a tourist police department (Politur), which was created to protect and inform all domestic and foreign tourists travelling around the country. Under this new tourist security system, travelers in diverse

areas receive assistance, such as price controls, security, and tourist information. Distributed in 20 strategic points in the whole country, the bilingually trained police are backed by a call center, which gives specialized information to the tourist 24 hours a day, seven days a week. Politur's work is coordinated with the District Attorney's Office and the Supreme Court; these institutions have created a multilingual office that enables tourists to present any legal complaint they might have.

However, aspects of the international economic situation differ from when the Federal Tourism Plan for 2014 was drafted, such as the constant changes in oil prices, the devaluation of the US dollar versus the Euro, changes in tourist travel patterns and more. In this matter, also Mr. Rochi stated in 2008 that "This new reality, at home and abroad, brings the need to revise and update what the country has done thus far. For this reason, this national discussion is considered important for adjusting the Federal Tourism Plan for 2014 and extending its reach to 2020".

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

In El Salvador there are many types and forms of tourism in accordance with the particular interest of tourists and depending on the purpose or objective that motivate the travel. All these activities are promoted and regulated by the MITUR, the CORSATUR, and Tour Operators. The most important types are the following:

- **Sun and beach tourism** are leisure activities that a visitor takes on the shores of a country to enjoy the sun and the beach. This type of tourism occurs in coastal towns where there are beaches and most of time, weather conditions are sunny with mild temperatures (25 to 30 ° C). In El Salvador we see it in more than 45 beaches, which include El Sunzal, La barra de Santiago, Metalío, Los Cobanos, El Palmarcito, San Diego, Costa del Sol among others. It's often selected by people who reside in places where the weather is rainy or cloudy for much of the year and with low temperatures. It is also an option for the people who have not beaches near their homes.

- **Cultural tourism:** is the one that motivates the approach to the heritage of the place visited. Specifically, when the tourist attraction is some kind of human production, a work of art or a set of them, a culinary tradition, a building or an architectural ensemble of very peculiar characteristics or a dance. Its purpose is to visit the cities, museums, monuments, art galleries, historic neighborhoods, ruins, archaeological sites, and theaters that have historical value and / or artistic,

but also the coexistence with indigenous communities. This can be found in Concepcion de Ataco, Nahuizalco, Ilobasco, La Palma, San Sebastian, Cihuatan, Chalchuapa, Casa Blanca, Suchitoto and others.

- **Rural tourism:** takes place in small rural towns where it is possible the contact with nature. Its attractions are the peace of the countryside, flora, fauna, and the beauty of the landscapes. Like in Perkin with the Perquin creek, El Rosario village and Espiritu Santo grottos. Also, in Arambala the tourist can go to the famous El Muerto prairie, El Pericon hill and the Sapo river, known by his natural beauty and his controversial history.

- **Ecotourism:** characterized by visiting places where the chief charm is nature. It consists of visiting geographical areas relatively undisturbed, in order to enjoy and appreciate its natural and cultural attractions, through a process that promotes conservation, has low environmental impact and encourages the active participation of local people in planning processes and in the distribution of its benefits. This has been denominated by the MITUR as Ruta mil cumbres, that includes the forest of Chaguantique, Jiquilisco bay, the Tecapa volcano, and Alegria lagoon and the city of Berlin.

- **Business tourism:** is more about the travel business, dealers, exporters, importers, traders, and others performed to various destinations in order to contact or locate producers of various consumer goods for the purpose of purchasing the same or a price quote with the same objective. But in addition, business tourism is also done by those who wish to sell these products in national or international fairs, or as in the case of those who sell services, made trips to fairs, congresses, seminars, etc.

- **Adventure tourism:** it is an activity that involves a risky, “dangerous” and an exciting experience from the tourist point of view. The term is often used to refer to activities with some potential for physical danger, such as skydiving, mountain climbing, and other extreme sports. In El Salvador the tourist can also scuba dive in the Coatepeque lake, or surf at the famous beach El Tunco, or even rappelling at La Puerta del Diablo.

### 2.3. NATURAL RESOURCES

Güija lake: natural beauty is just one of the natural attractions that you can find in Güija Lake, since this lake has two natural resources that are extremely important for the environment, which are flora and fauna.

This lake is shared by El Salvador and Guatemala. In the Salvadoran part are the islands of Teotipa, Tule and Iguatepec, in the latter numerous pieces of pre-Columbian ceramics have been discovered. Also, it is important to mention that our country has the advantage of having a tourist area, since Guatemala has an agricultural area, and that is not bad for that country, because they also have tourism with the agricultural, but our country has the beauty of the lake, and all its nature that accompanies it.

The landscape that you will see from the small islands inside the lake is intensely green, a consequence of abundant vegetation, thanks to its natural wealth, this lake became a wetland of international importance, the vegetation that stands out the most is el nance, el cedro, el volador, la caoba, el granadillo, el caucho and el chichipince.

On the other hand, it is also the ideal habitat for birds such as the quetzal, the mockingbird, and the American lark, that is, you can find various species of migratory birds, as well as numerous lizards and snakes, such as boas and vipers, for this reason it is better than always go accompanied by guides. In Addition to this, Nestor Herrera, and Ricardo Ibarra Portillo, both Salvadoran researchers (Herrera, 2023), recorded 59 aquatic species in the lake. Among its discoveries, the following stand out: La Cerceta Aliazul, Pijiji Canelo, Gallareta Americana, Pijiji Aliblanco, y Pato-boludo menor.

In addition, the researchers mention in their text“Waterfowl of Lake Güija”, El Salvador and Guatemala” which is the only place in El Salvador where the Garza Agami is recorded.

#### **2.4. SALVADORAN CULTURAL IDENTITY**

Salvadoran cultural identity is very broad, as it has a variety of spiritual, physical, and social expressions. Which stand out to us internationally and these aspects represent us as a country with great cultural importance. Salvadoran culture represents the history of our population through time.

To learn about our cultural heritage, we will present the important aspects of our country to highlight, and we will focus on the Metapán area where Lake Güija is located, where we will be offering our tourist service.

As intangible tourist resources we have the following:

### ***Legends and stories related to Lake Güija***

**Güija lake legend:** according to ancestral legends, many years ago, in place of the lake there was a pre-Columbian city, called Güijat, but when the lake was formed as a result of the eruption of the San Diego volcano, it released a lava flow that obstructed the waters of the Ostua River, which born in Guatemala, thus closing an entire valley in which this body of water was formed, leaving the city submerged and today, according to legend, this lost city can be seen within the waters and at certain hours, the Virgin of Taxis, who was in the village church, go to gets bath in its waters (Omar N, 1993).

**Etymology or Origin of the name:** the true origin of the name Güija is not very clear, it is believed that it derives from the k'iche' voices Hui or Güi, which means Summit or Height, and Há, which means Water or River, which should literally be translated as Water from the heights, in another version of the etymology, in the Nahuat Pipil language, this lake was called “Lake Huitzia” – “Huitzi” which means thorn, “a”: abundance: “place where thorns abound”, but that due to the complicated pronunciation of the Nahuat word, for the Spanish, they called it Lago de Güija (Omar N, 1993)

**Myths and legends:** the flooded city as we already mentioned, an old legend that is told among the inhabitants says that in the past there was a Mayan indigenous settlement there, which was buried with the formation of the lake and at night you can see the lights of the submerged ghost town (Omar N, 1993).

**The Virgin of Taxis:** it is also said that, at the bottom of the lake, the city had a church that was dedicated to the "Virgin of Taxis" and that for this reason, it fills the surface at night with the Virgin of Taxis to bathe, in a indirect allusion to the other legend of the "Siguanaba", but without its other characteristics of evil spirit (Omar N, 1993).

**Güija's Serpent:** another legend regarding the lake of Guija, is the Güija Serpent, which says that deep in the lake there is a huge stone temple inhabited by a giant snake, which was sent by a god to destroy the town that lived there. remains flooded, in said temple, buried by the waters, there is an enormous treasure of gold, jewels and precious stones, but those who have dared to dive in search of it, are caught by the serpent and devoured by it (Omar N, 1993).

**Gastronomy:** in the area of the Güija lake we find a great variety of foods. In the sector, there are two important restaurants which offer a wide variety of typical Salvadoran food, as well as seafood and derivatives thereof. Among the most exquisite dishes we can find the famous cocktails (a wide variety of cocktails), fried fish, mostly fish called mojarras, and they also offer different types of soups (the soups are mostly made from fish and crabs).

The two most important restaurants are:

El Gavilan Ranch

Offers: Cocktails, fish, mojarras. Food like chicken, meats etc. All at a good price and they are located next to the lake.

Address: Lake Güija

Hours: 10:00 a.m. - 10:00 p.m.

Telephone: 6149 0133

Restaurant Desague

Offers: cocktails, fish, mojarras. Food like chicken, meats etc. All at a good price and they are located next to the lake.

Address: Lake Güija, Closed the figures, The Desague

Hours: 10:00 a.m. - 9:00 p.m.

## **Festivities**

Santa Ana, Metapán and its patron saint festivities

The festivities take place from June 20th to 29th in honor of San Pedro Apóstol. The mayor's office prepares a series of artistic, cultural, and recreational activities for nationals and foreigners to enjoy.

The municipality of Metapán, in the department of Santa Ana, elects every June 16th the new sovereign of its patron saint festivities, which are celebrated in honor of San Pedro Apóstol.

More than 11 ladies, representatives of different neighborhoods and institutions always participate. This competition seeks to crown the highest title of Metapanecan beauty through different stages, including opening, casual dress, typical dress, and evening dress.

The inhabitants live a spectacle full of beauty, color, merriment, music, and many surprises. When the festivities take place, you can notice the euphoria of the tourists and residents when they support their favorite candidate. Among the activities that people can enjoy is the metapaneco carnival, which is attended by national and international artists.

## **2.5. CUSTOMER MANAGEMENT.**

Customer management includes all those strategies and techniques that a company carries out to manage relationships and interactions with customers, both potential and existing. importance, C. m. (2022, March 7)<sup>4</sup>

There are some benefits of customer management that are very useful to take into practice in our tourist service.

- ✓ Define your customer profile

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<sup>4</sup> Customer Management: What It Is and What is the importance.

Customer management is defined as a company's efforts to provide excellent customer service and experience. (Silva, 2020)<sup>5</sup> It is very important to know the customers, and in that way, we can know how much they are willing to pay for a service, also know what are the needs they have regarding the service that will be provided, since we will realize how to provide a reliable service, which fits their needs and interests.

✓ Sales

Based on our tourist service it is important to identify the prices that are handled, to take them into account when deciding the prices we will have in our service, and be competitive for different strategies in which the service will not be given away only to keep more customers, but to provide a service that can adapt to what people are looking for, and stand out for the quality of the service provided and not for the price. Just to give you an idea, if we provide a service that adapt the needs of customers, even if we do not have the lowest prices, people will say that they feel safe, and comfortable with the service we are providing, so, they will say that they are paying for the quality of the service, and in that way it will be better to sell the service.

✓ Satisfaction

Keeping a customer satisfied not only builds loyalty, but also has a positive effect on other potential customers since the opinions of other consumers have a great influence. importance, C. m. (2022, March 7) We know that as customers, many times we are afraid to buy a new product or service, and most of the time we wait for a person close to us to buy it first, and if that person gives us a good recommendation, then we feel confident to buy something new. So, considering this, in addition to the publicity that will be made, we will also make videos about the experience of people who have already lived the beautiful experience of traveling with us and want to tell what they lived.

✓ Good treatment with collaborators

Happy employees do a lot for your business. But how do you keep them satisfied? In addition to a healthy work environment where aspects such as motivation and training are valued, providing the necessary tools for good collaboration between teams is essential for the success of

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<sup>5</sup> *Customer management: how to do it in 3 stages?*

customer management. (Silva, 2020)<sup>6</sup> It is very important to take into account the opinions of each of the workers, so in this way a better service is provided, since in the end regardless of the function of each collaborator, we are all part of the same company, and the main objective should be that the company works in the best possible way.

✓ Management of customer service complaints and claims

The management of complaints and claims is important because believe it or not it helps to foster customer loyalty. If you take into account that 79% of companies ignore the complaints and claims of the clients, surely you are ahead if you work to solve the problems of your consumers. Good practices to implement in this type of management are:

1. Facilitate the registration of complaints and claims.
2. Comfort your clients in the first contact.
3. Generate direct actions and prevention.
4. Follow up on complaints and claims.
5. Offer definitive solutions. (Silva, 2020)

If we take this into account, we will have more customer loyalty, since with these actions they will feel heard and feel that we value what they want to tell us, and at the same time it will help us to improve the quality of the service that is being provided.

Marketing:

Since nowadays everything has more advertising on social networks, we have decided to use platforms such as Facebook, Instagram, and WhatsApp to publicize our tourist service, which is Güija Tours. That is why in order to publicize our tourist service in a dynamic, simple, and interesting way we will use Facebook and Instagram to post photos and videos about the route of our tourist service. Also, if customers want to tell the experiences lived in our touristic service, they will have the opportunity to do it, and we will edit and upload those videos, and this will be a good way to win more customers, since through the references and satisfaction that our customers have with us, they attract more people to use the service we are providing. And in order to attract

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<sup>6</sup> *Customer management: how to do it in 3 stages?*

people to tell their experiences lived with our service, we will offer them a small discount for their next trip.

Through WhatsApp we will provide more information in real time about tourist trips in order to solve possible doubts or questions that customers have about the trip. In addition, it will be used to add customers who already exist, in order to upload status of tours and current promotions. On the other hand, this means will also be used to send a small survey to customers in order to know their experience with our touristic service, since in this way it will help us to know in which areas we should improve and in what way we can attract more customers, this survey will also ask to rate the attention provided.



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## 2.6. STRATEGY PLAN

Quality Control: we are going to use the following table that contains the action, the person responsible and the improvement that we will implement and improve in our tourist service.

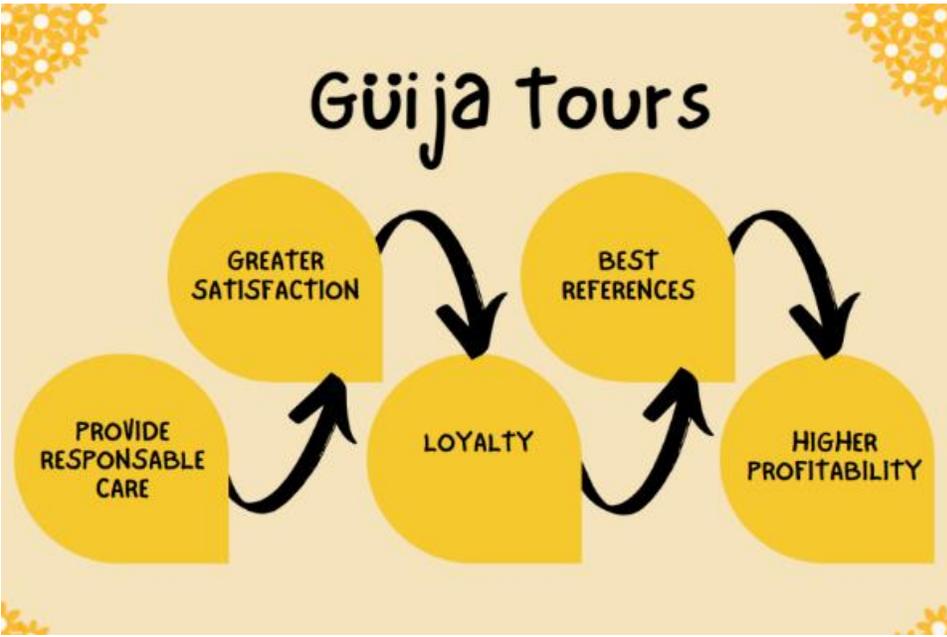
**Table 1**

*Table to improve our tourist service.*

<b>Action</b>	<b>Responsible</b>	<b>Improvement</b>
<p>An official advertising page will be created on Facebook and Instagram to publicize the service that will be provided.</p> <p>With the help of videos and images, the tourist route, and the place to be visited will be announced.</p> <p>A number will be used with WhatsApp Business for more information about tourist trips with the purpose of resolving possible doubts or questions that clients may have about the trip in real time. In addition, it will be used to schedule existing clients, to upload tour statuses and current promotions.</p>	<p>Jesus Olaizola</p> <p>Marcos Márquez</p> <p>Jesus Olaizola, Marcos Márquez and Carolina Caceres.</p>	<p>Children under 7 years old pay half a ticket or free if the responsible takes them in the same seat.</p> <p>By purchasing every 6 tickets, the next one will have a 50% discount.</p> <p>By purchasing 5 tickets, you participate in the raffle for a ticket.</p> <p>If a person looks for us for the second time or more, they will be given a 5% discount on their tickets.</p> <p>Customers who want to tell their experience on the tours (storytelling) will have a special 50% discount.</p>

Action	Responsible	Improvement
<p>Brochures will be created that reflect what tourists will find at the destination. These brochures will be delivered in shopping centers.</p> <p>Storytelling will be used, that is, videos of customers expressing their satisfaction with our service will be shared.</p>	<p>Jesus Olaizola, Marcos Márquez and Carolina Caceres.</p> <p>Carolina Caceres.</p>	<p>Purchasing 60 tickets or more, each person is provided.</p> <p>with a snack. (sandwich and juice or some souvenir) that is subject to change</p>

For the purposes of achieving our goals as a tour operator we will have a quality scheme that will lead to our goals.



Created and adapted from Canva by the team.

# CHAPTER III

# ENTREPRENEUR

# PROFILE

### 3.1. ENTREPRENEUR CONCEPT

According to Cambridge Dictionary<sup>7</sup>, an entrepreneur is a person who attempts to make a profit by starting a company or by operating alone in the business world, especially when it involves taking risks.

As a team, we defined entrepreneur as the following:

An entrepreneur is a daring person who stands out from others due to his courage and passion to create and materialize an innovative and effective idea. Entrepreneurs have specific skills because they are capable of identifying and creating opportunities, reinventing themselves when necessary, changing strategies, leading processes and organizing a project from the beginning to be able to transform it into a profitable business in the market and obtain personal and social benefits. The entrepreneurial person leaves their comfort zone, looks for the necessary resources to launch a life project, taking on challenges and accepting defeats in order to achieve the success of carrying a product or service responsibly and achieving financial freedom.

#### 3.1.1. TYPE OF ENTREPRENEUR

Based on Entrepreneurship Manual written by José Enrique Bóveda, Adalberto Oviedo, and Ana Luba Yakusik<sup>8</sup>, in which it is described several types of entrepreneurs, we considered to be internal or intrapreneurs and social entrepreneur.

**Internal or intrapreneurs** are those workers with a business vision, who invest enough time in innovative ideas from within the companies through open processes that collect, mold, improve and channel them in the form of a business, benefiting themselves and the growth of the company in which they provide their services. (Gifford Pinchot and Ron Pellman, 1999). Therefore, we consider ourselves people with a business vision, we believe that we can innovate because we have the ability to create new ideas and launch our project.

**Social entrepreneur**, in this category there is a variety of entrepreneurs who combine non-profit ventures, they differ in the special care they take when managing their operations and the

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<sup>7</sup> Cambridge Dictionary

<sup>8</sup> Manual de Emprendedorismo

social and environmental impacts that they may generate. These are also characterized by incorporating into their strategies and policies transparency standards, labor practices that do not violate the laws, building good relationships in the community in which they operate, as well as respect for the environment, promoting a business model with sustainable approach. Thus, we identify ourselves as social entrepreneur because we are very cautious people, we plan and rethink ideas to enhance a business model centralized to sustainability, highlighting respect for natural resources. Furthermore, transparency is essential for us because in this way we create quality and trust in order to build good relationships with communities and the planet.

### **3.1.2. ENTREPRENEURIAL ECOSYSTEM**

According to the Entrepreneurship Manual written by José Enrique Bóveda, Adalberto Oviedo, and Ana Luba Yakusik<sup>9</sup>, an entrepreneurial ecosystem must create an environment where entrepreneurs can validate their ideas, simulate the business model, find reliable and supportive support to turn their ventures into sustainable companies, therefore, as a team we have decided to take into account the following elements:

**Market:** the contact networks that are fundamental for the development of an enterprise, which will be carried out in a creative and innovative way for the proper functioning of the tourist service.

**Policies:** real support from authorities and public organizations, such as the creation of a legal framework that favors the creation of our tourist service and its expansion.

**Financing:** bank financing, seed capital and investors who want to accompany the growth of the tourist service.

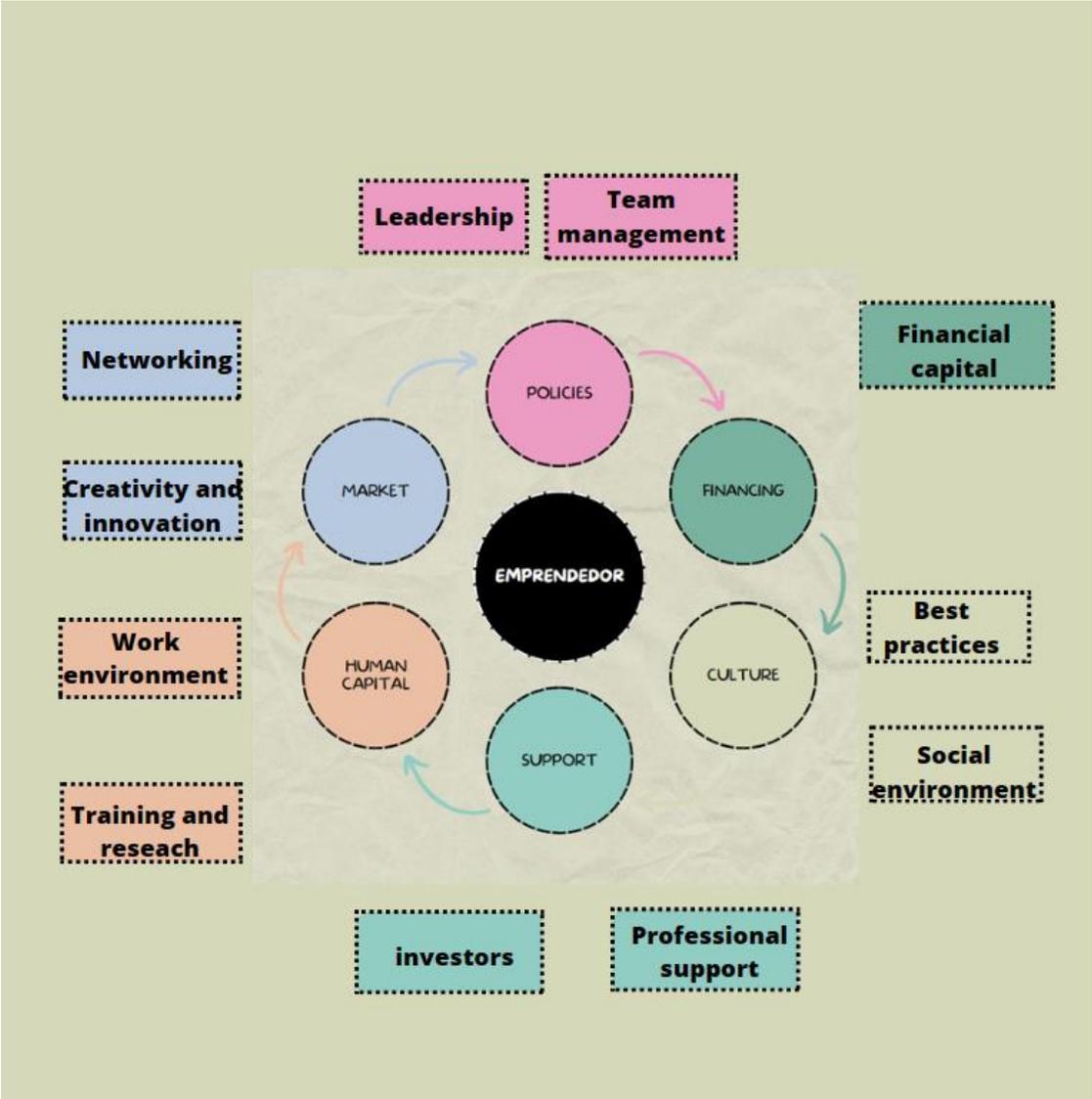
**Culture:** The culture of trust and collaboration that is developed allows for successful interaction. Helps entrepreneurs quickly find what they need at each stage of growth.

**Support:** legal and financial advisors, mentors, civil society organizations that support entrepreneurs, etc.

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<sup>9</sup> Manual de Emprendedorismo

Human capital: training, knowledge and experiences of individuals and the quality of teaching that develops entrepreneurial skills.



Created and adapted from Canva by the team.

### **3.1.3. COMPETENCES AND CHARACTERISTICS OF ENTREPRENEURS**

According to the blog, entrepreneurship skills by Sandra<sup>10</sup>, entrepreneurial skills are those qualities that a person must have to initiate and lead changes in their professional or personal environment. The globalization of the economy, the changing market where the life of products is shortened, a need for constant adaptation, more flexible and customer-oriented organizations, and the valuing of people as a source of competitive advantage causes the value of potential and not just knowledge. The job loses importance, and the person and skills emerge as the basis for team management.

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<sup>10</sup> What are the Skills of an Entrepreneur by Sandra

**Table 2**

*Competences and characteristics to develop the touristic service.*

<b>Competences</b>	<b>Characteristics</b>	
Linked to entrepreneurial thinking	Passion	The entrepreneur must really have passion for what he wants to achieve
	Vision	You must have a clear and defined goal of what you want to achieve.
	Determination and courage	It is known that problems are part of everyday life, so we must make the best decisions to provide solutions to any type of problem.
	Creativity and innovation	Something fundamental is that it is not about imitating, but rather generating new ideas to always have customer retention.
Linked to achievement.	Self-esteem	To obtain the desired results, we must remain extremely optimistic, confident in our ideas, that is, stay positive in everything.
	Perseverance	An entrepreneur must consider that he will not always be successful, but he must be persistent.

Competences	Characteristics	
Linked to achievement	Search for opportunities	Detecting an opportunity and taking advantage of it is a characteristic common to all entrepreneurs.
	Tolerance	The path of entrepreneurship does not offer guarantees of success, that is why it is important to be clear about what we want to achieve and have another plan in case the first one does not work for us, but without losing the objective.
Linked to commitment	Information search	Mostly if you are starting out in the world of entrepreneurship, it is important to search for information so as not to have such negative results.
	Responsibility	Responsibility is the basis of everything, but in this case, both with the team and with clients, it is essential to be responsible with what is offered.
	Planning and monitoring	Ability to divide our activities into steps, optimizing the time and resources necessary to achieve the objectives.
	Goal setting	It is not enough to stick to the plan, but to be clear about where we want to go and have the ability to know how to transmit it to the team.

Competences	Characteristics	
Linked to leadership	Teamwork	Knowing how to lead in a positive way and above all transmitting harmony.
	Construction of contact networks	Networks constitute their own capital that can become a competitive advantage.
	Problem solving ability	There will always be problems of any kind, and that is why we must have the ability to solve them in the best way to follow up on our objective.
	Initiative	Proactivity is an inherent quality of the entrepreneur. Without initiative, there will never be entrepreneurship, because there will be no resources or possibilities for growth.

#### **3.1.4. BARRIERS TO ENTREPRENEURSHIP**

A barrier to entrepreneurship is any obstacle that may exist to enter a sector of activity. Market entry barriers are obstacles of various natures, which conspire against a new company in its entry into a market (Herrera, Lucero and Jaramillo, 2015).

Lack of economic resources. This would be a very important barrier since it occurs when the business requires a large initial capital to operate in a certain sector. For example, in our case we will have to make a strong investment to be able to acquire basic services which would help us start the venture.

Access to suppliers. It can be a barrier if the production of any of the key inputs is concentrated in the hands of a few companies. For example, in our case we would work with restaurants and in the area where we will have our business there is little variety of restaurants, therefore, if there is not much variety this would mean that our business would not be carried out as planned.

Lack of experience in the industry. As a group we can say that this would be a barrier since we would launch ourselves into a new environment such as tourism and the lack of adequate preparation can lead us to not be able to carry out the venture in all its phases.

Climate change. This barrier is present every day, and as we know the tourism sector is highly vulnerable to climate change. In our case we take it as a barrier since if the weather is constantly changing it affects the ecosystem and thus affects us economically since customers will not want to use our services or products.

#### **3.1.5. SUCCESS FACTORS**

One of the main objectives of a company is to last over time, this is achieved through customer satisfaction, good relations with workers, recognition of new business opportunities, among other factors (PQS, 2023).

The most important factors to highlight that will lead us to success are the following:

Geographic Location. It is a key point in our product since it is located in one of the most important departments of our country and also has access to Guatemalan lands, which makes both countries related for the growth of our product.

Local history. This plays a fundamental role, since it helps us create a local cultural environment which mixes with our product, and this makes our product go beyond any other product in the area.

Natural resources. There are many resources in the area of our service, and these help our service have a better reach, since in the area there are, apart from the lake, rivers, mountains, estuaries, a great variety of animals, etc.

### **3.2. RESPONSIBILITY OF THE ENTREPRENEUR**

To highlight our touristic service, we will have a strong responsibility with clients, employees, society, environment, and we as entrepreneurs. We have clear that responsibility is very important to keep our touristic service running, so we describe each of them as the following:

#### **Clients:**

Our responsibility as a team of entrepreneurs is to train ourselves with the purposes of having the knowledge required to run our touristic service. It is important to do research about our service in general. Furthermore, we consider vital to run this business in a responsible way, by offering the best of ourselves, as well as knowing the laws and rights that apply to our service, and being responsible to our clients in any difficulty that may arise. If we do this in a cautious manner, we will provide a quality touristic service; and as a consequence, clients will have the finest satisfaction to gain credibility with our service.

#### **The employees**

Employees are a fundamental part of any company, and it will not be the exception in our touristic service. Thus, employees will receive not only the best treatment from us, but also a good environment to work because that is how we will generate trust and reliability with them in order

that they can show it to the customers as well. It will be essential to have a good relationship as a team and make decisions together. Besides that, a decent salary will be given so that growth is mutual between the touristic service offered and the employees.

### **The society**

The main objective of creating a product or service is to satisfy the needs of society, improve its quality of life, increase national income, and promote the growth of society. Therefore, entrepreneurs also inspire others to be responsible, creative, and supportive of their environment. and in this way, it allows generating new business opportunities, employment, innovation, economic and social development. and for everything to be correct, you must comply with the relevant government institutions that ensure the legality of the establishments.

### **Environment**

As an entrepreneur, you do not have to be only interested in the profitability of a service or product, on the contrary, you have to keep in mind the concern about climate change, and that is why in the product or service that is going to be developed, Measures to care for the environment must be taken into account, that is, all projects must be as focused as possible on caring for the environment, since in this way natural resources can be used, and at the same time we are contributing to the care of the environment.

### **Our responsibility as entrepreneurs**

As a group of entrepreneurs, we have concluded that the responsibility we have is to actively contribute to the social, cultural, environmental, and economic well-being and improvement of the area where our project will be carried out.

The greatest responsibility that we have to take into account is the well-being and improvement of the fauna and flora, since this is very essential for our project to remain active and thus not be participants in an environmental problem in the future. As is known, our tourism project takes place in Lake Güija, which is why it is important to be responsible for its care as well as the fauna and flora found in said lake.

### **3.3 . MARKET NICHE**

After reading, a market niche is a small part of the market in which needs are not being met adequately or with sufficient alternatives and that is characterized by being limited, specific, underserved and having people willing to pay what is necessary for such. to have solutions to their problems.

We can create a market niche using different categories or groups such as:

- Age groups.
- Gender groups.
- Income groups.
- Occupation.
- Values.
- Lifestyle.
- Needs.
- Time of consumption

#### **3.3.1 THE BLUE OCEAN STRATEGY**

This strategy consists of “simultaneously seeking differentiation and low cost to open a new market territory and create new demand.” In itself, the idea is to develop a new service that inaugurates a new segment and challenges the known structure of the industry through new business forms.

This theory maintains that market boundaries and industry structure, called red oceans, can be transformed. This strategy serves as a formula that can be applied by companies whose products or services are similar to others and that offer them to the same market.

The blue ocean strategy indicates that in the task of finding new opportunities and exploring new markets, first of all, it is important to follow four very important steps:

1. Redefine market boundaries to expand them, create new consumption spaces; this point covers the idea of trying to create new consumption alternatives in the service that we are offering to our market.

2. Keep the big picture in mind over the numbers rather than investing marketing efforts in obtaining statistics to make decisions, consider carrying out field work to observe the global dynamics of the sector to which your company belongs and analyze the answers obtained through a strategic table.

The idea of this market study is to determine what things can be better in our service or what things we are doing wrong and thereby improve.

3. Go beyond existing demand when trying this strategy, you should stop doing intense market segmentation to personalize the offer. Think not only about finding new ones, but especially those who become non-customers: what made them not take up your offer?

That could be a key to creating a more specialized offer. We must always ask ourselves in this step why they did not like our service and from there determine what offer can be created so that people who do not use our services in the future become our customers.

4. Ensures the commercial viability of the blue ocean validates the strategy to reduce the risks involved in entering unfamiliar business areas. To do this, ask yourself about the utility that customers will receive and the existence of possible obstacles to the value proposition.

To achieve the blue ocean strategy, you must be clear about the strengths and weaknesses that our service has and with this be able to create a plan with which our business or service remains in operation.

### **3.3.2 NICHE MARKET ELEMENTS**

According to Andreina Restrepo<sup>11</sup>, a niche is a specific solution that you can provide to a specific person, and that is why they decided to use the RFM formula: real fun marketing (recognize, fan, and monetize). The first thing is to recognize who the people are, to whom we are speaking, that is, to the people we are proving with our product or service. Then, fanaticize, that

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<sup>11</sup> Market niche by Andreina Restrepo

is, make them part of our community, see our content, and interact with us. Finally, monetize the relationship we have, the communication with our potential client through social networks. To do this, we must know the person well, that is, understand who they are, what their needs are, what they like, what worries them, and thus connect with potential clients, since our service does not meet everyone's needs, and That is why it is important to recognize those who will benefit from our service. and it is for that reason that we have decided on the following elements to choose our market niche:

Target Audience: national tourists between 18 and 40 years old who want to enjoy a nice trip to the lake. (restrictions apply)

Problem: the need for transportation to get and receive the tourist service, in this case the boat ride.

Desired result: provide comfortable transportation and a boat ride that helps them relax and get out of the common routine.

Secret sauce: As a tour operator, clients who use the two transportation services (going to the lake and the boat ride) will be receiving a present, such as a delicious, shaved ice made by the people who have their businesses in that place. Additionally, during the boat ride, you will have the opportunity to go with specialized people to talk to you about the history of Guija lake.

As a tour operator, we provide transportation and an incredible boat ride to national tourists who want to travel comfortably in order to relax, have a pleasant encounter with nature, and get out of the common routine taking into account satisfying their needs, in a responsible way.

### **3.3.3 THE MARKET NICHE OF OUR TOURISM SERVICE**

Guija tours for people from 18 to 40 years old.

One of the most important economic sectors in our country is tourism. However, there are still profitable untapped market niches in it. Guija tours for people from 18 to 40 years old is an example.

It is aimed at a very segmented audience: young people and adults who want to enjoy nature and learn about the history of the place while taking an incredible boat ride.

- ✓ It has an adequate market size since more and more young people and adults want to go out and enjoy their days off.
- ✓ It is the fraction of an already existing segment in the market, boat rides only for young people and adults.
- ✓ Provides a solution to a specific demand. People want to go on vacation or days off as they love to visit different places to have a good time.
- ✓ It is profitable since people may be willing to pay to enjoy a pleasant encounter with nature on their vacations or weekends.
- ✓ It is a free competitive market.

### **3.3.4 FEATURES OF OUR MARKET NICHE.**

After reading and analyzing our market niche, it has the following features:

- ✓ They are people passionate about tourism.
- ✓ Our market niche has similar likes, they love visiting different places in order to have a pleasant time.
- ✓ They organize outings to be out of the common routine.
- ✓ Our market niche has a high acquisition capacity for our services.
- ✓ Our target audience is a small segment, but large enough to be profitable.

### **3.4 CUSTOMER MANAGEMENT.**

We will apply the following strategies in order to have an excellent customer management:

- ✓ **We will have an updated database.** We will collect information from each of our contacts, with the purpose of connecting with them and knowing exactly the tastes and needs they have; and thus, provide them with the best service.

- ✓ **We will choose the best means of communication.** We know that each person prefers a different channel to bring them information. Therefore, we will use WhatsApp, Facebook, Email or any other platform that helps satisfy the needs of our market niche.
- ✓ **Acquisition behavior.** It is important to evaluate the consumer behavior of our niche. The type of service they wish to acquire, details such as the specific time they wish to be contacted or as simple as learning to decipher messages and reactions.
- ✓ **Follow up with our clients.** We know that the most important thing to build customer loyalty is to keep them happy. As a tour operator, we will provide responsible follow-up in order to satisfy the needs of our consumers, their desires and aspirations. Moreover, handling their requests correctly is vital, such as to respond to a request on time, provide refunds when required, and provide details of our service or; if applicable, make clarifications about it.
- ✓ **Be responsible and integral will be always our policy.** It often happens that when a client is new, excellent service is provided, but in the future, it is usually not the same. Our policy will always provide a responsible service before, during and after the acquisition of our services. To achieve this, we will always have the communication's channel that is preferable for the customer; and thus, be able to be in constant communication.

### 3.5 STRATEGIC ALLIANCES

After reading, we will have the following alliances:

#### **Alliances with local entrepreneurs**

we will connect with people that is around the place where the touristic service is located with the purpose of offering a better price to customer. For instance, we will have connection with restaurants, small business that sell souvenirs, and most important with the people who will rent the boats.

#### **Alliances with transportation companies**

We will ally with transportation companies so that we can provide transportation services according to the needs of each customer. It is important to adapt to the needs of the customers, so we will have transportation with air conditioner and without it. Besides, we will have minibuses for small groups and buses for large groups.

## **Alliances with the City Hall**

We will work together with the City Hall because we think that will be a great support for our touristic service. Taking into account that they are local people that live in the area that our services is going to take place, they know exactly the history of the lake, how they promote tourism, and how they support other entrepreneurs.

## **Alliances with government and non-government companies**

Since the purpose is to have a huge demand regarding our touristic service, it would be easier for us to ally with universities, churches, schools, or any organization that request our services. As a tour operator, this will allow us to have better promotions when the organizations are more than 30 people.

## **3.6 LAWS**

As a tour operator, we pretend to contribute to the society in many ways, so that everything is governed by laws that are specifically of El Salvador's country or laws of tourism. Therefore, we will consider the following:

### **ISO 9001:2015**

Quality management

Art.30, -It is recognized as a professional in the area of guided or tourist guide in any of its modalities, that natural person who has knowledge, experience and technical competence to provide guidance and information on cultural and natural heritage and attractions related to tourism, as well as tourist assistance services. (General Regulations of the Tourism Law, n.d.)

### **ISO 18065**

Related to touristic services. tourist services for public use provided by the authorities of natural protected 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, their 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 20611**

Adventure tourism. Good practices for sustainability. Requirements and recommendations.

This standard provides requirements and recommendations to achieve sustainability practices in adventure tourism activities in order to mitigate negative impacts in these areas, especially on fragile ecosystems. The regulation not only promotes the conservation of natural habitats, but also promotes respect for the communities that receive tourists.

According to Decree No. 899 of Tourism Laws of El Salvador<sup>12</sup>.

Art. 12.- Tourism companies have the obligation to provide tourists with information objective and truthful information about the places of destination and about the conditions of travel, reception and stay.

In addition, they will ensure the absolute transparency of the clauses they propose to their customers, both in terms of nature, price, reservations, and the quality of the facilities that are committed to lend.

Article 101 of the Constitution, it is established that it is the obligation of the State promote the economic and social development of the country, promoting the increase in production, productivity, and the rational use of the resources with which the same account.

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<sup>12</sup> Tourism Laws of El Salvador

# CHAPTER IV

# PLANNING COST

#### 4.1. LOGO AND SLOGAN



As a team, we decided to create this logo, since our tourist service is related to the nature, as the name says, "Güija tours" such service will take place on Güija lake; Therefore, the boat represents the boat rides that can be done on the lake, the palms represent part of the vegetation that we will find in that place, and the blue and light blue background represent the lake. Following, we will explain each of the colors used in the logo, and with the meaning that is coupled to our tourist service.

Created and adapted from Canva by the team.

**Table 3.**

*Meaning that represents every color in the logo.*

Color	Meaning for our tourist service
Blue and light blue	Calm, protection, peace, and trust.
White	Growth and creativity
Brown	Warmth, security
Green	Freshness, contact with nature.
Red	Courage, passion, and initiative
Yellow	Energy, motivation, and joy

## **SLOGAN:**

A tour to connect your soul.

## **4.2. MISSION**

We are looking for the best high-quality service as a travel agency. We are a unique travel agency because we provide the best quality service at cost, and it certainly will allow us to remain competitive with other companies and be us the number one that costumers choose. We know that offering the best comfort, security and experience is relevant to keep our service running, so in this way we will gain reliability in the market, and we will grow as a company.

## **4.3. VISION**

Güija tours has been created to provide a tourist service which will be to satisfy some needs of people, at the same time it is focused on innovation to have a beneficial growth and thus offer a better service every day.

## **4.4. VALUES**

### **Values that are fundamental to distinguish our tourism project.**

**Responsibility:** we will use Responsibility by carrying out actions that positively impact the communities in which our enterprise will operate. This can be through volunteering, pro-environmental plans, actions related to the environment, and we will promote the recycling of garbage so as not to contaminate the work area.

**Honesty:** will be carried out by avoiding saying one thing and doing another, fulfilling the promises and commitments of the enterprise, being a model of the fundamental values and leading by example and not with words.

**Humanism:** the key to humanism in our enterprise occurs when workers and collaborators are considered to create an environment of training and learning. Therefore, the objective of humanism will be exercised from concern for the people who are part of the enterprise.

**Passion:** refers to "intense positive feelings that are experienced by participating in business activities associated with roles that are significant for the entrepreneur's identity" Cardon et al. (2009, p. 517). Under this argument we can determine that passion It is all that emotion-

relationship that exists between the company and its collaborators, as a business we will promote the feeling of progress and commitment towards our clients and with them promote their growth.

Courage: as entrepreneurs we believe that being brave is accepting that the status quo does not exist, but that we have to constantly question and try new things.

Quality: is a value that we have to put into practice, since we live in a world where everyone says they have the best products on the market. But one thing is to affirm it and the other is to guarantee it, that is why as a company we want to give the best of our best so that our service is one of the best and provides quality service.

#### 4.5. TABLE OF COSTS

**Table 4.**

*Table of cost*

<b>Direct Costs</b>	<b>Indirect costs</b>	<b>Other operating costs</b>	<b>Expenses linked to the service</b>
Entrepreneur salary \$90	lifeguard equipment \$50	Rental of a premises \$50	Entrepreneur's travel expenses \$20
Payment to the boatman \$30	Depreciation of devices (computer and cell phone) \$10 monthly	Internet\$30	Luggage for the tour \$50
Lifeguards pay \$50			First aid kit (solar tanner) \$25
Transportation payment \$120			

Total Cost: \$525 /Capacity of 50

Result: \$10.50 Using the 50% formula we will obtain the following results

$$\$525 \times 0.50 = 262.50$$

Taking into account the last exercise, the earnings would be \$262.50.

CHAPTER V  
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