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SCHOOL OF ARTS AND SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES**



TOPIC:

TOUR OPERATOR LOVE VOYAGE EL SALVADOR

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ABSTRACT

In this work you can find very important information about tourism and how it has impacted the economy, not only a brief look at the history of tourism in general, but also how tourism began in El Salvador. The profile of a tourist service called tour operator “Love Voyage EL Salvador” presented by three young people from the National University of El Salvador. The importance of natural resources and their sustainability, how to help the environment by making responsible use by learning to take care of it, you will be able to find important information about Salvadoran culture such as its festivals, festivals and legends and stories that are part of the cultural wealth of EL Salvador, the most recognized typical dishes of Salvadoran gastronomy. If you are an entrepreneur or would like to know more about it, you can find information about the profile of an entrepreneur, its responsibilities and its characteristics that can lead you to be a great entrepreneur and overcome all the obstacles that it presents in the course of development. How to identify your market niche, what characteristics it should have and how to know what your market niche is and take advantage of its elements to develop your business. In the end you will be able to find cost plan for the tourist product or service of the tour operator Love voyage El Salvador, the characteristics such as its logo, slogan, mission, vision, etc.

Keywords: Tourism evolution, rankings and trends, tourism in El Salvador, types of tourism, visitors, Corsatur, Mi tour, Tour operator, Mountains El Salvador, Canopy, Paraglides, Cycling, Hiking, Surfing, natural resources, Touristic destinations, local sales, mountains, beaches, Cultural identity, Celebrations.

INTRODUCTION

"No existen tierras extrañas. Es el viajero el único que es extraño". (Robert Louis Stevenson).¹

Today tourism is one of the most important industries worldwide and it promotes travel of all kinds: for resting, cultural interest, social interest, business or simply leisure time.

"Tourism is a social, cultural and economic phenomenon that involves the movement of people to countries or places outside their usual environment for personal, professional or business reasons. These people are called travelers (who may be either tourists or excursionists; residents or non-residents) and tourism encompasses their activities, some of which involve tourism expenditure" (The World Tourism Organization - UNWTO 2008).²

"Although tourism activity dates to ancient times, it was only defined a few years ago as an independent economic activity and given that it encompasses a wide variety of economic sectors and academic disciplines, finding an absolute definition of the term is somewhat difficult." (Secretaría de Cultura Recreación y Deporte, Bogotá 2023).³

It's well understood that tourism was born from the hand of the Englishman Thomas Cook, who organized the first tourist trip in history in 1841 and founded, a decade later, the first travel agency: Thomas Cook and Son.

"The evolution of tourism has been linked to the human being, as if the development of one depended on the other, as we advance in time, the importance that this industry represents for humanity has been understood." (Edgar Martínez, August 19th, 2022, Entorno Turístico, hablemos de Turismo)⁴

¹ Robert Louis Stevenson

² The World Tourism Organization - UNWTO 2008

³ Secretaría de Cultura Recreación y Deporte, Bogotá 2023

⁴ Edgar Martínez, August 19th, 2022

For many countries, tourism represents the fundamental activity through which they seek the economic, social, and cultural development of their population. In order to reach this point, tourism has been developing through the years progressively in each related nation.

In the first chapter, it has been added information such as the objectives, justification and all relevant information about our service offered. Thus, it has been included a brief description about the touristic destinations and the features of the places to visit, as well as the typology of our tourist service. Also, there are different strategies to be used for human sustainability and development such as local initiative to avoid using disposables and the efficient use of natural resource.

Second chapter, we can find information about how tourism has been developed through time and also how it has been growing up in El Salvador. There is a short story how tourism started in our country. General information about tourist destination places, local festivals and their cultural identity as histories, famous legends and traditional dishes. Finally, it has been added information about a strategic plan to launch a tourist service.

In the third chapter, it has been explained the entrepreneurs responsibility with the customers, employees, members itself and the environment. There is also information about the entrepreneur's profile like the concepts, competences and characteristics which needs to have an entrepreneur to face up success or failure when staring up the business. Finally, this chapter explains all relevant information about the market niche and characteristics. Moreover, information about the alliances to launch a business with success.

In the last chapter, it can be found information about our service offered. There is a brief description about the logo and all the elements that compounds it, our appealing slogan, our vision, mission which would guide us to keep on track of our objectives, values that would represent us with our customers and the costing plan to have our business going.

In El Salvador, tourism is a driving force in sustainable development because we have many natural resources from which we can benefit, being key pieces in the national tourism, generating jobs through the investment of local and foreign tourists, supporting the local and national economy.

1CHAPTER I: TOURISTIC PRODUCT PROFILE

1.1 PRODUCT PRESENTATION

⁵“Un viajero sabio nunca desprecia su propio país.” *Carlo Goldoni*

“A wise traveler never despises his own country.”

Love Voyage El Salvador was borned as an option for those who love traveling around with a desire of running into other cultures, places, traditions and having a good taste of local dishes. The tour’s operator main goal is to be the chosen one for offering the best guided tours around the country with professionals in the area to build up unforgettable memories on each traveler.

Love Voyage El Salvador is focused on taking care of the environment by different ecological projects as to mention, recycling all garbage generated on each trip and also persuading travelers to use their own food containers to avoid using disposables items.

⁵ *Carlo Goldoni*

1.2 OBJECTIVES

1.2.1 General Objective:

To develop a tour operator as a tourist service in El Salvador to promote domestic tourism with locals and foreigners.

1.2.2 Specific Objectives:

- To contribute to the sustainable development of El Salvador by our tour operator as a tourist service through cultural and traditional activities of the country.
- To organize different routes with an adequate profile to the necessary social and environmental responsibilities.
- To show the values, mission, and vision as main guidelines for the realization of the tour operator tourist service and being one of the referents within the history of tourism in El Salvador.
- To provide a professional, unique, and unforgettable service for the users of our services.

1.3 Justification

Tourism is currently one of the most important economic and cultural activities that a country or region can count on for its economic development. We understand tourism as all those activities that have to do with visiting, enjoying regions or spaces different from those of residence in order to spend leisure time and learn about different cultures, traditions and their history.

Based on this, the present work has as its main focus to show the tourist diversity that El Salvador has, visiting many different places where you can appreciate the natural wealth that are awaiting to be beheld, in this way, tourism can influence the economic growth of the country.

Through our tour operator, we will show people our rich touristic natural diverse that our country has through the different types of tourism that can be experienced, as to mention cultural tourism, adventure, gastronomic, entertainment, relaxation, religious, ecotourism, etc..

Taking into account the importance of tourism in El Salvador, we intend to promote various routes and circuits through our tourist service to contribute to the sustainable development of both natural and economic resources of the country.

1.4 PRODUCT DESCRIPTION

1.4.1 Name of service:

Love Voyage, El Salvador "Tour operator

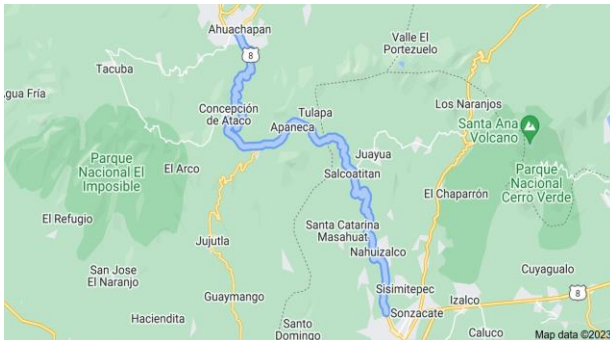
1.4.2 Location :

Online



Routes, circuits, or tourist destinations :

Flower route, the thermal springs, the villages of Nahuizalco and Ataco (option to create your own route).



Mountain

circuit,



from

San

Salvador to Chalatenango highlands, passing La Palma park, San Ignacio, Rio Chiquito, Miramundo, El Pital and Las Pilas.



1.4.3 Tourist destinations:

Hiking to the Santa Ana volcano, passing by the panoramic view of Coatepeque Lake.



The beaches of Puerto de la Libertad, El Tunco, El Sonte, Surf City.

1.4.4 Attributes of the tourist service:

Accessible places, security and low costs, favorable weather conditions, quality of service and entertainment.

1.4.5 Tourism typology:

Cultural tourism, ecotourism, beach tourism, adventure, gastronomic, entertainment, relaxation, religious.

1.5 APPLICATION OF STRATEGIES FOR HUMAN AND SUSTAINABLE DEVELOPMENT

1.5.1 Local initiative on tourism to avoid the use of disposables.

We intend to apply this strategy by requesting the support of the users with the purpose that each person uses their own toppers to avoid the use of plastics and disposable materials that are pollutants of the environment, and to raise awareness of the importance of recycling.

Our tour operator will also have the initiative to carry in each trip ecological bags for recycling and garbage collection, by doing this we are contributing to the conservation of our natural resources and the environment in general.

1.5.2 Efficient use of natural resources

Taking advantage of the natural resources that we have in our country, we expect to support small and medium local businesses as our users would also be potential customers for their businesses.

In our country we have a lot of natural wealth, mountains, beaches and lakes, thus we need to give them an efficient use and we always have to encourage people to take care of every place is visited. Enjoying the place but without damaging it. Tourists will treasure in their memories these amazing places and learn as well to take care of them since they are very important for both visitors and locals.

2CHAPTER II: ELEMENTS FOR DESIGNING A TOURIST PRODUCT OR SERVICE

2.1 HISTORY OF TOURISM

Tourism is a term that includes the activities carried out by people during their trips and stays in places other than their usual environment for a period of less than one year, for leisure, business, or other purposes. If no overnight stay is made, excursions are considered. (According to the World Tourism Organization).⁶

At the beginning of the 1930s, one of the first theorists of the German School of Tourism Studies, Arthur Borman defined tourism as the set of trips made for pleasure or for commercial and other similar reasons, during which the absence of habitual residence is temporary. Trips made to travel to the workplace are not tourism.

According to the UNWTO⁷, a visitor (internal, receiving or sender) is classified as a tourist (or overnight visitor), if his trip includes an overnight stay, or as a day visitor (or excursionist) otherwise. That is, a hiker is a person who visits a destination, but does not spend the night in it.

The theoretical pioneers in Tourism, Walter Hunziker and Kurt Krapf⁸, say in 1942 that "Tourism is the set of relationships and phenomena produced by the displacement and permanence of people outside their home, while such displacements and permanence are not motivated by a lucrative activity". Both Hunziker and Krapf come from the school of St. Gallen (Switzerland) which proposed the idea of studying tourism as a mechanism focused on the socio-economic reproduction of a society. Tourism consumption reflects the cultural values of a society.

The term "tourismology" emerged in the 1960s, it was the Yugoslav thinker Živadin Jovičić (geographer in his academic training) the scientist considered "father of tourismology"⁹, who was responsible for popularizing it by founding the magazine of the same name in 1972. Jovicic considered that none of the existing sciences could carry out the study of tourism in all its dimension, considering that its contributions are unilateral. This would allow the creation of an independent science, tourismology.

⁶ World Tourism Organization,1995, pg10.

⁷ UNWTO, World Tourism Organization,1995.

⁸ Walter Hunziker and Kurt Krapf,1942.

⁹ Yugoslav thinker Živadin Jovičić, 1960s.

In the 1990s, the World Tourism Organization¹⁰ (UNWTO) defined tourism as "Tourism comprises the activities carried out by people during their trips and stays in places other than their usual environment, for a consecutive period of time of less than one year for leisure, business and other purposes".

Towards the end of the twentieth century, Professor Jafar Jafari understands tourism as an interdisciplinary phenomenon, which implies a complex relationship between perspectives of Economics, Education, Geography, History, Hospitality, Law, Leisure and Recreation, Marketing, Political Science, Psychology, Religion, Sociology, Transport, Urban and Regional Planning, Agriculture, Anthropology, Business and Ecology. In his academic work, he also states that "tourism is more than an art it is a tactic to attract, transport, receive, accommodate, entertain and serve the tourist. Tourism has become a science a dialectic of study, analysis, and connection with all the structures that influence and are influenced by it", ensuring that it represents "the largest peaceful movement of population in peacetime in the history of mankind".

In his classic academic publication of 1997, the epistemologist of Tourism of the University of Surrey John Tribe defines tourism as "the set of phenomena and relationships arising from the interaction in generating and hosting regions, of tourists, business providers, governments, communities and environments"¹¹. For his part, Eric Cohen suggests that tourism should be understood as a ritual of passage whose representative component is escape, rest, and the playful factor.

On the other hand, in his 2007 academic article, University of São Paulo professor Alexandre Panosso Netto¹² argues that "tourism is experience, at the moment it builds that tourist 'being'", and that "the internal impressions of that action are not formed only in the trip or in the displacement itself, but they are also lived in the moments that anticipate the act of tourism and in the moments that continue after the tourist "being" has undertaken his journey.

In 2013, the social researcher of the University of Palermo, Maximiliano Korstanje understands tourism as a social phenomenon related to a dream system (from dreams), constituting itself as "a social institution whose commercial consolidation was imposed by

¹⁰ World Tourism Organization, 1990s.

¹¹ John Tribe, 1997.

¹² Alexandre Panosso Netto, 2007.

England and the industrial revolution in the form of a commercialized trip according to a return within the first 6 months before departure"¹³ and, "As a process, it requires a physical displacement that responds to the psychological need for escape."

Evolution of tourism

Tourism as such, was born in the nineteenth century, because of the Industrial Revolution, with displacements whose main intention is leisure, rest, culture, health, business or family relationships. These movements differ in their purpose from other types of travel motivated by wars, migratory movements, conquest, trade, among others. However, tourism has no clear historical background.¹⁴

(Towner, J., & Wall, G. (1991). History and tourism. *Annals of Tourism Research*, 18(1), 71-84.)

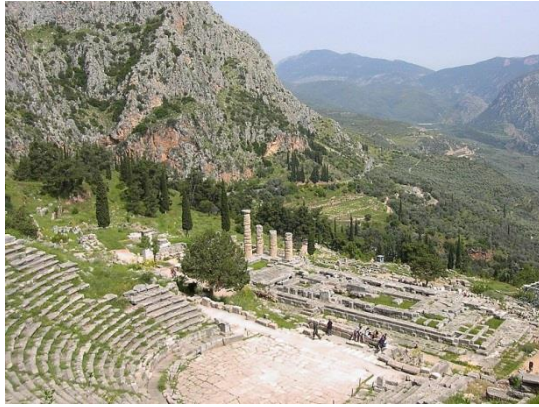
Tourism in the Ancient Age

In classical Greece great importance was given to leisure, and free time was devoted to culture, entertainment, religion, and sport. The most outstanding trips were those made on attending the Ancient Olympic Games in the city of Olympia, which were attended by thousands of people and where religion and sport were mixed. There were also religious pilgrimages, such as those to the oracles of Delphi and Dodona.

During the Roman Empire the Romans frequented hot springs (Baths of Caracalla), were regulars of great shows, such as theaters, and made regular trips to the coast (well-known is the case of a holiday villa by the sea). These leisure trips were possible due to three fundamental factors: the Roman Peace, the development of important communication routes and the economic prosperity that enabled some citizens economic means and free time.

¹³ Maximiliano Korstanje, 2013

¹⁴ Towner, J., & Wall, G. 1991



(Photo taken at Ruins of the Theatre and Temple of Apollo in Delphi, Greece.)

Tourism in the Middle Ages

During the Middle Ages there is at first a setback due to greater conflict and economic recession. Currently a new type of journey arises, religious pilgrimages. These had already existed in ancient and classical times but both Christianity and Islam would extend them to greater numbers of believers and displacements would be greater.

The expeditions from Venice to the Holy Land and the pilgrimages along the Camino de Santiago (since 814 when the tomb of the saint was discovered) are famous; pilgrimages were continuous throughout Europe, thus creating maps, inns and all kinds of services for walkers. In the Islamic world the Hajj or pilgrimage to Mecca is one of the five Pillars of Islam obliging all believers to this pilgrimage at least once in a lifetime¹⁵.

(Jamal, A., Griffin, K., & Raj, R. (Eds.). (2018). Islamic tourism: Management of travel destinations. CABI.)

Tourism in the Modern Age

Pilgrimages continue during the Modern Age. In Rome 1500 pilgrims die because of a plague of bubonic plague. It is at this time when the first accommodations appear with the name of hotel (French word that designated the urban palaces).

¹⁵ Jamal, A., Griffin, K., & Raj, R. (Eds.). (2018).

As the great personalities traveled accompanied by their entourage (increasingly numerous) it was impossible to accommodate everyone in the palace, so these constructions were created. This is also the time of the great maritime expeditions of Spanish, British and Portuguese that arouse curiosity and interest in traveling.

At the end of the seventeenth century the custom arose of sending young English aristocrats to do the Grand Tour at the end of their studies to complement their training and acquire certain experiences. It was a long-term trip (between 3 and 5 years) that was made through different European countries, and that's where the words come from: tourism, tourist, etc.

The Grand Tour is a trip motivated by the need for instruction of these young aristocrats who in the future will govern their country. From on-site knowledge of the grandeur of Rome, Paris, or Athens, as well as from debates in the cafes of the great thermal centers, travelers should learn how to take the reins of an Empire like the British. For some authors this is the authentic foundational phenomenon of modern tourism since it emerges as a revolutionary phenomenon in parallel to the rest of the transformations.¹⁶

(Towner, J. (1985). The grand tour: A key phase in the history of tourism. *Annals of tourism research*, 12(3), 297-333.)

Also, at this time there is a resurgence of the thermal baths, which had declined during the Middle Ages. Not only are they attended by medical advice, but fun and entertainment also becomes fashionable in thermal centers such as Bath (England). Also from this time dates the discovery of mud baths as a therapeutic remedy, cold beaches (Nice, Côte d'Azur) where they went to take baths by medical prescription.

¹⁶ Towner, J. (1985)



(Photo taken at Roman Baths of Bath in England, UK.)

Tourism in the Contemporary Age

Leisure travel had its beginnings in the late nineteenth and early twentieth centuries. Great changes in society, lifestyles, industry, and technology altered the morphology of the community. There are moments in history of exceptional changes and enormous expansion.

The nineteenth century witnessed a great economic expansion, followed by a scientific and even greater industrial revolution in the second half of the twentieth century. Tourism was one of the main beneficiaries, to become at the end of the twentieth century, the largest industry in the world. With the Industrial Revolution, the bourgeoisie was consolidated, which once again had economic resources and free time to travel.

In the Contemporary Age the invention of the steam engine supposes a spectacular revolution in the transports, which until that moment were pulled by animals, with a drastic reduction in the travel times. Railway lines spread rapidly throughout Europe and North America. Also, the use of steam in navigation reduces travel time.

In 1841 Thomas Cook organized the first planned trip in history. Although it was an economic failure, it is considered a resounding success in terms of precedent of the tourist package, because it realized the enormous economic possibilities that this activity could have, thus creating in 1851 the first travel agency in the world, Thomas Cook and Son.

(Hunter, F. R. (2004)¹⁷. Tourism and Empire:¹⁸ The Thomas Cook & Son Enterprise on the Nile, 1868–1914. *Middle Eastern Studies*, 40(5), 28-54.)

In 1850, Henry Wells and William Fargo founded American Express, which initially transported goods and later became one of the largest agencies in the world. Although Cook had already introduced them, American Express extended the systems of financing and issuing traveler's checks, such as the traveler's check (personalized money redeemable for paper money of current use that protects the traveler from possible theft or loss). In 1867 he invented the voucher, a document that allows the use in hotels of certain services contracted and prepaid through a travel agency.

At the outbreak of World War I in the summer of 1914, it is estimated that there were approximately 150,000 American tourists in Europe. After the end of the war, mass production of automobiles began. At this time the beaches and rivers become the center of tourism in Europe beginning to acquire great importance coastal tourism.

The plane, used by minorities over long distances, is developing timidly to end up imposing itself on shipping companies. The crisis of 1929 had a negative impact on the tourism sector, limiting its development until well into 1932.

The Second World War paralyzed tourism in the world and its effects extended until 1949. Between 1950 and 1973 we began to talk about the tourist boom. International tourism is growing at a faster rate than it has ever done in history. This development is a consequence of the new international order, social stability, and the development of leisure culture in the Western world. Currently begins to legislate on the sector.

The economic recovery, especially in Germany and Japan, was astounding, raising the income levels of these countries, and giving rise to a wealthy middle class that began to be interested in travel. The recovery raised the standard of living of the most important

¹⁷ Hunter, F. R. (2004).

¹⁸ The Thomas Cook & Son Enterprise on the Nile, 1868–1914.

sectors of the population in Western countries. The so-called welfare society arises in which, once the basic needs are covered, the development of the level of training and the interest in traveling and knowing cultures appears.¹⁹

(Arahi, Y. (1998). Rural tourism in Japan: The regeneration of rural communities. Food & Fertilizer Technology Center.)

On the other hand, the new labor legislation adopting paid holidays, the English week of 5 working days, the reduction of the 40-hour week, the extension of social coverage (retirement, unemployment ...), greatly enhance the development of leisure and tourism.

These are also the years in which the large urban centers develop, and the overcrowding becomes evident, the desire to escape also arises, escape the stress of the cities and clear the minds of pressure.²⁰

(Pons, A., Rullán, O., & Murray, I. (2014). Tourism capitalism and island urbanization: tourist accommodation diffusion in the Balearics, 1936-2010. *Island Studies Journal*, 9(2), 239-258.)

Large tour operators launch millions of identical tour packages. In most cases the charter flight is used, which cheapens the product and popularizes it. At the beginning of this period (1950) there were 25 million tourists, and at the end (1973) there were 190 million.

However, this stage is also characterized by a lack of experience, which implies the following consequences such as lack of planning (it is built without making any forecast of either the demand or the environmental and social impacts that can be suffered with the massive arrival of tourists) and tourist colonialism (there is a great dependence on foreign American tour operators, British and Germans mainly).²¹

¹⁹ Arahi, Y. (1998).

²⁰ Pons, A., Rullán, O., & Murray, I. (2014).

²¹ Britton, S. (1996).

(Britton, S. (1996). Tourism, dependency and development. Apostolopoulos, Y. Leivadi, S. y Yiannakis, A.(eds.), The Sociology of Tourism, London, Routledge, 155-172)

In the 70s the energy crisis and the consequent inflation, especially felt in transport, caused a new period of crisis for the tourist industry that lasted until 1978. This recession means a reduction in quality to lower costs and prices betting on a massification of supply and demand.

In the 80s the standard of living rises again, and tourism becomes the economic engine of many countries. This is facilitated by the improvement of transport (new and better aircraft such as the Concorde and the Tupolev, high-speed trains and the consolidation of charter flights), to the point of being a tough competitor for regular companies that are forced to create their own charter subsidiaries.

In these years there is a very marked internationalization of large hospitality companies and tour operators, which seek new ways of using free time (theme parks, sports, risk, health, etc.) and apply marketing techniques, as tourists increasingly have more experience and seek new products and tourist destinations, which creates strong competition between them. Multimedia and communications transform the sector, modifying the design of products, the provision of the service, the commercialization of the same in a more fluid way.

The decade of the 90s includes major events such as the fall of the European communist regimes, the Gulf War, German reunification, the Yugoslav Wars, etc., which directly affect the history of tourism.

It is a stage of maturity of the sector that continues to grow, although in a more moderate and controlled way. Receptive capacity is limited (adequacy of supply to demand, the capacity of monuments is beginning to be controlled, etc.), supply is diversified (new

products and destinations), demand is diversified (new different types of tourists appear) and quality is improved (tourists do not mind spending more if the quality is better).

Tourism rankings and new trends

With the passage of time, traveling has become synonymous with recreation and rest, although trips are also made for work. The different interests of travelers have led to the classification of tourism according to their activities. According to the text of General Theory of Tourism, published by the UNAM, tourism is classified according to seven activities: cultural, religious, gastronomic, language, health, sports, theme parks, business and sexual.

Cultural Tourism: motivated by knowing distinctive features and elements, spiritual and intellectual and affective materials that characterize a society or a social group. In Mexico there is great movement in this sector to publicize and preserve cultural heritage.

Religious Tourism: are displacements for reasons of fervor and religious devotion, either to fulfill a vow or a promise, ask for some kind of benefit or thank one already received. This type of tourism makes repeated visits to the same site, which could generate guest loyalty.

Gastronomic Tourism: tourists who travel to have culinary experiences and try certain types of food and drinks. Sometimes they coincide with local civic or cultural festivities. They travel to know the ingredients of the dishes or even to learn how to prepare them.

Language Tourism: the main motivation is to travel to learn a language.

Health tourism or wellness: go somewhere to receive treatment of illnesses or simple relaxation in spas, saunas, or other centers of traditional or alternative medicine.

Sports Tourism: they make trips related to the practice of a sport such as marathons or tournaments or to attend sporting events such as Formula 1 or boxing matches.

Theme parks: are tourists who travel to enjoy theme parks such as Six flags in Mexico City or Hurricane Harbor in Morelos.

Business Tourism: the reason for travel is linked to the realization of work and professional activities. It can be done in a group or individual way.

Sex Tourism: It is a form of tourism with the purpose of having sexual relations. Among the most common destinations are Morocco, Brazil, Cambodia, Costa Rica, China, Cuba, Thailand and Mexico.

New trends

The interests of tourists have changed and now they are more participatory and like to interact with nature and take care of it, from these new interests arise new classifications, such as alternative tourism that is defined as trips with recreational activities that arise to interact with nature and cultural expressions with the intention of conserving natural resources.

Ecotourism: trips that aim to carry out recreational activities of knowledge with nature.

Adventure: perform sports activities related to challenges imposed by nature.

Rural: the tourist participates in activities that involve him to live experiences with the host community, valuing and respecting each other's cultural identity, thus contributing to a culture of peace, according to the definition of Sectur.

2.1.1 HISTORY OF TOURISM IN EL SALVADOR

On June 20, 1924, the government made known and made aware of the importance of tourism, launching the first initiative to promote tourism in El Salvador, during the period of the Government of President Alfonso Quiñones Molina.



(Photo taken from ElSalvadormipais.com)

From the year 1930, since new means of communication were provided, it became necessary to create the National Tourism Board, which was the link between the government and the Departmental Road Boards, since access to tourist areas was easy. agreed to extend free tourist cards through the consulates to all those who visited the country for a period of 9 days.



(Photo taken from Facebook History of El Salvador)

In 1939 it was decided that it was necessary to have everyone's collaboration to create an Ornament Board in each of the 14 Departments of the Republic, whose main function was to watch over tourist areas, access roads and public gardens, which were dependencies of the Ministry of Public Works.

In 1948, the creation and construction of a network of tourist centers began throughout the country, thus providing more development options and healthy recreation for Salvadoran families and foreigners who visit our beloved country.

The 1960s are taken as the modern era of tourism development in El Salvador; Tourism is systematically thought of and some official instances are created for its promotion. In 1961, the Salvadoran Tourism Institute (ISTU) was created as the governing body of the government. Its main attributions were the elaboration of projects for the promotion and development of the sector, the regulation of tourist companies, the management of heritage and the presentation of regular reports on the evolution of the sector. The monitoring of the sector has been facilitated since 1968, when the ISTU began to publish detailed statistical bulletins on the flow of tourists to El Salvador.²² (Licdo. Edwin Saul Hernández Reyes February 2021).

The conformation of the institutional framework was reinforced with the issuance of the Law for the Promotion of the Tourism Industry in 1967, which provided tax incentives to companies that took advantage of the national tourism system. The financial outlook has also improved for the industry, with the opening of credit lines to promote tourism investment. The Economic Development Fund of Banco Central de Reserva, created in 1966, contemplated the granting of credits for tourism infrastructure construction projects. However, the impact of these policies does not seem to have been very significant: by 1969 there were only 320 rooms available (Hotel El Salvador Intercontinental, 210; Gran Hotel San Salvador, 90 and Parker House, 20).

considered the golden age of tourism in El Salvador, with an economic and political life characterized by relative stability. Tourism was not yet considered a strategic area for decision makers, despite this, some key policies were implemented, such as the construction of four hotels in San Salvador: Camino Real, RITZ, Alameda and Terraza, also came into operation the mountain hotel Cerro Verde. The growing trend was so much that by the year

²² Licdo. Edwin Saul Hernández Reyes February 2021

1978 they received 293,000 tourists; the boom was fostered by the Miss Universe event that was held in the country in 1975. For the first time the event was held in Latin America and El Salvador was the official headquarters, at the same time the first Miss El Salvador contest was held.²³ (Licdo. Edwin Saul Hernández Reyes February 2021).

After being well positioned worldwide; In the 80s all this was erased due to the armed conflict, for example, the US market declined due to warnings not to go to the country, entry visa applications were subjected to strict investigations to prevent entry to El Salvador of sympathizers of leftist movements; For this reason, tourism development was stagnant. It was not until after the peace agreements that the country tried to recover; today that task has become very difficult due to the aftermath of the war, but that is why we have to make our country position itself again and grow in an area where we all win. (Licdo. Edwin Saul Hernández Reyes February 2021).



During this time, everything that had been worked and fought hard for fell apart due to all the internal problems of the country, due to the armed conflict, this dealt a strong blow to tourism, which tried to tear down what was being built. The hotel industry was affected in the first years of the armed conflict, the violence erased El Salvador from the international tourist map, but this would change later with the signing of the Peace Accords.

²³ Licdo. Edwin Saul Hernández Reyes February 2021



In 1991, with the presence of the United Nations in the country, the entry of people increased from about 125,000 to about 200,000. In 1992, the imminent signing of the Peace Accords prompted a slow takeoff in the sector, until a year later it reached a record number of more than 300,000 visitors, this was the largest number of tourists the country had received in 25 years. After a slight decline in the two subsequent years, tourism has increased since then, reaching almost 800,000 tourists in the year 2000.

The Salvadoran Tourism Corporation, which can be abbreviated CORSATUR; was created on July 25, 1996, by Legislative Decree number 719, published in the Official Gazette number 156, volume 332, of August 23, 1996. It is an autonomous institution with legal personality and its own assets, with full powers to exercise rights and incur obligations; Carrying out its administrative management with absolute independence, adhering to the decisions of the highest authority, which is its Board of Directors, which must take them in accordance with the Laws of the Republic and will be fully responsible for its management. The President Director of CORSATUR will be the head of the Secretary of State for tourism; to whom the Law confers the judicial and extrajudicial presentation of the Corporation.²⁴ (According to Corsatur.gob.sv).

In 2001, visitors were 734,627 (a figure almost 60,000 less than those who arrived in 2000) but it is worth remembering that the earthquakes in January and February influenced a noticeable drop in the flow of travelers to El Salvador. 6 Tourism in El Salvador experienced a year of recovery in 2002, when an increase of 29.4% in the number of visitors and 45.6% in the amount of foreign currency generated for the country was registered. According to data

²⁴ Corsatur.gob.sv.

from the Salvadoran Tourism Corporation (CORSATUR), during 2002, 950,597 people entered the country as tourists, which means 216,000 more than in the previous year. 40% of the visitors that the country received in 2002, by way of tourism, were Guatemalans, in second place were citizens of the United States, from where 18% came. In net numbers, 377,329 Guatemalans and 167,765 Americans entered. 137,156 visitors arrived from Honduras (14% of the total), while 119,323 entered from Nicaragua (equivalent to 13%).²⁵ (Lic. Edwin Saul Hernández Reyes February 2021).

The Ministry of Tourism (MITUR) is the governing institution in tourism matters, it is responsible for determining and ensuring compliance with the National Tourism Policy and Plan. MITUR, is created by means of Executive Decree Number 1 dated June 1, 2004, published in the Official Gazette Number 100, Volume No. 363, dated June 1, 2004. As a sign of support for the tourism sector, the Ministry of Tourism was created in June 2004, to whom the responsibility of the two already existing institutions, ISTU and CORSATUR, was entrusted, entrusting them with 5 axes on which the tourist activity will rest and which are contemplated within the Strategy National Tourism Board, which are: - Promotion of tourism as a state policy. - Development of the tourist destination. - Tourism promotion and marketing. - Support for tourism competitiveness. - Tourist facilitation. The Tourism Law came to life in December 2005, as a tool that would serve the Ministry of Tourism to promote the promotion of the sector.²⁶ (According to the Unit for Access to Public Information).

Places where you can do different types of tourism El Salvador

Mountaineering and canopy in La Puerta del Diablo

This rock formation made up of two rocks is not only one of the most magical places in the city, a source of legends and myths. La Puerta del Diablo is perfect for outdoor activities, and is one of the favorite places for expert mountaineering athletes and canopy

²⁵ Lic. Edwin Saul Hernández Reyes, February 2021.

²⁶ The Unit for Access to Public Information.

lovers. The hill is one of the highest points in San Salvador, as it measures around 1,100 meters above sea level.²⁷ (According to UberBlog.com).



2. Paragliding on Lake Ilopango

Lake Ilopango is a volcanic lake that has an area of more than 72 km². This is located a few kilometers from San Salvador and is chosen by many people for sports. A different way of touring it, ideal for adventurers, is paragliding. With the help of experts, you will be able to reach incredible heights and fly over the lake. If what you want is to enjoy the sensation of flying, this is the sport for you.²⁸ (According to Uber Blog.com)

3. Cycling in the El Espino Eco park

This park is located near Santa Tecla, and is one of the places where there are many things to do in San Salvador. It is a forest reserve that preserves a large amount of flora and fauna. In addition, it has viewpoints, walking paths and routes so that those who are looking for a more extreme sport can do cycling. The El Espino ecopark is a place where you can go with your family to do outdoor activities and where everyone will find something to do to suit them.²⁹ (According to Uber Blog.com).

4. Rafting on the Lempa River

²⁷ UberBlog.com, February 10 2019.

²⁸ UberBlog.com, January 10 2019.

²⁹ UberBlog.com, January 10 2019.

One of the most fun and visited places in San Salvador is the Lempa River. In addition, it is one of the largest in Central America with a length of more than 400 kilometers. In the place you can practice rafting, an experience that allows you to descend the river very quickly rowing in a boat. The good thing about this sport is that it can be done in a group, so if you were looking for something to do with friends you have to put this on your list.³⁰ (According to Uber Blog.com).

5. Hikes in El Boquerón

This famous park is a protected natural area and has one of the most inspiring views. Here you can see the renowned volcano of San Salvador and other volcanoes that are part of the city. On its steep hills and mysterious paths, you can go on an extreme hike throughout the day with the support of trained guides. Keep in mind that you should wear comfortable clothes and, of course, enough water to be well hydrated and really enjoy the experience.³¹ (According to Uber Blog.com).



6. Surfing at El Tunco beach

This list is not complete without mentioning this intense sport and one of the best-known beaches for adventure tourism in El Salvador. El Tunco is one of the beaches

³⁰ UberBlog.com, January 10 2019.

³¹ UberBlog.com, January 10 2019.

bordering the Pacific coast with intense waters and a dream landscape. Being recognized worldwide, many surfers come from other countries just to live with the big waves of the sea that are in this area.³² (According to Uber Blog.com).



El Salvador is a country rich in natural resources, which have shown that it is a wonderful place to visit and enjoy tourism.

2.1.2 NATURAL RESOURCES OF THE DESTINATION AREAS, LOCATION ON THE TOURIST MAP OF EL SALVADOR

EL BOQUERÓN PARK

“El Boquerón is a truly natural oasis, a protected natural area that has a great diversity of flora and fauna in all its surroundings, located at the top of the San Salvador volcano at 1800 meters (5,905 feet) above sea level. The main attraction of this park is its crater, which measurements are as followed 1.5 kilometers in diameter and 558 meters deep”. (UberBlog.com, January 10 2019).

For those who love go hiking, this park is perfect for an expedition as it has marked and easily accessible trails along the way. The walk has an estimated duration time, which it can go from 20 up to 30 minutes towards the crater, although it is recommendable for those visitors who want to climb up El Boqueron must be in good physical condition to make it to

³² UberBlog.com, January 10 2019.

the top. Moreover, you can also enjoy an exquisite variety of the Salvadoran gastronomy in company with the tranquility that the area offers to all visitors. All kind of experiences are delighted along the place that you can treasure along with your family not only during the day, but also at night.

El Boquerón has a cool temperature climate throughout the year. The park, because of its cool climate, is home for many kinds of ornamental plants, among the ones we can have "Cartridges", hydrangeas, begonias, and some others. Thus, we can also find wildlife, such as armadillos, raccoons, deer, foxes, among others.

In addition, all along the road you will find beautiful viewpoints from which you can behold the San Salvador's beautifulness, several restaurants and cafes to delight our Salvadoran gastronomy with spectacular views of San Salvador city, the Ilopango Lake and the Chinchontepe volcano. You can also run into places where you will enjoy a hot cup of coffee, from seeds harvested locally and other drinks such as cold natural soft drinks and even the most delicious wines, turning the moment into the perfect place to be in company with your beloved ones.³³ (UberBlog.com, January 10 2019).



³³ UberBlog.com, January 10 2019.



COATEPEQUE LAKE

Coatepeque Lake is an origin volcanic formation and due to its abundant natural wealth, you can observe a great variety of resident and migratory birds. It is located in El Congo town in Santa Ana department, in the western part of the country.

The name Coatepeque comes from the Nahuatl language and its meaning is “Cerro de Culebras” which honors its name because in the surroundings forest area of this lake you can find a great diversity of these reptiles. According to the Tourist Map webpage. Coatepeque Lake is one of the most beautiful touristic places to visit in El Salvador. This lake has a large area where you can practice several water sports. In addition to its beauty, the lake has an excellent panoramic view of the Santa Ana volcano and Cerro Verde.

Among all the activities you can do, there will be some other such as: fishing, diving or taking a ride in a kayak, jet ski or boat, or in its surroundings, you could go hiking or mountain biking, achieving beautiful panoramic views full of vegetation.

It also has a wide variety of hotels and restaurants where visitors can delight their taste with our wide Salvadoran gastronomy and behold spectacular views of the lake. Visitors can also travel the lake in the famous ferry, in which for an affordable cost they can ride all around the lake.

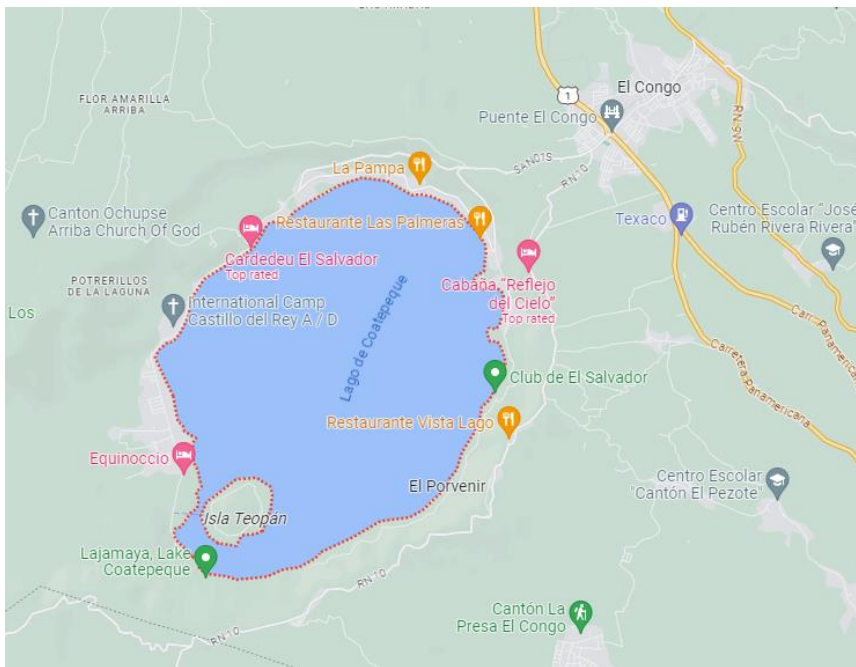
One of the biggest tourist attractions of the Coatepeque Lake, is the color changing of its waters, despite the fact that it is caused by a type of marine microalgae, the turquoise color it turns into is very striking. According to authorities from the Ministerio de Medio Ambiente of El Salvador, this is a cyclical phenomenon that occurs from time to time.

The color changing has been taking place since 1998. This phenomenon was registered in the following years as 2006, 2012, 2016, 2017, 2018 and 2019 up to this year; Although during this impressive and wonderful behavior of nature, it is recommended not to carry out any activity inside the lake but to take advantage of the view for a photograph and an unforgettable moment will be perfect.





Taken from Mapadelturista.com



COSTA DEL SOL

Costa del Sol beach is a natural resource located in La Paz department, in the central zone of El Salvador. Unlike the rocky formations and cliffs that characterize the eastern and western beaches of the country, this area is surrounded by a beautiful valley, in which it is easy to see one of the most beautiful and majestic Salvadoran volcanoes.

The Costa del Sol offers a perfect combination of attractions that make it a highly visited beach destination by both local and foreign tourists. If you are looking for a place to enjoy the sun from sunrise to sunset, an endless white sand beach, and all kinds of accommodation, a wide variety of Salvadoran and international cuisine, and the additional attractions of being surrounded by an immense navigable estuary and waves to practice good surfing, this beach is an excellent choice.

“The beach is 15 kilometers long, and in terms of surfing, it is characterized by the sandbanks that are formed throughout the surf zone; which generate fast waves, which break both to the right and to the left, usually tubular, and truly challenging when a little northerly wind blows, which raises their crests and increases the size of the wall to maneuver, which reaches to reach up to 9 feet tall (3 meters)”. Taken from ElSalvador.travel.

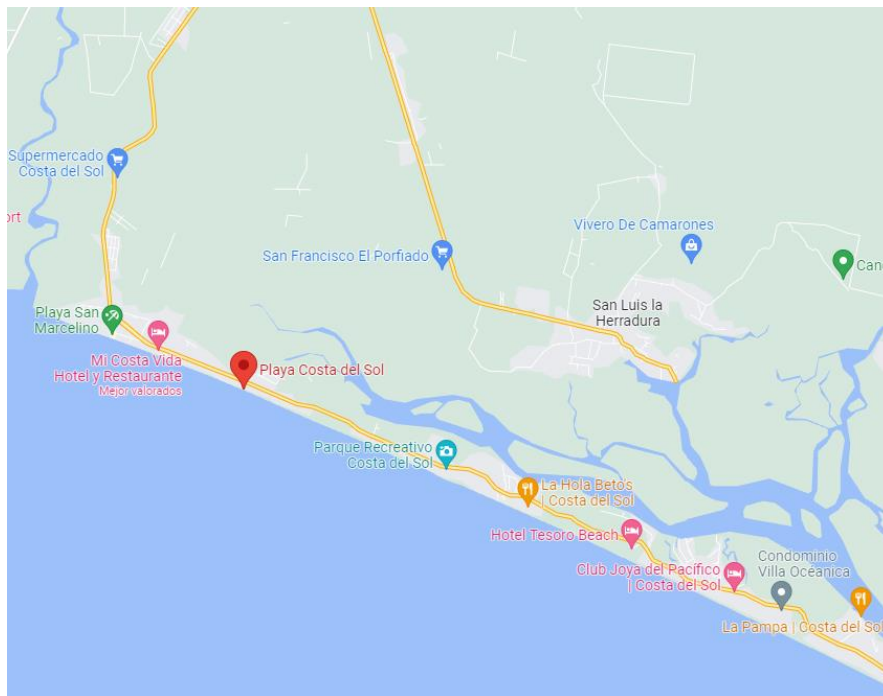
The best time of the year to surf on the Costa del Sol is from November to January, when the waves of the South Pacific Ocean are not so big and strong, which allows the waves to break with less speed and more smoothness. There are even backwaters where the waves are small and foamy, ideal for lovers of this exciting sport to start practicing.

As a complement to this beautiful beach and to the activities you can do on it, the Costa del Sol has an enviable range of hotels and private houses, ideal for renting and spending quality time with the family. Moreover, there are numerous restaurants along the boulevard that crosses it, some very typical, under a hut of palm trees, and others truly gourmet, always offering a wide variety of food and with affordable prices.

Another point that characterizes this beach is the fact that it is surrounded by the immense Jaltepeque estuary, populated by intricate and impeccable mangroves, ideal for canoeing, sailing, fishing and skiing; or to rent a small boat to take a nice trip along the estuary. If you are more demanding, you can rent one of the luxurious yachts and go out into the sea on an exciting day of fishing in blue water, where you can find larger fish such as dorados, tunas, wahoos, sailfish, and marlins.



<https://elsalvador.travel/destination/costa-del-sol/es/>



2.1.3 CULTURAL IDENTITY, INTANGIBLE TOURISM RESOURCES:

2.1.4 Festivities and celebrations of El Salvador

The holidays in El Salvador 2023 are popular celebrations in which our country or a specific sector is celebrating. According to the law, holidays are divided into two:

Holidays 2023 with holidays. These days are considered a national holiday and are not work days, so both public (government) employees and private employees rest. However, the majority of the employees of the private company almost always work, subject to an agreement for additional benefits with their employers as established by the El Salvador Labor Code, such as receiving a double salary for said work day on that holiday. that they have worked.

For this year 2023, the holidays with holidays in El Salvador are the following:

Sunday January 1: New Year.

Monday, January 2: Compensation for January 1, for this year.

Thursday April 6: Holy Thursday.

Friday April 7: Good Friday.

Saturday April 8: Holy Saturday (Glory Saturday).

Monday May 1: Labor Day.

Wednesday May 10: Mother's Day.

Saturday June 17: Father's Day.

Sunday August 6: August Festivities 2023*

Friday September 15: Independence Day

Thursday, November 2: Day of the Dead

Monday December 25: Christmas

*Regarding the August holidays: The public sector and students take a week of vacation, in the case of private employees: August 3, 4, 5 and 6 will be a holiday only for the city of San Salvador, for the rest of the country will only be a holiday on August 6 and also the main day of the most important festivity of the municipality or place of work.

For this 2023, the holidays without a holiday in El Salvador are the following:

January: Month of the elderly

January 6: The Holy Kings
January 16: Signing of the peace agreements (Peace Day)
February 1: Day of the National Civil Police
February 22: Ash Wednesday
February 14: Valentine's Day or Friendship Day
February 21: National Day of the Nahuat Language
February 21: Tour Guide Day
February 26: Clinical Laboratory Professional Day
March 8: Women's Day
March 11: Pediatrician's Day
March 19: Business Manager Day
March 22: Water Day
March 24: Saint Romero's Day, martyr of America
March 29: National Day of Girls and Boys Victims of Enforced Disappearance
April 4: National Day for the Eradication of Sexual Violence against Girls and Boys in

El Salvador

April 2: Palm Sunday
April 3: Holy Monday
April 4: Holy Tuesday
April 5: Holy Wednesday
April 9: Resurrection Sunday (Easter Sunday)
April 22: Earth Day
April 26: Secretary's Day
April 27: Telegraphist's Day
April 27: Graphic Designer Day
May 3: Day of the Cross
May 5: Day of the orthotist and prosthetist
May 7: Soldier's Day

May 15: Nurse's Day

May 17: Day of the accountant

May 17: Internet Day

May 18: Day of the medical representative

May 19: Marketer's Day

May 25: Cosmetologist Day

May 25: Librarian Day

May 26: Orderly Day

June 1: Cargo Carrier Day

June 5: Environment Day

June 6: Biologist's Day

June 12: Customs Day

June 18: Entrepreneur's Day

June 18: Agronomist Day

June 21: National Day for a Non-Sexist Education

June 22: Teacher's Day

June 24: Typographer's Day

June 24: Volunteer Lifeguard Day

June 29: National Day of the Biosphere and Biological Corridors of El Salvador

June 30: Lawyer's Day

July 1: Fisherman's Day

July 1: Archivist Day

July 4: Pharmaceutical Chemist Day

July 9: National Day for the Eradication and Control of Chagas Disease

July 10: National Road Safety and Culture Day

July 13: Civil Engineer Day

July 14: Doctor's Day

July 25: Day of the Salvadoran student

July 31: Journalist's Day

August 3: Trade Day

August 6: Day of the Salvadoran (celebrated in some places in the United States)

August 10: Chef's Day

August 11: Nutritionist Day

August 11: Economist Day

August 17: Vet Day

August 24: Mechanic's Day

August 28: Day of the agronomist

August 29: National Day Against Dengue

August 31: Day of the Salvadoran Auditor

August 31: Mechanic's Day

September 13: Programmer's Day

September 27: National Day of the Deaf

September 29: Dentist's Day

October 1: Children's Day

October 1: Coffee Day

October 4: Electrician's Day

October 5: Computer Science Day

October 10: Day of the psychologist

October 11: Girl's Day

October 11: National Sports Day

October 12: Columbus Day or Hispanic Day

October 12: Seller's Day (second Saturday of the month)

October 17: Architect's Day

October 18: Publicist Day

October 20: Chef's Day

October 31: Day of Salvadoran trade unionists

October 31: Public Employee Day

November 1: Day of the broadcaster

November 5: First cry for independence

November 13: National pupusas day (second Sunday of the month)

November 15: Artisan Day

November 22: Musician's Day

November 28: Day of the anesthetist

November 30: Social Worker's Day

December 3: National Day of Persons with Disabilities

December 4: Day of the Salvadoran firefighter

December 24: Good Night

December 28: Day of the innocent saints

December 31: New Year's Eve. ³⁴(according to elsalvadormipaís.com).

2.1.5 Syncretism

There is a reflection on the Salvadoran's dynamics culture, in the understanding of the processes that are shaping the cultural systems that Salvadorans practice today. Bringing into discussion these cultural systems that we maintain (inside and outside the national territory), we can understand that the importance of culture in the construction of a new type of society is underestimated.

The problem lies in the concepts of culture that prevails in academic and political circles, in which culture is synonymous of artistic and intellectual creation, taking models from developed countries such as the United States and some European countries, as well as education models, political and celebrations. In reality, we need a broader concept of culture, which leads us to its construction through the development of daily social life. In this sense, we can clarify that culture should not be understood solely as the intellectual

³⁴ elsalvadormipaís.com.

creations that a group elaborates, but rather as the conceptions, values, and social norms that guide the daily life of individuals in various areas in which they operate.

"In the case of El Salvador, culture has been generated as a process of hybridization or sociocultural syncretism, which has merged values and conceptions of the Mesoamerican people, who inhabited these lands before the arrival of the Spaniards, with conceptions and values that the conquerors brought. This generated a new culture, which is neither indigenous (in the sense of pre-Hispanic culture) nor Spanish, but represents a new culture with its own values and conceptions."³⁵ Taken from El Faro: The Dynamics of Salvadoran Culture by Carlos Benjamín Lara-Martínez, 08/04/2002.

Thus, we can also mention a clear example as Izalco citizens, one of the municipalities of El Salvador where the legacy of the native people can be perceived daily, thanks to citizens like the Pasasin. In this way, the syncretism or fusion of cultures is one of the characteristics that gives this region a unique attraction, a nuance that the disinterest of the new generations is condemning to extinction.³⁶ (according to the El Salvador.com webpage).

In this way we can summarize that Salvadoran culture has been the result of a combination of different cultures from different times that have merged over time as well as in language, traditions and local festivities along the country, etc.

2.1.6 Salvadorian gastronomy

The Salvadoran cuisine is a delicious mix of ancestral flavors with local ingredients, where beans and corn are the main protagonists, both served as the main dish and in desserts. Other ingredients that are part of the gastronomy in El Salvador are rice, chicken,

³⁵ El Faro, Carlos Benjamín Lara-Martínez, April 8th 2002

³⁶ El Salvador.com

beef, pork, shellfish, dairy products, fruits, vegetables, and herbs that give more flavor and aroma to each dish to taste in the country.

Pupusas

Pupusas are the most popular dish of Salvadoran gastronomy and the favorite of Salvadoran citizens. The pupusa is a tortilla made from corn or rice stuffed filled with cheese, beans, pork, cheese with loroco or ayote. However, now they can be enjoyed with a variety of ingredients such as chicken, shellfish and herbs for all tastes. This dish is accompanied with pickled cabbage and natural tomato sauce that add a unique flavor, as well as a traditional soft drink such as horchata, coffee or chocolate.

Tamales

Tamales are one of the typical foods of El Salvador that, like pupusas, are made from corn and they can have different types of filling such as chicken, beans, cheese, or herbs. The presentation of this dish stands out in Salvadoran gastronomy because it is wrapped in a banana leaf and served with a garnish of natural tomato sauce accompanied by a hot drink such as coffee or chocolate.

Empanadas

This is a combination of sweet plantain-based appetizers filled with fried beans or poleada (a special drink made with milk and flour rice). The characteristics and mixtures of this typical food from El Salvador combine sweet and salty, which is why it has become the perfect craving for Salvadorans.

Fried or boiled yucca

Fried yucca or boiled yucca is a very popular typical dish of the Salvadoran gastronomy, considered as a delicious dish that you can enjoy as an appetizer or even a garnish. In either of its two forms, the yucca is accompanied by pieces of pork and pepescas (small fried fish typical of the country), tomato sauce, pickle cabbage, tomato slice and cucumber that add a delicious flavor to this dish.

Corn cupcakes (Pastelitos)

Corn Cupcakes (Pastelitos) are a true delight of Salvadoran gastronomy. They can be very similar to meat pies that can be found in other countries, with the difference that they are made from corn and also fried, whereas in other cultures they are baked.

Its fried and crunchy texture are what make it delicious to taste, as well as having a filling of minced meat and vegetables, accompanied by pickled cabbage.

2.1.7 Legends and Stories of the Destinations

The Legend of El Tabudo

The legend of the Tabudo narrates that many years ago (the date is unknown), a rich man lived on the other side of Lake Coatepeque, in a beautiful and large mansion with several servants. One day as usual he went out in his canoe to walk on the lake. After a while of sailing, he set out to return. But when I passed through the island of Teopán ("Place Where the God Dwells", in Nahuat) to reach the shore of the lake something strange happened.

The man was suddenly and mysteriously swept away by an underwater current that took him to the domains of Itzqueye (goddess of fresh water, according to Pipil mythology). And it disappeared. Months passed and suddenly one day the rich man appeared before his servants turned into the Tabudo (comes from "tabas", which means knees), a strange looking being.³⁷(According to Leyendadeterror.net).



³⁷ Leyendadeterror.net

(Appearance with which they describe the Tabudo. Image courtesy.)

Legend of the Siguanaba



At the time when deities could be seen on earth, the god Tlaloc fell madly in love with a young and beautiful girl whom the villagers knew by the name of Sihuehuet (this name can be translated into Spanish as Beautiful Woman). As a result of this love, the woman gave birth to a son. However, people considered her as a very bad mother, because she left the little one alone at home to go for a walk.

For that reason, the child only fed on ash. Tlaloc did not take long to learn what the woman was doing, and his anger was so much that he cast a terrible curse on her. -From that moment on, you will no longer be known by your previous name, but everyone will call you Sihuanaba (that is, horrible woman). Uttered the god of rain.

Seen from a distance, the lady looked very beautiful. However, the moment a man approached him, his appearance changed drastically becoming a horrifying monster. The deity also forced her to travel along the empty sidewalks and rural roads, in search of late-night men, to frighten them and force them to return home soon. ³⁸(According to Leyendadeterror.net)

³⁸ Leyendadeterror.net.

The Cipitío



Like his mother, the Cipitío also became a cursed creature, as Tlaloc cast a spell on him so that he could never become a man. That is, no matter how centuries passed, he would always remain a child. The elderly says that in the houses of the people who had fireplaces, it was said that from time to time the spirit of that little boy appeared.

And it is that the Cipitío, not only loves to eat the ash produced by the burned woods, but also enjoys wallowing in it. The cipitio is a small of short stature, with a prominent belly and has the lower extremities upside down. This means that people who for some reason try to follow his trail, are lost in the forest, as they go the opposite way.³⁹ (According to Leyendadeterror.net).

The Cadejo



³⁹ Leyendadeterror.net.

It is a legend of indigenous origin in which it is assured that dogs are the ideal animals to help the recently deceased, to arrive at the land of the dead. Despite that, with the arrival of the Spanish troops to Mesoamerica, this myth began to transform, because in later versions it is said that this legend is used to illustrate in a clear way, the contrast that exists between "good" and "evil".Cadejos are larger than usual ghost dogs. They can usually be seen in pairs. One dog is white, while the other has a completely black coat.

The white dog has bluish eyes and symbolizes the light of paradise. That is, if the soul of a deceased is led by him, he will find himself in eternal rest in a very short time, because he will have no obstacles to reach his final abode. However, if during that journey the black cadejo appears, certain precautions should be taken, since this dog is associated with the underworld.

His main mission is to lead innocent souls to hell, to please Satan. The way in which the ancient Salvadorans kept this spirit away from evil was by burning incense.⁴⁰(According to Leyendadeterror.net).

The Squeaky Cart



It is said that, since before the last century, in some villages of El Salvador, when the clock strikes 12:00 at night, you can clearly hear the grinding of the wheels of a cart, which passes at full speed through the desolate paths...

⁴⁰ Leyendadeterror.net.

In some places this legend is known as Carreta Bruja. The squeaky cart walks backwards, strolling at night in the streets of some towns in El Salvador. Its name originates precisely from the "squeaky" sound that its wooden tires make when it walks; They also say that sometimes you hear chains or bones that creep when it passes and that you first hear it before you see it arrive.

Some say that when the earth passes it shudders and others comment that whoever dares to look at it wakes up dead the next day. This cart, which carries human skulls on its sticks, has no oxen and there is no one to guide it, it simply walks alone, as if some ghost propels it forward; However, some think that it is a spirit that is responsible for collecting the souls that are in sorrow and guiding them to the afterlife.

It is said that inside the squeaky cart transports many bones and corpses of people who died decapitated and that at midnight it leaves from the cemetery of the villages, to walk its streets with the souls in sorrow and mentioning the names of the people who are liars, false and hypocrites, as if making a warning that this could be their destiny one day if they do not change.⁴¹(According to Leyendadeterror.net).

The Headless Father



The Headless Father is the soul of a priest who died in sin, unable to confess, the product of a loving relationship he had, and which now forces him to wander as a soul in sorrow in eternity. Some also say that the headless father was a priest who died in a revolt along with several oppressed peasants and was subsequently beheaded by the authorities of his time.

⁴¹ Leyendadeterror.net.

Legend has it that he goes out through the doors of churches every Friday of the year at night, especially when there is no moon. In places, such as San Salvador, where there is more than one church you walk between them; In villages where there is only one church, he goes out to walk the streets and then later returns through the main door, even if it is closed.

Some who have seen him say that he also climbs the bell tower of the church and mysteriously disappears there. His appearance is that of a tall man, but he has no head, only a body. He goes with a dark cassock and a rosary in his hand, walking through the streets, like a soul in sorrow, like a wandering ghost, saying nothing.⁴² (According to Leyendadeterror.net).

⁴² Leyendadeterror.net.

2.1.8 STRATEGIC PLAN

Quality control, Customer satisfaction.

ACTION	RESPONSIBLES	IMPROVEMENTS
<p>Create eye-catching ads through Facebook applications and other social networks.</p> <p>Know in advance the places offered as tourist destinations.</p> <p>Delivery of brochures with information on packages and/or tourist destinations on each excursion.</p> <p>Maintain customer loyalty.</p>	<p>Kevin Urquia</p> <p>Noe Hernandez</p> <p>Heber Martínez</p>	<ul style="list-style-type: none"> • Agreements with local restaurants and hotels. (to obtain better prices) • Tourist guides with extensive knowledge of the place. (The best price) • Create offers for group and/or individual packages. • Quarterly all-inclusive travel raffles. • Promotions based on loyalty.

Actions:

- Create eye-catching ads through Facebook applications and other social networks: With this type of advertising, you can reach more people to be able to attract our future clients.
- Know in advance the places offered as tourist destinations: Showing them real pictures about all places to visit.

- Delivery of brochures with information on packages and/or tourist destinations on each excursion: this kind of publicity will be distributed in every trip and places that will be visited.
- Maintain customer loyalty: giving the best quality and professional service with specialized guides in the area, so that our clients have the best tourism experiences with us.

Responsibles:

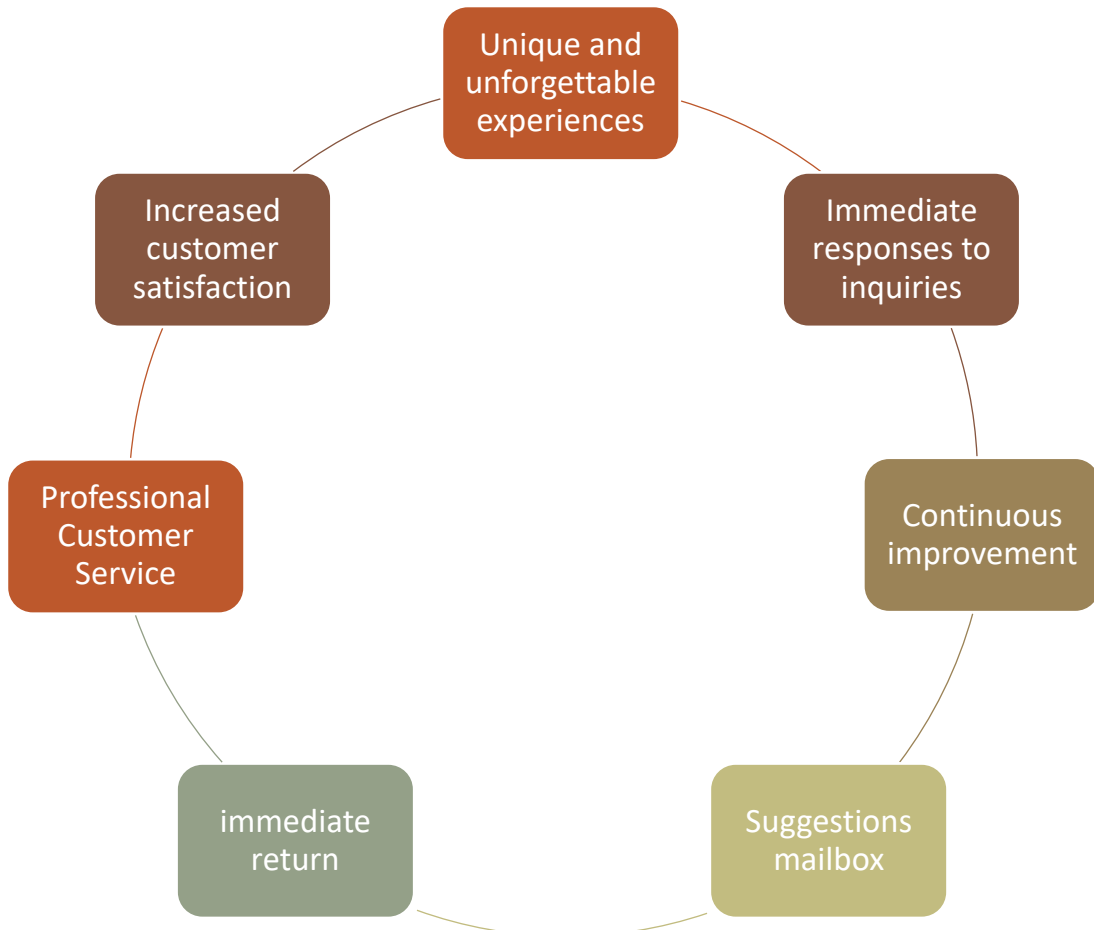
- Kevin Urquia
- Noe Hernandez
- Heber Martinez

Improvement:

- Agreements with local restaurants and hotels: strategic alliances that will help us obtain better prices on food for our customers.
- Tourist guides with extensive knowledge of the place: specialized guides in the area, who know all the places to visit and their history.
- Create offers for group and/or individual packages.
- Quarterly all-inclusive travel raffles.
- Promotions based on loyalty: special discounts to reward loyalty for them to use on our services and discounts for festivals and special dates.

QUALITY SCHEME

Love Voyage El Salvador Tour Operator



- **Unique and unforgettable experiences:** The tour operator Love Voyage El Salvador is focusing on providing well organized trips with specialized tour guides making each trip unforgettable because they will know not only the place but also the story and culture of each place.
- **Immediate responses to inquiries:** Good customer service experience for immediate response to different inquiries they have related to the service.

- **Continuous improvement:** Looking forward to keep on track with all relevant information to provide high quality of service.
- **Suggestions mailbox:** On each trip will be available a suggestion box to get feedback from our customers to do better every time on each trip offered.
- **Immediate return:** To respect our customer's decision when changing their mind about a trip to proceed with immediate refund when required.
- **Professional Customer Service:** Taking constant trainings to give service with professionalism, outstanding out of the crowd.
- **Increased customer satisfaction:** Trough all bullets explained previously, it is expected to increase the customer satisfaction, being Love Voyage El Salvador the unique tour operator chosen by its unforgettable trips and experiences.

3 CHAPTER III: ENTREPRENEUR'S RESPONSABILITY

3.1 ENTREPRENEUR PROFILE

3.1.1 Entrepreneur Concept.

After performing a research and analyzing the term of “entrepreneur” from different sources, it was possible to come out with our own concept of what an entrepreneur is.

Entrepreneur: is the person who sees the opportunity to create and develop a company or business based on an innovative idea.

3.1.2 Entrepreneur Type

To have a better idea about how to identify ourselves with a type of entrepreneurs, it is necessary to know the types of entrepreneurs that exist, starting from here and after conducting the research, as a conclusion, we identify ourselves with the following types of entrepreneurs.

The External Entrepreneur:

They are key people who contemplate new opportunities, techniques, production lines, products and coordinate all other activities, consolidating new strategically relevant projects by optimizing their innovation capabilities. They rise up the company; they are the owners or members of the companies. Those who like to experiment with new ideas, seek to create wealth and not only create businesses as a means of subsistence but also work for themselves.⁴³ (Pinchot, 1985. Manual of Entrepreneurship, February 2015 p. 9).

We started with our company by identifying an opportunity such as the tour operator since they are widely used by people for national and international tourism with the purpose of obtaining profits and making our beautiful country known to all interested audiences.

Social entrepreneurs:

Entrepreneurs with this profile are gaining ground in this category, since there is a variety of entrepreneurs who combine non-profit ventures, they differ in the special care

⁴³ Pinchot, 1985. Manual of Entrepreneurship, February 2015 p. 9.

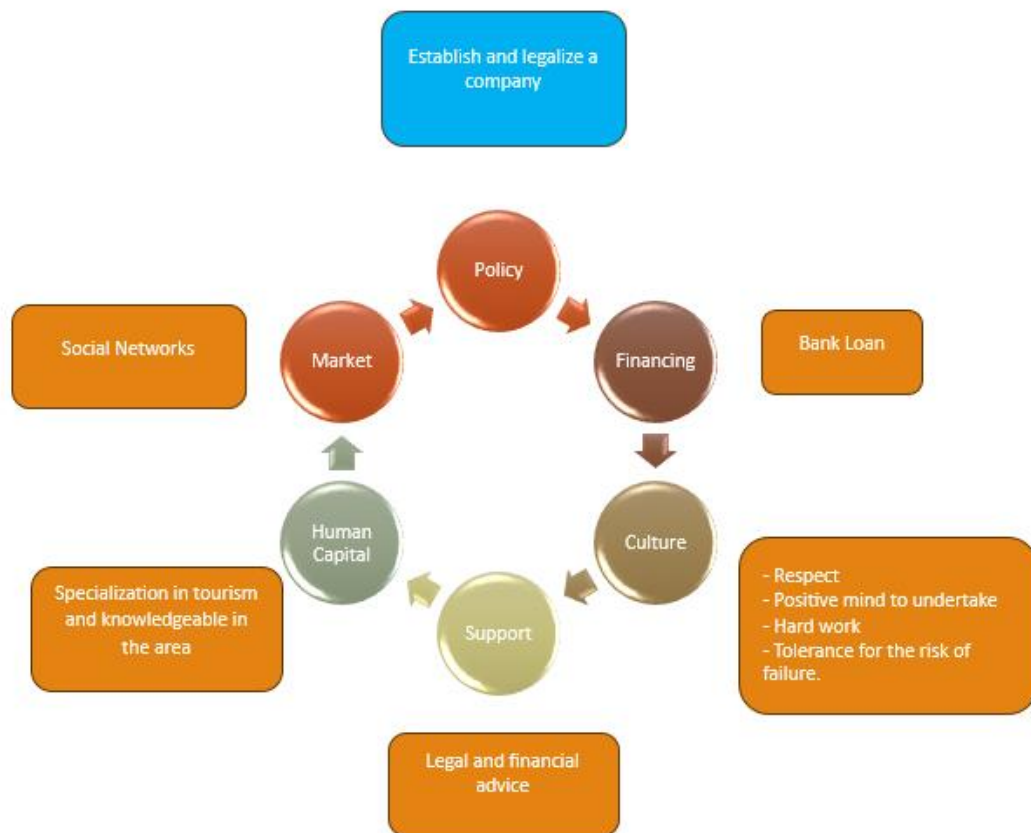
they take when managing their operations and the social and environmental impacts that they may generate. We also find for-profit projects, well leveraged economically and professionally managed, looking for partners to capitalize on them, but they are characterized by incorporating into their strategies 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 a sustainable approach. ⁴⁴(Entrepreneurship Manual, February 2015 P. 13).

The Love Voyage tour operator is focused on taking care of the environment through several projects that we might perform, such as recycling bags, which we will carry on each trip, the use of personal toppers to avoid the use of disposable plates since we know this can cause damage in a great way to the environment.

⁴⁴ Entrepreneurship Manual, February 2015 P. 13

3.1.3 Entrepreneur Ecosystem:

When we talk about entrepreneur ecosystem, we refer to different characteristics which are combined altogether to help us establish our company in the entrepreneur process.



Policy: The administration of a business is governed by the general laws that are applicable to any legal company based in the country and also depending on the types of licenses and/or permits that are necessary.

The law that will govern our company is known as the CODIGO DE COMERCIO, law decreed by the Asamblea Legislativa de la Republica de El Salvador. In such document we can find the general provisions dictated by theCodigo de Comercio No. 671 Preliminary Title. General Provisions Article 1.- (*) "Article 1.- (*) Merchants, commercial acts and commercial things will be governed by the provisions contained in this Code and in other

commercial laws, failing which, by the respective uses and customs, and in the absence of these, by the rules of the Civil Code." ⁴⁵(Código de Comercio, Mayo 1970).

Within this same section we can find additional laws that govern us and at the same time benefit us as entrepreneurs, such as the Law of Promotion, Protection and Development for Micro and Small Businesses, which dictates "The Law allows the consolidation of an environment favorable for the development of micro and small businesses in El Salvador, which promotes better income for the families of businessmen and women, in addition to the generation of jobs." Another benefit of the MYPE law mentions that "the regulations allow us to simplify the processes and requirements for the formalization of micro and small businesses in this way contributing through their contributions to the economic development of the country; with greater possibility of accessing benefits and programs."⁴⁶ (Análisis de Mercado del Sector Turismo 2023).

When deciding to start a business, we must think about advertising, what product to be offered which can be is easy to acquire or promote, and there must be also free competition, which is why we should be very clear about the commercial name and/or company name, to be able to register it thus it remains as a single registration, and legally established. There must be a legal basis and legal support in which the name and company name under it has been registered can be demonstrated.

Another important point that should be mentioned is the fact that we are also governed by the TOURISM LAW, which based on DECREE No. 899 we find the following in "Art. 1.- The purpose of this Law is to encourage, promote and regulate the country's tourism industry and services, provided by national or foreign natural or legal persons. In the following articles we find the regulations according to the service to be provided as a tourism company. ⁴⁷(Decreto 899, Ley de Turismo. P. 1)

⁴⁵ Código de Comercio, May 1970.

⁴⁶ Análisis de Mercado del Sector Turismo 2023.

⁴⁷ Decreto 899, Ley de Turismo. P. 1

Market: In social networks in this way we cover more areas, as well as our networks of entrepreneurs and friends.

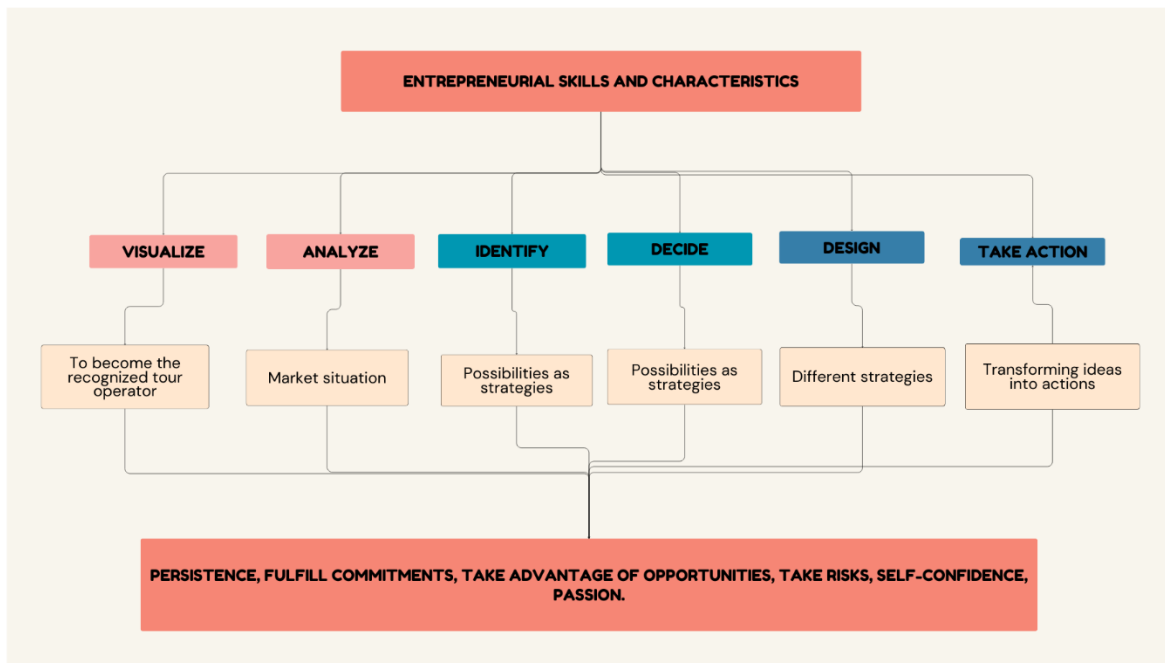
Financing: Due to our current economic state, we plan to request a loan added to our existing capital.

Human Capital: With a specialty in tourism, knowledgeable in the area and the ability to undertake and set up goals to reach.

Culture: A culture of respect for nature and all people, positive entrepreneurship, based on hard work and tolerance for the risk of failure and without fear of success.

Support: Support from legal and financial advisors from support networks for entrepreneurs.

3.1.4 Entrepreneur Competencies and Characteristics.



As a tour operator we know that every adventure has its development process in order to become a large company recognized at a national level and can lead us to certain adversities, which is why from the beginning we must take into account what the competencies and characteristics are as entrepreneur, therefore we can list the followings

Characteristics

Visualize: being the nationally recognized tour operator, this can only be achieved by being persistent throughout the process when facing up any adversity that arises, whether in the creation of the company or during a trip that encounters a problem with the service to our clients.

Analyze: The market situation, we understand that due to the pandemic there have been cost changes throughout the economy. Therefore, we will fulfill the commitment to provide good quality and professional service at a fair and affordable price for our clients, with the aim of creating loyalty to our company.

Identify: Options to attract clients to use our services as a tour operator, we can put this into practice by taking advantage of businesses opportunities that are beneficial for both, our clients and us by designing certain strategies to gain popularity.

Decide: After identifying options, appropriate decisions will be made to carry out the design for new strategies to be used to attract clients, assuming risks responsibly.

Competencies

Design: we can plan different strategies with self-confidence that will be beneficial to attract our customers, these strategies will be as special discounts to reward loyalty for them to use on our services and discounts for festivals and special dates.

Take Action: Developing all these ideas into actions, providing the best service to our clients with passion.

3.1.5 Barriers to Start a Business

Barriers are the obstacles that can be found when starting a business or putting an idea into practice. There are different types of barriers depending on the activity to be carried out, among them the main one is the entry barrier when a person or company want to enter a market, another important point is to have a clear idea of what Entrepreneurship is and manage the Marketing concepts and what the main types of marketing are to launch ourselves in the entrepreneurship process.⁴⁸ (Manual del Emprendedorismo, José Enrique Bóveda Q., Adalberto Oviedo, Ana Luba Yakusik S. P. 27).

⁴⁸ Manual del Emprendedorismo, José Enrique Bóveda Q., Adalberto Oviedo, Ana Luba Yakusik S. P. 27

Culture: Starting from the education system and our culture itself, people is not interested on supporting entrepreneurs, therefore, risen up a business would be a hard work without their support in all areas.

Fear of failure: This can occur when entrepreneurs are afraid of considering their business creation might fail, as they lack of confident or the necessary support that their idea is innovative or profitable in the long term or good enough to create a stable business.

Entrepreneurs would feel afraid of risking themselves by getting out of their comfort zone.

3.1.6 Factors of Success.

Strategy: Have a good strategy that indicates the best path to follow according to the environment. Reaching out all customers through social media networks based on their search interest.

Structure: Delegating responsibilities to each one of our members to have our business moving forward. As to mention, having a member to take care of legal paperwork and documentation, another member would take care of all logistics regarding trips and quality control, it would also be another member giving follow up on social media and money related.

Heber Martinez – Business legal documentation

Kevin Urquia – In charge of social media and payments.

Noe Hernandez – Logistics and Quality Control.

Financial system refers to the cash flow and the purpose of its investment by those responsible members of the organization. Personnel recruitment system based on tourism knowledge in the area and the tourist destinations offered. Promotion system based on customer loyalty.

Competencies:

Responsibility can be defined as “existing capacity in every active subject of law to recognize and accept the consequences of an act freely carried out”.⁴⁹ (Real Academia Española, 2023)

⁴⁹ Real Academia Española, 2023

Commitment, known as an agreement between different parties.

Good service, focus on satisfying the needs of the public.

Leadership, defined by the Real Academia Española 2023 as “situation of superiority in which an institution or organization, a product or an economic sector finds itself, within its scope”.

Style: To give high quality of customer service to our clients, working in the best way to give a unique and special service to them, thus always be the first ones to think of when it comes to making tourism within the country with local and foreigners.

Shared values: To be recognized as the number one company because of the service provided to our clients by putting into practice the values of respect, within each one of our members and especially to our clients, tolerance, applicable among of all our team and responsibility, with our clients and all of our natural resources.⁵⁰ (Manual del Emprendedorismo, José Enrique Bóveda Q., Adalberto Oviedo, Ana Luba Yakusik S. P. 29,).

3.2 ENTREPRENEURSHIP'S RESPONSIBILITY

As entrepreneurs, managing a business or company conveys a great responsibility with:

Customers: to give them high quality service to characterize the tour operator by treating them with respect and politely. We also need to pay close attention to our customers by active listening to their concerns related to the service provided by our company because their feedback would help us to perform better each time. Customers are the fundamental part of a business since they are the whole reason why entrepreneurs invest on their ideas.

Employees: to give them good job opportunities and have them taking constant trainings and provide them with all the necessary tools to perform their functions, which eventually helps them to develop professionally in the workplace, motivating them with monthly incentives based on performance. The entrepreneur is also responsible for taking

⁵⁰ Manual del Emprendedorismo, José Enrique Bóveda Q., Adalberto Oviedo, Ana Luba Yakusik S. P. 29

into account the opinions of his employees to know their needs or difficulties expecting to generate links between both parties and thus achieve a better work environment by receiving mutual support whenever necessary.

Communities: by helping them with opportunities through alliances with local business to receive economic support from tourists when they spend on their service or products.

Environment: to protect all flora and fauna on each place to visit by doing our clients aware of the importance of recycling, reducing and reusing.

Ourselves: to demand ourselves each time to get better professionally, bear in mind our weakness and strengths on each trip to improve our methods and work strategies, to provide them the best service.

Through all of these, we believe it is important to take advantage of generating opportunities that directly or indirectly benefits society through a job creation and local investment.⁵¹ (Manual del Emprendedorismo, José Enrique Bóveda Q., Adalberto Oviedo, Ana Luba Yakusik S. P. 24).

Another important point and part of the responsibility of the entrepreneur, is to create alliances with other entrepreneurs to promote and strength agreements to get an economic support among them. Merely the purpose for these agreements would be to look for an economic sustainability by strengthening investment among all interested parties.

Talking about the Corporate Social Responsibility (CSR), we can list the following items which all entrepreneurs should respect:

- Applying methods that help us to better develop and control management systems.

⁵¹ Manual del Emprendedorismo, José Enrique Bóveda Q., Adalberto Oviedo, Ana Luba Yakusik S. P. 24

- Increased employee motivation and productivity through monthly performance-based rewards.
- Better work environment among the work team, promoting the confidence of having freedom of expression and being heard by others.
- Provide a more efficient and professional service to all staff and customers.
- Improvement of the relationship with stakeholders through promotions that each party would find it of benefit to everyone, for the customers and for us as entrepreneurs.
- Incorporation of international indicators and standards, taking as example developed countries in the implementation of their business strategies.
- Generation of added values and aspects of difference with fair prices in relation to the service offered.
- Taking care of the environment and all natural resources our country has since those are the main attractions our country counts on to develop tourism.

3.3 MARKET NICHES

3.3.1 Definition

According to the research highlighted, the market niche is made up of a small group of people who share similar characteristics, needs and/or tastes.

3.3.2 Strategy to identify a market niche (Blue Ocean)

W. Chan Kim y René Mauborgne with their creation of a wonderful strategy mentioned in the Blue Ocean strategy, it pretends to rebuild the fundamentals about the innovation strategies of companies to get rid of competences and guarantee performance and adaptability to all sectors of the economy. This information helps us to identify the market niche in which to work with, thus to be able to establish the tour operator in the tourism sector, with innovated ideas to allow people choose the best tourism option, changing their way of thinking and teaching them to love and enjoy tourism, leading us to

grow up as the best company in the country.⁵² (La Esgrategia del Oceano Azul 2005, W. Chan Kim y Reneé Mauborgne, P. 3).

3.3.3 Elements to choose a market niche.

- **Target audience:** People of all ages who loves doing tourism or going out to visit different places, as well as those who enjoy going out to behold the beauty of nature, being those locals and foreigners.
- **Problem:** Providing well-organized trips, with established schedules, for families or individual to select the type of outdoor activities to enjoy.
- **Desired result:** To provide high quality of service to become the best tour operator option for costumers to travel around all touristic places in El Salvador.
- **Secret sauce:** Apply various strategies to attract customers by providing high quality of service with knowledgeable people in the area and giving special discounts or free trips with all expenses covered to reward our customers' loyalty, on special dates such as: birthdays, anniversaries or holidays.

3.3.4 Our Market Niche

People of all ages depending on the type of place to visit, as children who love doing tourism with their relatives, also teenagers who enjoy doing outdoors activities or elder people who simply are willing to have a good time visiting different places, as well as those who might be looking for spending time with their relatives beholding the beauty of nature, being those locals and foreigners.

3.3.5 Characteristics of our market niche

The tour operator is prepared to offer a variety of options about trips heading to different touristic destinations for people who enjoys going out and getting to know different places as well as nature lovers or those who just want to have a relaxing time, or people in needs to go out with someone to guide them along the trip.

⁵²La Esgrategia del Oceano Azul 2005, W. Chan Kim y Reneé Mauborgne, P. 3

Customer's age:

People from all ages could take our trips.

Types of costumers:

People from all nationalities, ethnic origin and any social class.

Places to visit:

Mountains: The thermal springs, Chalatenango highlands, La Palma park, San Ignacio, Rio Chiquito, Miramundo, El Pital and Las Pilas.

Beaches: El Tunco Beach, El Sunzal, El Zonte, Zurf City.

Towns: Flower route, the villages of Nahuizalco and Ataco.

3.4 CUSTOMER'S MANAGEMENT

By putting into practice the following values, we expect to characterize the tour operator Love Voyage EL Salvador, as one of the best options to travel around of our country.

Respect: to encourage our team to treat customers with the respect every human being deserves.

Professionalism: giving such a high quality service in every interaction we do with our customers since all of our members would be trained to provide an unforgettable customer service experience.

Passion: not only putting our hearts on every trip we do but also on every interaction with our customers since they are the main purpose of our tour operator.

Honesty: being transparent with our customers by providing them with all services offered on every trip.

By applying those strategies to persuade our customers through publicity, and promoting high quality of tourism service on social media, it is expected to become one of the most popular tour operator, to be chosen by customers.

3.5 STRATEGIC ALLIANCES

As part of the strategic alliances, our tour operator expects to agree on partnerships with restaurants, hostels, local sales and marketing agencies to benefit economically each one of the members.

Competitiveness: Alliances will help us strengthen ourselves to compete in an effective and proactive way. Having strategic alliances with restaurants or entrepreneurs on the routes to visit will help us to be a tour operator with better options supporting each other. These alliances will help us position ourselves in a better place and thus be able to be stronger and more competitive, offering better options than the competition and distinguishing ourselves from other.

Access to resources: It will help us access technological resources and knowledge with the other stakeholders. By having alliances with associations in charge of marketing on social networks, it will position us on another level since in this way it will help us promote ourselves to the audience. This type of alliance will help reach many people through social networks since today it is used a lot. Knowing how marketing works on the networks will help the tour operator become known and be able to inform about the different trips and tourist packages that we offer.

Market expansion: They will help us access different market segments thus attracting new customers. Promoting the tour operator and reaching many places not only nationally but also internationally giving us expansion advantages.

Types of Strategic Alliances

Horizontal strategic alliances

“These types of strategic alliances arise when two companies that are in the same phase of the value chain join together. That is, these are alliances between competitors that agree to collaborate in different areas. Alliances between airlines or automobile producers are examples of strategic alliances at this level.” (Carlos Quintana - 28/12/2021) ⁵³

Vertical strategic alliances

⁵³ Carlos Quintana - 28/12/2021

“These alliances unite companies that are in different phases of the value chain. Typically, these are collaborative alliances between customers and suppliers. A good example of this type of alliance is that of Tesla (car manufacturer) with Panasonic (supplier of batteries for electric cars).” (Carlos Quintana - 28/12/2021)⁵⁴

Vertical alliance: supplier - customer. Our alliance will try to be able to take our clients to these places with which we will have this type of Supplier-Customer alliances, since in our tours we will take our clients to these suppliers who would be these entrepreneurs.

Among the benefits of these alliances, we can point out the increase in visibility by making ourselves known on social networks. Improvement of the customer experience, offering better guided experiences with specialized personnel in the area.

In terms of costs, it helps us reduce the price of food with the help of these alliances with local restaurant or sales entrepreneurs.

⁵⁴ Carlos Quintana - 28/12/2021

4CHAPTER IV: COST PLAN FOR THE TOURIST PRODUCT OR SERVICE

4.1 LOGO

Colors	Elements
Dark Brown: warm, secure and natural.	Palm
Yellow: Color of happiness and joy.	Sun
Blue: Tranquility, Confidence, Stability	Sea, Clouds
Orange: Cheerful, friendly and creative	Minivan



After doing some research about the meaning of the colors, our tour operator decided to use a combination of colors and a representative picture as our logo because we understand that they play a very important role in our customers mind.

Dark Brown: we decided to use this color in order to represent nature through the palm trees and give a warm sensation of resilience, since it helps to overcome traumatic past situations. It also represents secureness, reason why our logo is surrounded by its dark brown lines. The van represents secure trips with their families.

Yellow: Yellow is related to joy, intelligence and originality. We use this color not only to highlight the color of the sun at the beach but also to highlight the originality that our tour operator has to offer our service with our professional tour guides who are knowledgeable of the place to visit, thus providing a personalized trip where our customers can learn in depth stories and culture of the places to visit.

Blue: The color blue is related to the feeling of serenity and calmness. We chose to add the blue color of the sea and clouds in our logo, representing the calmness that our clients can have when visiting different places and beaches with our tour operator.

Orange: The color orange is related to enthusiasm, confidence, generosity and creativity. This color as the sand of the beach. We also decided to put a dark brown van on top of the color to show our clients they can have the confidence to travel safely with our tour operator.

4.2 Slogan

After compiling information about slogans that characterize companies or entities, we decided to create our slogan which characterizes very well our service as a tour operator that is focused on all people passionate about tourism and the adventure which they lived in the process. "Passion for Adventure"

4.3 MISSION

To offer our clients guided touristic trips according to their interests and needs, providing them with specialized information to their travel expectations, guaranteeing all the support before, during and after, putting our best effort to provide them with a professional and innovative touristic service experience.

4.4 VISION

To be one of the best tour operators in El Salvador, to be recognized not only by providing a professional service but also with high quality, experiencing unforgettable memories in our customers for the different touristic destinations.

4.5 VALUES

As a tour operator, we hope to carry out great teamwork thanks to the values that characterize us, such as the followings:

Responsibility: As a tour operator we will focus on acting correctly with our clients, as well as with the commitment to convey our purpose of being a leading tour operator nationwide, offering a good service to all clients.

Trust: Be determined when it comes to making our trips with punctuality, order and professionalism and good planning which lead tourists to enjoy the activities offered in each tour, in this way our clients will obtain that confidence to develop their trips with our tour operator.

Respect: Establish proper communication and professional treatment with both clients and team members and the environment by caring for and conserving tourist destinations. Treating each of our clients with integrity, this will help greatly to generate greater trust and be able to provide them with better decision-making when choosing and/or making a trip with our tour operator.

Honesty: Talking and carrying out all processes with our clients in a transparent manner, showing them real pictures of the places to visit, providing them with accurate information for each trip, expecting to create loyalty with our customers.

Quality regulations in tourism

Articles of Decree 899 of the Tourism Law, Chapter 4, Articles 12, 13 and 14.

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

In addition, it will ensure the absolute transparency of the clauses that they propose to their clients, both in terms of the nature, price, reservations and quality of the facilities they undertake to provide.

Art. 13.- Tourism companies, in cooperation with the authorities, shall ensure the safety, prevention of accidents, health protection and food hygiene of those who use their services.

Art. 14.- All tourism infrastructure and activities shall be programmed in such a way as to protect the natural heritage of ecosystems and biological diversity, and to preserve endangered species, wild fauna and flora.

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, providing a list of accessible hotels, activities, and means of transportation tailored to their needs.

This means that our tour operator will focus on providing our services to all people to enhance their experience by facilitating various resources to suit their needs such as hiring transportation that involves getting to places with roads outside the city or finding hotels in case they want to make a stay near the place.

ISO 18065

Tourist and Related 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.

We know how important it is to take care of our natural resources as a tour operator, not only to take care of the environment, but also to continue generating tourism in our country, so our tour operator will strive to care for and preserve the natural resources of the places visited with our customers by developing the habit of recycling, asking them that instead of using disposable plates to eat their food that they carry their own toppers and carrying their own ecological bag to go throwing garbage in it and not throw it anywhere.

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.

As a tour operator we will promote respect for all communities visited by tourists, this will help to maintain a friendly coexistence and enhance the enjoyment of the experience, as well as promote various sustainable practices that will help preserve fragile ecosystems that we can find in our visits.

4.6 COSTING PLAN FOR A SERVICE OFFER

Direct costs	Indirect Costs	Operational Costs	Expenses related to the service
Transportation (\$140) Laptop HP investment (\$168)	Computer depreciation (\$0.10 P/D)	Internet service (25 megas \$30)	Gym \$30 First AID Kit
Tourist guide payment (\$30) Purchase of gadgets to promote	Gadget depreciation (\$0.05 P/D)		Specialized equipment Shoes \$100 Garments \$70
Restaurant booking, park or touristic place (btw \$15 to \$25) Income \$500 c/u			

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