

**UNIVERSITY OF EL SALVADOR
SCHOOL OF ARTS AND SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES**



TOPIC:

TOURIST PRODUCT: JMZ AGÜITA DE COCO

PRESENTED BY:

Br. ZULMA AMANDA ASCENCIO SÁNCHEZ

Br. JIMMY ALEXANDER CHACÓN REYES

Br. MIGUEL ANTONIO SÁNCHEZ CORTEZ

CARNÉ:

(AS15050)

(CR17049)

(SC18009)

INFORME FINAL DE CURSO DE ESPECIALIZACIÓN EN TURISMO.

**IN ORDER TO OBTAIN THE DEGREE OF:
BACHELOR OF ARTS IN ENGLISH WITH A MAJOR IN LANGUAGE
TEACHING.**

SPECIALIZATION PROFESSOR:

LICENCIADA FRANCISCA HORTENSIA DE LA SANTÍSIMA TRINIDAD
AGUILLÓN RIVERA.

GENERAL COORDINATOR OF THE GRADUATION PROCESS:

MAESTRO MIGUEL ÁNGEL CARRANZA CAMPOS.

**CIUDAD UNIVERSITARIA, DR. FABIO CASTILLO FIGUEROA, SAN
SALVADOR, EL SALVADOR, CENTROAMÉRICA, NOVEMBER 21ST 2023.**

AUTHORITIES OF THE UNIVERSITY OF EL SALVADOR

RECTOR:

MAESTRO JUAN ROSA QUINTANILLA QUINTANILLA

ACADEMIC VICE-RECTOR:

DOCTORA EVELYN BEATRIZ FARFAN MATA

ADMINISTRATIVE VICE-RECTOR:

MAESTRO ROGER ARMANDO ARIAS ALVARADO

GENERAL SECRETARY:

LICENCIADO PEDRO ROSALIO ESCOBAR CASTANEDA

GENERAL ATTORNEY:

LICENCIADO CARLOS AMILCAR SERRANO RIVERA

AUTHORITIES OF THE SCHOOL OF ARTS AND SCIENCES

DEAN:

MAESTRO JULIO CÉSAR GRANDE RIVERA

VICE-DEAN:

MAESTRA MARIA BLAS CRUZ JURADO

SECRETARY OF SCHOOL OF HUMANITIES:

MAESTRA NATIVIDAD DE LAS MERCEDES TESHÉ PADILLA

AUTHORITIES OF THE DEPARTMENT OF FOREIGN LANGUAGES

HEAD OF THE FOREIGN LANGUAGES DEPARTMENT

MAESTRO JOSÉ ISRAEL OLIVA

GENERAL COORDINATOR OF THE GRADUATION PROCESS

LICENCIADO MIGUEL ÁNGEL CARRANZA CAMPOS, MSE.

SPECIALIZATION PROFESSOR

LICENCIADA FRANCISCA HORTENSIA DE LA SANTÍSIMA TRINIDAD
AGUILLÓN RIVERA.

INDEX

ABSTRACT.....	5
INTRODUCTION	6
OBJECTIVES:.....	8
JUSTIFICATION	9
CHAPTER I.....	10
1.1 United Nations World Tourism Organization.....	11
1.2 Description of the product	12
CHAPTER II.....	15
2.1 Implementation of strategies for human development and sustainability.	16
2.2 Tourism History	17
2.3 History of Tourism in El Salvador.....	26
2.4 Importance of Tourism in El Salvador.....	27
2.5 Tourism in El Salvador	28
2.6 Tourism resources in El Salvador	29
2.7 Cultural identity, intangible tourist resources:.....	34
CHAPTER III	46
3.1 Entrepreneur Concept	47
3.2 Type of entrepreneur.....	47
3.3 Entrepreneurial ecosystem.....	47
3.4 Competencies and characteristics as an entrepreneur.....	49

3.5 Barriers to entrepreneurship.....	50
3.6 Responsibility as an entrepreneur.	52
3.7 How the Corporate Social Responsibility (CSR) of your venture will be implemented.....	52
3.8 Market niche.	53
CHAPTER IV	57
CONCLUSION:.....	62
RECOMMENDATIONS.....	63
BIBLIOGRAPHY/ WEBLIOGRAPHY	65

ABSTRACT

JMZ Agüita de coco is an idea that was born from a group of three guys who want to modernize and implement a new way of consuming and marketing something unique that is the fruit of the coconut palm. This project was born to be large and recognized for providing an excellent product in the area of the department of La Libertad, El Salvador. This project is thought to be a good place where to go, relax and enjoy a wonderful and healthy drink that is the coconut water, also it is thought to be an amazing place to share a good time with family and friend. The project is thought to be in La Libertad, El Salvador, where National and international people can enjoy our product, a product 100% Salvadoran one. This location where our project will be located is excellent because it is a place where to drink a fresh and delicious coconut water is a need. The project name is JMZ Agüita de coco is because it is wanted to be something original from El Salvador and the acronym JMZ means the names of the three of the three creators of this project. The idea of this project is to offer an original and healthy product produced in the same place where it will be sold and at the same time to show that this location is very productive and it offers a lot of. This project is tempted to be an amazing one for national and international tourists, and whenever Highway to Surf City is named, our project will be a reference on this place. As a conclusion, the project is about the selling a well-known product that is Coconut water but it will be sell in a way everybody wants to buy it and share with family, friends and alone also.

Keywords: *Tourism, culture, cultural, strategies, market, product, niches, brand.*

INTRODUCTION

Tourism today is one of the most important activities in El Salvador. It can be defined as all the activities where people get to know places or spaces where they do not live every day. In tourism there are many variations since there are different types of tourism such as: entertainment tourism, sports tourism like cycling, cultural tourism, surfing on the beaches, etc. It is important to mention that there are different groups of people that make different types of tourism: family, friends, school, youth tourism, couples, etc. In our country El Salvador has been growing significantly that is why many companies have emerged dedicated to offer tourists and nationals a variety of services and products, here comes the idea of creating a company dedicated to the sale of a very recognized product which is the coconut water. Which offers a product that allows contact with nature. Also, with the community and people who visit Surf City. In the same way, we guarantee respect and appreciation to the community and customers who purchase our product and we commit to involve them in our activities to contribute to their local development.

Chapter I presents the profile of the tourism product, which begins with the general and specific objectives of the project, the justification where the reason and importance of the product is located, the description of the product (name of the product, location according to the map of municipalities, routes or circuits, Implementation of strategies for human development and sustainability).

Chapter II presents the theoretical framework of the work, which consists of the history of tourism in El Salvador. In the same way, our strategic plan and outline of the tourism product are shown.

In Chapter III we will find a clearer vision of what is the profile of the entrepreneur since there we will find the types of entrepreneurs, market niches, the ecosystems in which they must evolve, and skills that must be acquired to be able to maintain and achieve success.

Finally, in chapter IV we will find our logo, vision, mission and values of our product.

OBJECTIVES:

General Objective: To Form a sustainable business focused on the sale of an artisanal coconut product (coconut water)

Specific Objective: To create a new brand dedicated to the commercialization of a sustainable product in the tourism and economic sector through the sale of coconut water in order that people can know and consume the richness of our country whether national or foreign.

JUSTIFICATION

This project is focused on the commercialization of a well-known product in El Salvador such as coconut water. With this project is intended to publicize the richness of our country to people who will acquire the product. One of the reasons why we focus on the marketing of coconut water is because many people when they visit a certain country or tourist place they want to get out of the routine and try different things either food or drinks that are not very typical in an everyday environment, for that reason, coconut water is an ideal option being a natural product, good for health, and refreshing beverage is an excellent offer for people who likes to enjoy delicious and hygienic drinks according to the occasion and also the weather, since it will be located on the way of one of the most popular beach in El Salvador which is Surf City.

In this project we are going to acquire the product with people who also market the product and once the product is acquired, it will be processed and sold as coconut water. For that reason, the main purpose of the project is to integrate a sustainable business in the tourism area and over time.

CHAPTER I

PROFILE OF A TOURISM

PRODUCT



1.1 United Nations World Tourism Organization

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.

<https://www.unwto.org/glossary-tourism-terms>

1.2 Description of the product



Brief description: the tourist product is about the commercialization of a well-known product in this country. This product is the coconut; a very delicious and healthy drink also loved by many Salvadoran people. The fruit for taking the coconut water will be bought to local cultivators and the ones who really care about the environment.

Location: the location for this tourist product will be located in El Salvador, in the department of La Libertad, on highway to Surf City. This is an amazing place location for national and international tourists to get and taste the product.

MAPS

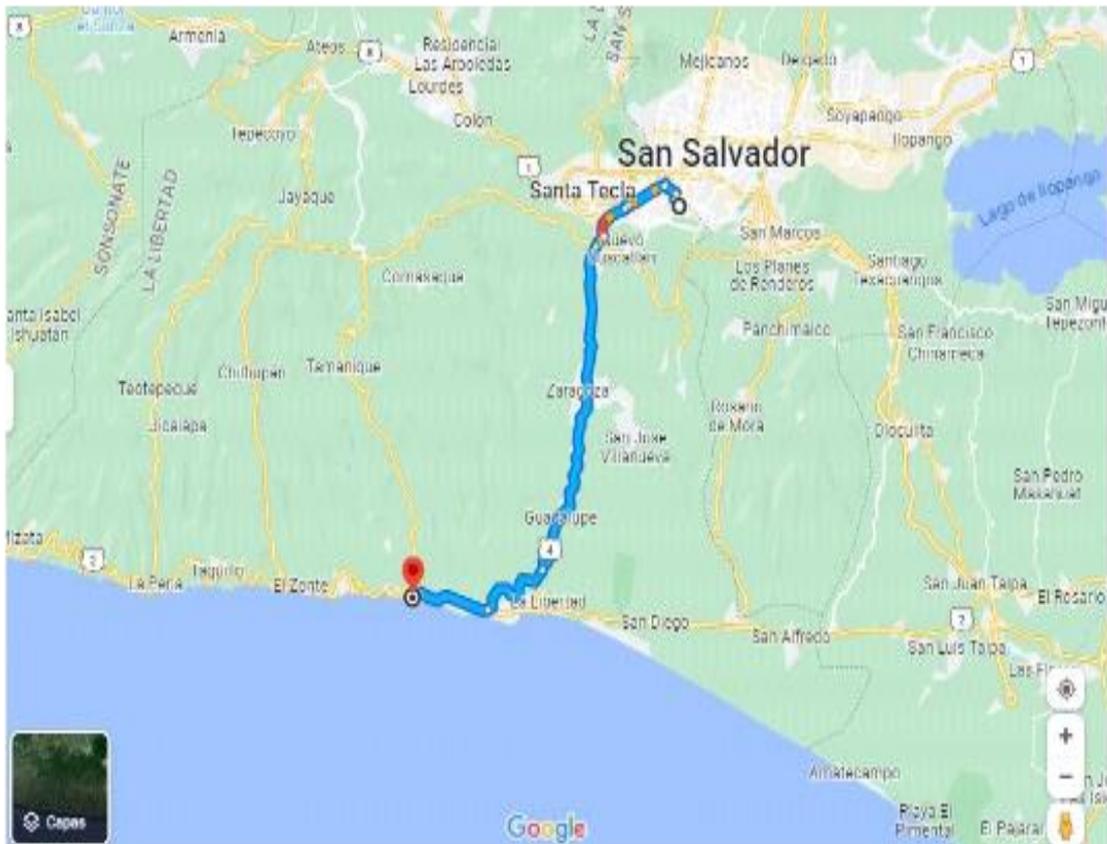


Photo taken from the web

<https://www.google.com/maps/dir/13.6702356,-89.2372027/SURF+CITY>



Map taken from the web:

<https://es.scribd.com/document/468089895/Mapa-El-Salvador-2016pdf#>

CHAPTER II

CONDITIONAL

ELEMENTS FOR THE

DEVELOPMENT OF THE

TOURISM PRODUCT.

2.1 Implementation of strategies for human development and sustainability.

According to UNWTO (United Nations World Tourism Organization) there are three areas which are environment area, economical area and social area. So, it was thought to implement one strategy for each area in order to get the development and sustainability.

In the environment area, as a strategy, the use of materials must be friendly with the environment, in other word, all the materials use for the development of this project have to be biodegradable.

In the economical area, the implementation of a product with an attractive fair and just price. With a just and attractive price will be easy to catch tourist attention in order to buy the product, and generate profits.

In social area, the product is going to be autochthonous in order to maintain the Salvadoran taste. So, the product offered is going to be 100% From El Salvador.

In brief, those are the strategies that are going to be implemented for the development and sustainability.

2.2 Tourism History



Thomas Cook

Fuente: amcselekt.es

Known as the Father of Modern Tourism, Thomas Cook was born on November 22, 1808 in Melbourn, England.

In 1841 he organized his first trip for more than 500 people to Leicester (England) on the occasion of an anti-alcohol Congress.

The success of this first initiative was such that Cook began to organize more and more complete tourist packages, giving rise to the modern tourist industry. In 1845 he organized trips to Liverpool.

In 1855 he prepared his first organized trip abroad: the destination was the World's Fair in Paris, and the following year he began his “great circular tour of Europe”. During the 1860s he organized trips for the middle class to Italy, Switzerland, the United States, and Egypt. In 1864 Cook's company already had a million customers.

He created the so-called "vouchers" coupons that tourists delivered to hotels and that guaranteed the payment of lodging and food services. He was also a forerunner of "traveler's checks" that allowed tourists to obtain local money in exchange for a note issued by Thomas Cook.

<https://lilytourluder.com/practical-tourism/who-is-thomas-cook/>

Ancient Age: Neolithic (7000 BC- 4000 BC)

It was characterized by the displacement of people in search of food, in places that could provide them with the necessary conditions to survive.



Mesopotamia (3500 BC- 650 BC)

The first cities arose with the Assyrians, in these nascent societies there were social classes: priests, artisans and merchants, land tenants and slaves. The simple existence of slaves

indicates that there was a social class that did not need to work and that had free and leisure time.



<https://infogram.com/historia-y-evolucion-del-turismo-1hke6075589325r>

Egypt (3000 BC- 332 BC)

The travelers and merchants of that time moved with the purpose of presenting themselves to the pharaoh or to observe the monumental pyramids of that kingdom. The first trip that was recorded in history was organized by Queen HATSHEPSET, who was the successor of her husband, Pharaoh Tutmosis II. Around 1500 BC



Tourism in the Ancient Age II: Greece

In Ancient Greece great importance was given to leisure, so much so that their free time was dedicated to culture, religion and sports. Proof of this was the large displacement of people that took place. Some shelters began to be established on the roads to provide food and shelter for travelers.



<https://infogram.com/historia-y-evolucion-del-turismo-1hke6075589325r>

Tourism in the Ancient Age III: Rome (S. V- 27 AC)

The trips were made for pleasure, business or health. Religious tourism and pilgrimages to temples became part of any cult itinerary, and ceased to be places of prayer to become monuments worth visiting.



Middle Ages: The Fall of the Roman Empire

A different spatial distribution of the population than previously known occurred: until the fall of the Roman Empire, the Mediterranean Sea contemplated the life of the ancient world, and the seaway facilitated trade and travel in general, the church tried to oppose a path of salvation, based on humility and the renunciation of earthly goods, with a hope based on the reward of eternal life.



<https://infogram.com/historia-y-evolucion-del-turismo-1hke6075589325r>

Tourism in the Middle Ages II: Characteristics of leisure

The Medieval Productive System included two very different activities: agricultural activities and, on the other hand, a corporate municipal economy that regulated a large part of the production of durable goods and was generated by artisans. During the Late Middle Ages, the activity of the artisans moved to the city, and the guilds ensured a minimum remuneration for the tasks they carried out independently.



Modern age:

It is at this time that the first accommodations with the name of hotel (French word designating urban palaces) appear. As the great personalities traveled accompanied. At the end of the 16th century, the custom arose of sending young English aristocrats to do the grand-tour at the end of their studies in order to complement their training and acquire certain experiences.



<https://infogram.com/historia-y-evolucion-del-turismo-1hke6075589325r>

Contemporary age:

Tourism was one of the main beneficiaries, to become the largest industry in the world at the end of the 20th century. The invention of the steam engine represents a spectacular reduction in transport, which until now was pulled by animals. Rail lines spread rapidly throughout Europe and North America.



Contemporary age:

In 1841 Thomas Cook organized the first organized tour in history. Although it was an economic failure, it is considered a resounding success in terms of the precedent of the tourist package, since he 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.

The Second World War absolutely paralyzed tourism in the world and its effects lasted until 1949. Between 1950 and 1973, people began to talk about the tourist boom. International tourism is growing at a higher rate than it had 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. At this time, legislation began on the sector.



<https://infogram.com/historia-y-evolucion-del-turismo-1hke6075589325r>

Tourism Evolution 1914

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 coaches and automobiles began. At this time, the beaches and rivers become the center of tourism in Europe, beginning to acquire great importance in coastal tourism.



Tourism Evolution 1980

In the 1980s, the standard of living rose again and tourism became the economic engine of many countries. This is facilitated by the improvement of transport (new and better planes 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.

Large hotel companies and tour operators, who seek new ways of using free time (theme parks, sports, risk, health) and apply marketing techniques, as tourists are increasingly experienced and looking for new products and tourist destinations.



<https://infogram.com/historia-y-evolucion-del-turismo-1hke6075589325r>

2.3 History of Tourism in El Salvador.

The development of tourism in El Salvador began in the 19th century, with the construction of railway lines to install the railway throughout the country, allowing the massive mobilization of the Salvadoran population to different places. In the third decade of the twentieth century, during the administration of Dr. Alfonso Quiñónez Molina, the government of El Salvador, understanding the importance of promoting tourism in our country, to publicize their progress, historical sites, and show our degree of culture, agreed to the creation of the First Board for the Promotion of Tourism and Agricultural and Industrial Propaganda, on June 12, 1924, this Board had as its first President Dr. José Leiva. In 1930, seeing the need to promote tourism in the country, the Legislative Assembly created by Decree number 135 of August 14, 1930, the National Tourism Board, which would serve as a liaison between the Government and the Departmental Road Boards. In 1939, the Junta de Ornatos de las Carreteras, Balnearios y Jardines Públicos was created in each of the 14 departments of the Republic. In 1945, the Progress and Tourism Boards were founded, which would be in charge of everything related to material progress for the benefit of tourism. In 1947, tourism being an excellent means of development, the efforts of the government and private enterprise were combined to create the General Board of Tourism with the character of public utility,

considering that it was the duty of the State to promote the material and cultural development of the country. In 1948, the General Board of Tourism was created and the construction of a network of tourist centres throughout the country began, with the aim of providing healthy recreation for Salvadoran families.

2.4 Importance of Tourism in El Salvador.

Tourism is a very important sector in the economy and has grown steadily over the last decade, as has competition and the need to respond to the changes that affect it. The development of this sector produces necessary income for the different entities involved in this activity. The development of the tourism industry is characterized by a high generation of jobs, as it uses large amounts of labour, both in the construction of basic infrastructure, hotels, and commercial areas, as well as in the operation and maintenance of these, guaranteeing that the benefits remain at the local level, and at the same time allows raising the standard of living of large segments of the population of various socioeconomic strata, due to the fact that it employs people of various categories and not necessarily specialized and technified. It is considered that one of the most important advantages of tourism for El Salvador is that it diversifies the economy and generates foreign exchange that allows the economic development of the country, since it is distributed very widely and reaches small communities, promoting regional development, political stability and the transformation of society. It is worth mentioning that another important aspect is the image of El Salvador abroad, which would help to promote public and private reinvestment in its conservation and improvement, with the aim of satisfying the visitor and leaving him or her with the desire to return and recommend the tourist destination.

2.5 Tourism in El Salvador

Tourism in El Salvador is an activity that was little exploited during the last two decades due to the political instability of the civil war period. After the Peace Accords, signed in 1992, the activity had new expectations, although its development progressed slowly due to the lack of infrastructure in the country's rural areas and the fact that the government in power established other priorities in its economic policy, such as the maquila industry. As of July 2007, a total of \$317.3 million dollars was received in tourism from January to May in El Salvador, 6.62% more than the same period in 2006 and \$424.7 million in 2004. A total of 463,013 tourists arrived in the Central American country in 2007, surpassing the 434,261 registered in 2006. Most of the tourists who visit this region are from Central American nations, the United States, Mexico and European countries such as Germany, Spain and France, and the Ministry of Tourism was created. The arrival of tourists has allowed for economic growth in the country, based on the attraction of holiday and business tourism, as well as Salvadorans living in the United States who return to this country. Despite the progress made, the country is still lagging behind other consolidated destinations in Central America, such as Costa Rica and Guatemala. Lack of promotion abroad and inadequate infrastructure to accommodate international tourism are some of the most cited problems. On the plus side are the substantial improvement in road infrastructure, the remodeling of El Salvador International Airport in Comalapa, as well as the personality of the Salvadoran people as a natural part of each and every one of the inhabitants.

https://www.utec.edu.sv/vips/uploads/investigaciones/impacto_importancia_estudios_especializados_turismo.pdf pagina 10

Instituto Salvadoreño de Turismo, Folleto. Historia del Turismo, Departamento de Información Interna, El Salvador, San Salvador, 1985, León Córdova, Rhina Meyllin, et al. Tesis, Sistema Promocional que Desarrolla los Servicios Turísticos de la Playa ICACAI. El

Salvador, SanSalvador, Universidad Tecnológica de El Salvador, 2002, pág. 7-10. Instituto Salvadoreño de Turismo, Folleto. Historia del Turismo, Departamento de Información Interna, El Salvador, San Salvador, 1985, El Salvador Turismo un reto a la Competitividad, Folleto, CORSATUR, El Salvador, SanSalvador,1999. pág. 13 Y 15.

2.6 Tourism resources in El Salvador

Beach Tourism The coastal strip and the best beaches of El Salvador are located in 7 departments headed by the department of La Libertad, Sonsonate and La Paz.



PLAYAS DE EL SALVADOR. Foto por El Salvador Viajar

El Tunco Beach

With its dark sands of volcanic origin and its unmistakable rock that resembles a pig or Tunco, it is one of the most famous beaches in El Salvador. Numerous national and foreign surfers recommend it for the height and strength of its waves



PLAYAS DE EL SALVADOR. Foto por El Salvador Viajar

El Sunzal

It stands out for its gastronomy, specializing in seafood and fish, as well as the largest centre of pupusódromos, where you can taste the delicious pupusas or corn tortillas.

Las Flores Beach

One of the calmest and widest beaches, with an excellent tropical climate, one of the best beaches in El Salvador.

El Majahual Beach

Catalogued as the "perfect tourist destination", Playa El Majahual with a warm tropical climate, fine dark sand that highlights its turquoise blue waters, fresh and pleasant breeze.

El Obispo Beach

As in many beaches of El Salvador, you will find black sands, characteristic of this territory, with interesting and capricious rock formations, accompanied by a portentous swell that diminishes at certain times.

Volcano Tourism

El Salvador is located in the area of the Pacific Belt, so despite being a small country it has almost a hundred volcanoes, of which only a few are currently active. Throughout time this area has been known as "the valley of the hammocks", due to the presence of these enormous creations of nature. The country has a tourist route along which you can visit the volcanoes in the west of the country (Santa Ana, Izalco and Cerro Verde).leza there have been numerous eruptions and earthquakes.

Lakes and Rivers Tourism

These attractive creations of nature have made a significant contribution to Salvadoran tourism, which each year has a greater influx of visitors; locals and foreigners eager to know exotic tropical landscapes, both for their distraction and rest, as well as to give free rein to their pleasures, sharing with the whole family this splendid land full of beautiful landscapes.



Visita el Lago de Coatepeque en Santa Ana. Foto por El Salvador Viajar.

Like other lakes in El Salvador, Coatepeque offers you safety and optimal conditions for the practice of sports such as paddle surfing, diving, fishing, sailing, swimming and water skiing. At the same time, you can enjoy boat and pedalo rides with your family.

The infrastructure surrounding the Lakes of El Salvador is of excellent quality, and here it is shown once again. There is a great variety of accommodations, with a careful attention, ranging from hotels, hostels, cabins, and even cottages for rent to enjoy more privacy with your family.



Foto por El Salvador Viajar

Turismo de Parques en montañas

El Salvador's natural wealth is one of the charms that attracts visitors and keeps locals on the lookout for new places to visit. Many of them are within the city, making them a perfect option for a well-rounded trip.

What are some of El Salvador's nature reserves?

Ecoparque El Espino

Jardín botánico del Plan de la Laguna

Parque Área natural protegida El Boqueró Bicentenario

Parque Walter Thilo Deininger

El Salvador also has exceptional potential in the field of cultural tourism, with more than 2,000 recognised archaeological sites, mainly examples of the Mayan and Olmec cultures. The archaeological sites of San Andrés, Joya de Cerén, Casa Blanca, Tazumal and Cihuatán stand out for their importance.

Parque de Aventura Surf City Walter Thilo Deininger

Natural resources

Many people nowadays know or have heard about surf city, so many of them know exactly what it is about. In general terms, Surf City is a set of beaches that are located in El Salvador, in different Departments.



Photo taken from Ministerio de Turismo (<https://www.mitur.gob.sv/todo-listo-para-el-continental-de-surf-en-playa-las-flores-que-busca-potenciar-el-turismo-en-el-oriente-del-pais/>)

The location of this business project is been thought to be on highway to surf city because of all the resources this location has. This road is located in La Libertad, El Salvador. This location is ideal to start a business project because it offers a lot for growing.

Talking about the natural resources that can be find there are the following but first what a natural resource is: Byjust.com says that natural sources are found in the environment and are developed without the intervention of humans. Common examples of natural resources include air, sunlight, water, soil, stone, plants, animals and fossil fuels. So, now the highway to Surf City has the following:

- 1- As first natural resource is sunlight for having energy in order to start working with our project.
- 2- The water: one of the most important sources we need for living.
- 3- Plants: the main plant that will be needed for starting the project is the coconut palm because from this plant will be obtained the main product (coconut)
- 4- Added to those, it is also an idoneous place to start a business

In conclusion, highway to Surf City offers a lot of natural resources for starting a trip in business related with tourism.



Taken from Google

(<https://www.google.com/maps/dir/14.2010117,89.0559082/SURF+CITY,+Carretera+litoral+km+42+Tamanique+La+Libertad+CP,+1522/@13.8437913,89.5479746,10z/data=!3m1!4b1!4m10!4m9!1m1!4e1!1m5!1m1!1s0x8f7cd58bfb2f7135:0x9bcf5f6781e0bbd2!2m2!1d-89.3813716!2d13.492781!3e0?entry=ttu>)

2.7 Cultural identity, intangible tourist resources:

FESTIVITIES, CELEBRATIONS, SYNCRETISM, GASTRONOMY, LEGENDS, STORIES OR TALES OF EL SALVADOR, IF POSSIBLE, IN THE DESTINATION AREAS.

FESTIVITIES

Inicia la fiesta Surf City ISA World Longboard Championships 2023 en El Sunzal

A big party of sport and brotherhood was experienced this morning at El Sunzal beach in La Libertad, when surfers from 33 countries and government authorities officially opened the Surf City ISA World Longboard Championships 2023.

The opening ceremony was preceded by the arrival of dozens of athletes waving flags of their countries and taking pictures under the hot sun that prevailed in El Sunzal.

<https://goes.indes.gob.sv/2023/05/07/inicia-la-fiesta-surf-city-isa-world-longboard-championships-2023-en-el-sunzal/>



The event began with the presentation of the Minister of Tourism, Morena Valdez; the Director of the International Surfing Association (ISA), Robert Fasulo; the President of COES, Armando Bruni and the General Director of INDES, René Martínez.

Afterwards, the first notes of an instrumental version of a song that is very familiar to Salvadorans began to be heard: Mi País, by Los Hermanos Flores.

The cumbia rhythm was contagious. The clapping of the hands of surfers from Brazil, France and Peru infected the authorities presiding over the ceremony.

The atmosphere reached its peak when La Bala, also by the popular orchestra from the department of San Vicente, was played. Some people started to shake their hips. Even among the members of the international press, there was one or two who started to move their feet.



<https://goes.indes.gob.sv/2023/05/07/inicia-la-fiesta-surf-city-isa-world-longboard-championships-2023-en-el-sunzal/>

CELEBRATIONS IN SURF CITY EL SALVADOR:

ISA World Junior Championship



<https://isasurf.org/event/2022-el-salvador-isa-world-juniors-surfing-championship/>

The first event to be held in Surf City El Salvador is the ISA World Junior Championship from May 27 to June 5, 2022.

This competition, organized annually by the International Surfing Association, is an event of great importance within the international surfing scene where the best emerging surfing talents in the world will participate.

This year the 18th edition of this competition will be held, which represents a great opportunity for all young surfers to make themselves known and boost their professional career, since it serves as a path to Olympic and world-class surfing.

From Surf City El Salvador we are delighted to welcome all the new surfing talents and we really want them to come and discover the beaches and all the unique places in our country. For us, hosting this event reflects the interest and commitment of the country to support and promote surfing at all levels.

<https://surfcityelsalvador.sv/blog/proximos-eventos-que-se-celebraran-en-surf-city-el-salvador/>

WSL Championship



<https://www.worldsurfleague.com/posts/513345/comienza-la-temporada-2023-2024-de-wsl-latin-america-con-4-estapas-en-4-pases>

Secondly, this year in Surf City El Salvador we will have the great pleasure of hosting for the first time the world competition of the World Surfing League (WSL) from June 12 to 20, 2022.

This year, the organization of the World Surf League has trusted our country to be one of the venues for this international tournament of great importance in which the best surfers in the world participate.

The world tour is split between two seasons and will start with 36 men and 18 women, later narrowing down to the top ranked 22 men and 10 women. It is in the second half of the championship, when we will receive the surfers in Surf City.

Among all our beaches, Punta Roca beach in La Libertad has been chosen as one of the base venues where the best participants will gather for the finals of this great world event.

<https://surfcityelsalvador.sv/blog/proximos-eventos-que-se-celebraran-en-surf-city-el-salvador/>

WINGS Pro Tour



El

Salvador será sede de un circuito del Alas Pro tour 2022, que tendrá lugar próximamente en playa Las Flores.

<https://www.presidencia.gob.sv/el-salvador-sera-sede-de-un-circuito-del-alas-pro-tour-2022-que-tendra-lugar-proximamente-en-playa-las-flowers/>

Finally, in third place, the other event that we will celebrate this year in Surf City El Salvador is the Alas Pro Tour 2022 from November 24 to 27, 2022.

This is an important continental competition from South America organized by the Latin American Association of Professional Surfers. In this, surfers from different locations in the American continent will meet with the aim of standing out, competing and achieving a good position in the ranking in its four Open Men, Open Ladies, Longboard and Junior categories.

One more year, at Surf City we are very happy to host this event and receive surfers of different nationalities and categories so that they can enjoy competing in our waves and discover everything that our country has to offer.

<https://surfcityelsalvador.sv/blog/proximos-eventos-que-se-celebraran-en-surf-city-el-salvador/>

GASTRONOMY

Surf City El Salvador is the next destination to add to your bucket list this 2023, an all-in-one trip that combines spectacular beaches, gastronomy and tourism. Salvadoran cuisine is a delicious blend of ancestral flavours with local ingredients, where beans and corn are the main protagonists in both dishes and desserts.

Other ingredients that are part of the gastronomy in El Salvador are rice, chicken, beef, pork, seafood, dairy products, fruits, vegetables and herbs that give more flavour and smell to every dish you taste in the country.



<https://surfcityelsalvador.sv/blog/gastronomia-salvadorena/>

Pupusas

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



The pupusa is a tortilla made from corn or rice dough filled with cheese, beans, chicharrón,

cheese with loroco or ayote. However, they can now be enjoyed with a variety of ingredients such as chicken, seafood and edible herbs to suit all tastes.

<https://surfcityelsalvador.sv/blog/gastronomia-salvadorena/>

Tamales

Tamales are one of the typical foods of El Salvador. Like pupusas, they are made of corn and can have different types of fillings such as chicken, beans, cheese or edible herbs.

The presentation of this dish stands out in Salvadoran gastronomy because it comes wrapped in a banana leaf, and is served with a garnish of natural tomato sauce.

A curious fact about this food is that it is eaten even after Christmas Eve, making it a tradition in many Salvadoran homes.



<https://surfcityelsalvador.sv/blog/gastronomia-salvadorena/>

HISTORY:



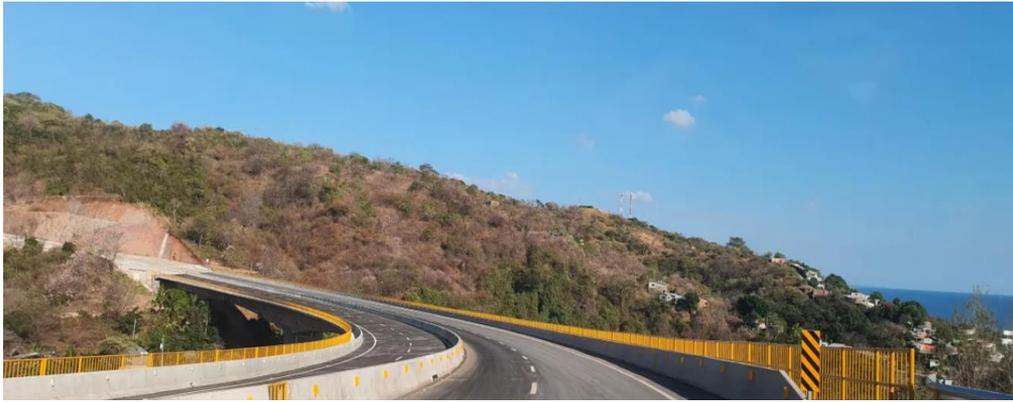
The “bypass” of La Libertad will be called “Camino a Surf City”

El Salvador's President Nayib Bukele named the recent construction of the La Libertad bypass the "Road to Surf City." This is the new work that the Salvadoran president enabled since Friday, February 19, for the use of drivers, in addition to being described as "the longest and most complex bridge in the country."

"Road to Surf City" also refers to tourism in the country, since with this new infrastructure it is expected to promote it and implement the Surf City project.

«We are going to promote tourism, this is an essential infrastructure for the implementation of Surf City. That our country is not known as before, that it was known for corruption, for violence, for gangs," explained Nayib Bukele.

<https://diarioelsalvador.com/el-bypass-de-la-libertad-se-llamara-camino-a-surf-city/45077/>



The Camino a Surf City project, inaugurated in February 2021, includes the expansion of the highway to La Libertad, from the municipality of Zaragoza and the construction of the Bypass. Some representative data of this great work are:

- 15 km of highway were paved with hydraulic concrete from Zaragoza to the La Libertad Bypass.
- The bypass has a length of 6.5 kms
- The bridge that is part of the bypass is to date the longest and highest built in the country.
- Every day there is an average vehicle flow of 10,000 vehicles on weekdays and up to 25,000 on weekends, so this work represents a great advantage for those who travel on the road.
- The Road to Surf City represents a reduction in connectivity times with the coastal area of La Libertad and the Litoral highway, favoring tourism and commerce.
- Holcim supplied 84,900 cubic meters of concrete for this work, which were dispatched from the Mobile Concrete Plant installed for the project between 2018 and 2021.

The project is a national pride and is part of the strategic program of the Central Government to position El Salvador as a tourist destination for surfing, as well as for the development of commerce in the coastal zone of La Libertad. It has positively impacted many people from various sectors.

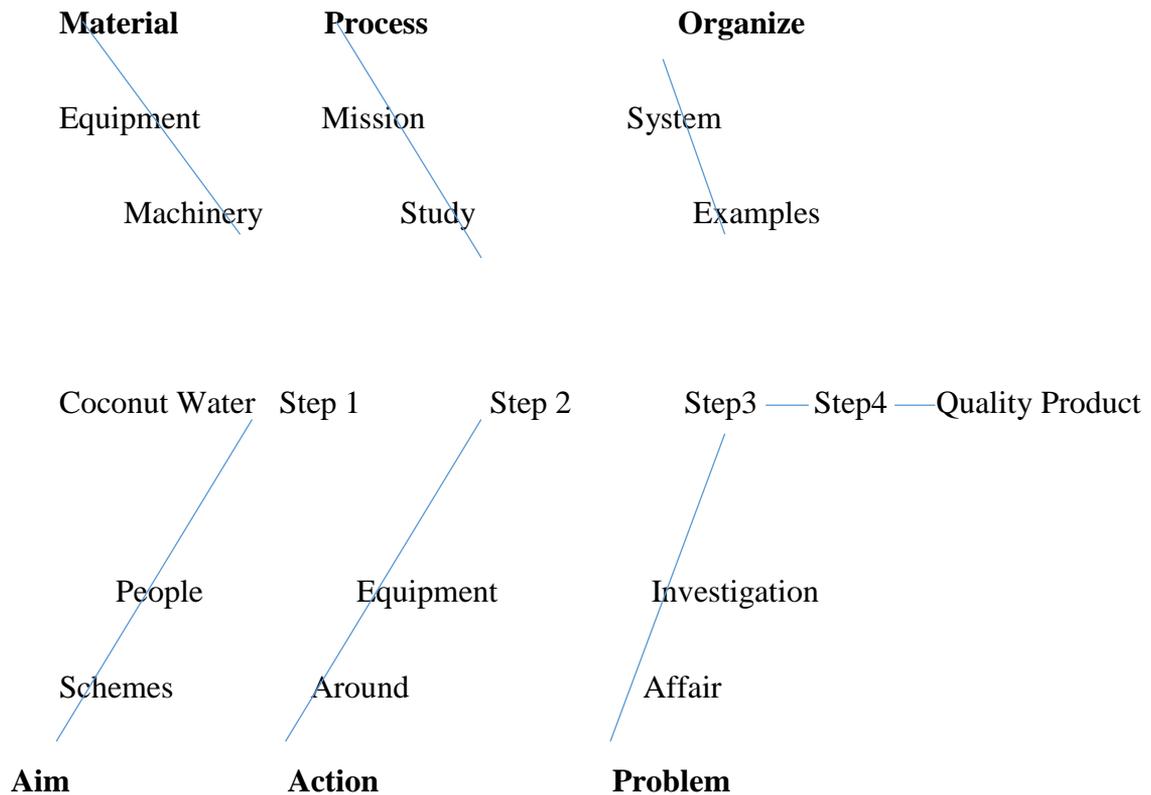
<https://www.holcim.com.sv/las-historias-detras-del-camino-a-surf-city>

FIGURE 1

STRATEGIC PLAN

Action	Responsible	Improvements
<p>One of the main actions will be to ensure a good management of the resources to be used in the development of our business.</p> <p>Another action will be to publicize our product through social networks, in addition to this create our own website in which we will publish photos and offers.</p> <p>We will guarantee a product of very high-quality standards and at a fair price.</p> <p>The business will be located on the road to Surf City which is very visited by nationals and foreigners.</p>	<p>Responsible for the tourism company will be three people with a common goal. Zulma Amanda Asensio Sanchez, Jimmy Alexander Chacon and Miguel Antonio Sanchez. They will be responsible for the ideas and the creation of the company, establishing the mission, vision and the way the company will operate.</p> <p>The main activity of the company will be the trade of coconut water in a quality establishment.</p>	<p>Group promotions: For every 10 groups of people a 10% discount will be offered on the product.</p> <p>Frequent customer coupons: People who are frequent customers will be provided with a cumulative coupon and when they collect 3 coupons the product will be given for free.</p> <p>Promotion for children: Children under 7 years old every time their caregivers buy more than 5 products in the store. Children will receive a 50% discount.</p>

DIAGRAM- QUALITY SCHEME JMZ COCONUT WATER



In this diagram we detail the entire quality process to be performed to become a solid company in the area of tourism and make our product known. We have three important points such as Material which is the machinery that we will use both to cut and peel the coconut, Process: which leads to the creation of a mission that we can fulfill as a company, Organization which is the entire logistics system that will be managed to keep the company always active. These important points we will develop in four steps that will lead us to achieve the quality of our product where people will be involved, equipment, research, and others to design an action plan in case our company goes through any problems.

CHAPTER III

ENTREPRENEUR'S

RESPONSIBILITY

ENTREPRENEUR PROFILE

3.1 Entrepreneur Concept

An entrepreneur is a person who has a business idea and decides to start executing that idea, even with few economic resources, personal motivation will lead him/her to discover the different problems that people have and thus provide a solution.

3.2 Type of entrepreneur.

We define ourselves as innovative entrepreneurs, because we seek the satisfaction of our client and we also seek to position the brand of our product among the best in the country. We will always make the necessary changes that adjust to our business during the process, because our objective is the satisfaction of our clients and that these in turn recommend us to other people in their environment.

3.3 Entrepreneurial ecosystem.

Our product is called JMZ Agüita de coco and is located on Camino A Surf City Road, dedicated to the production and commercialization of coconut water. This business facilitates the achievement of the objectives of our product in attracting new customers, consumer loyalty, improving competitiveness.

The product model directs efforts to evaluate results in order to make decisions aimed at improving the product. For this small company it is of great importance due to the high levels of competitiveness in the national markets.

FIGURE 2

ENTREPRENEURIAL ECOSYSTEM

JMZ COCONUT WATER	
POLICIES	<ul style="list-style-type: none">- Entrepreneurial strategy.- According to the Tourism Law. Chapter 3. From the National Tourism Registry: “Art. 9”- According to the Quality and Sustainability Standards in Tourism, we will adopt two standards: ISO 21101 and ISO 21103.
FINANCING	<ul style="list-style-type: none">-Own money.-If more financial resources are needed, a loan will be sought with the Banco Agrícola or the CAJA DE CREDITO of La Libertad.
CULTURE	<ul style="list-style-type: none">-Business with national and international reputation.-Innovation and creativity.
MEDIA	<ul style="list-style-type: none">-Own transportation.-Accounting.-Promotion of the product on the road to Surf City, through pamphlets and with different organizations (NGOs).

	<ul style="list-style-type: none"> -Search for support with the Mayor's Office of the department of La Libertad. -Promotion of the product on social media platforms. -Partnerships with NGOs.
<p>HUMAN CAPITAL</p>	<ul style="list-style-type: none"> -Personnel trained to carry out the work. -Continuous training. -Educational institutions at the national level.
<p>MARKET</p>	<p>Clients: National and foreign tourists, as well as clients from the diáspora.</p> <p>Road on the way to Surf City.</p>

The objective of this product is to design a business model for the development of the positioning of coconut water produced from natural coconut and this will be acquired to local entrepreneurs being this a benefit for these people; as well as for the health of our customers who acquire it whether children or adults simply who want to take care of their health with a natural drink and at the same time giving way to open up to different markets such as people who visit SURF CITY in the department of La Libertad.

3.4 Competencies and characteristics as an entrepreneur.

We as entrepreneurs know that for our business to work, we must have the skills and characteristics that are needed for the proper functioning of our enterprise, which is why here we have listed the following:

Passion: Working on what we are passionate about, in this case a natural product such as coconut water, gives us independence and self-confidence to continue promoting our brand in the market.

Responsibility: Always arrive on time and first to work and leave until everything is in order, in addition to always comply with the opening and closing hours to maintain the confidence of our customers.

Ability to adapt to changes if necessary: As we know in every business there are always ups and downs and we must not always assume that we will go well or bad in our day to day as there are different factors that may limit or increase the sale of our product for example the very cold weather could lead to a drop in sales of coconut water but we must have different strategies to counteract such situations.

3.5 Barriers to entrepreneurship.

Whenever starting something new, there are barriers that have to be face and when it is about entrepreneurship there are found a lot. In our project we can list some of them that ours has:

-Fair to fail: when starting something, it is normal to be afraid of failing because of no having the experience and the knowledge on how to start. In our project that is one of the main barriers to start our entrepreneurship.

-Hard to find the right equipment: It can be difficult on how to start because of the right equipment or what will be needed in order to start or to get the right ones for starting.

-Lack of knowledge: As it was mentioned before not having the knowledge on how to start will be one of the biggest barriers to start.

-Lack of financing: As everybody may know or imagine, when starting a business money is very important for getting the raw materials for getting ready and start to work, so that, money will be the biggest one. And some others.

Success factors: There are factors in all that is done and when starting an entrepreneurship project is not an exception, in our project we point five factor that are important at the moment of thinking on how to start and develop the project. The following factor are about or related to our entrepreneurship.

Knowledge: about your entrepreneurship: for starting, there is should be some knowledge for avoiding possible failures because without having no idea of what has to be done is better no to start, so, it is very important to have a basis on how to start.

Technology: the use of the technology we have nowadays will be an essential part to develop this project. As we know the use of the technology helps us a lot in almost everything. In Our project will be a great help for making us recognized through social networks but helps our on financial information.

Methodology: the way our project will be started is essential because it is said, the way something is started predict the next. So, we will find the correct way to start and get well developed.

No fair to fail: we find as a barrier the fair to fail, but one important fact is not to be afraid to fail because from errors we learn and we are conscious that when starting many things may happen and success is one.

3.6 Responsibility as an entrepreneur.

The name of our product is JMZ Agüita de Coco and as its name indicates it is a product based on natural fruit that can be found in different tropical areas in our country El Salvador since it is a drink very enjoyed by most people, for its rich flavor of sweet water and natural meat, besides not being harmful and thus reduce the impact of environmental damage that we humans generate when creating an enterprise. Our social responsibility is not only focused on achieving our own benefit but also for our customers, employees, society and as we mentioned before with the environment. The responsibility to our customers is to maintain the quality standards and offer a product that satisfies the customer's needs and can return to our store and bring new consumers. With our employees who will be the people who work in the company provide them with the necessary resources so that they can develop their work in a pleasant environment as well as the coconut wholesalers to whom we would benefit by buying the product, thus also contribute to society to generate jobs and publicize one of the most delicious tropical fruits of our country.

3.7 How the Corporate Social Responsibility (CSR) of your venture will be implemented.

To start talking about responsibility, it is necessary to know what Corporate Social Responsibility for entrepreneurs (CSR), Gonzales defines it as "the responsibility of a company to the economic, social and environmental impacts derived from its activity", while Ricardo Pineda adds that CSR is "the commitment of companies to make a better society and thus, in the future, benefit from a better market and greater opportunities". Knowing that we as a potential entrepreneur will implement different strategies in favor of the environment, as well as in favor of general either direct or indirect employment in the long term. Some of the strategies are the following:

- Select stakeholders
- Choosing an effective audience
- Make a plan to follow
- Having a social commitment
- Having a commitment to the environment
- Among others.

3.8 Market niche.

Definition: Philip Kotler defines it as: "A market group with a narrower definition, which can be identified by dividing a segment into its segments or by defining a group that seeks a distinctive combination of benefits".

Strategies for identifying a niche market (Blue Ocean).

- Identifying unexplored opportunities: Analyze the market in search of areas where competition is minimal or non-existent.
- Reconstructing elements: Redefining market elements, such as target audience, value proposition and supply chain. Thinking about how I can uniquely deliver value.
- Constant innovation: Always maintaining a constant innovation mindset. Not holding on to old strategies and practices. Instead, looking for new ways to meet the changing needs of my clients.
- Focusing on the customer experience: Customer satisfaction is the primary key. So, we will create exceptional experiences that generate loyalty to our product.

- **Effective communication:** Clearly communicating my unique value proposition through effective marketing and communication channels, e.g., on websites, email, mobile messaging, social media, brochures, personal conversation, etc.

Elements for choosing our market niche.

Target audience: our target audience will be all people who come and visit the beaches and travel on highway to Surf City and want to enjoy very healthy, tasty and refreshing coconut water.

Problem: the need of a place where to drink an excellent drink that hydrates and refreshes in the area.

Desired result: be recognized in the area for offering a excellent product and have a wonderful place where everyone can rest and drink an high quality drink, also be friendly with the environment.

Secret sauce: Offer a high quality and fresh product every day, excellent service and always offering a friendly environment for all the family and friend. It will be a place that everyone will feel at home.

My market niche.

Our market niche will be all the people that visit or pass through the road to Surf City and are looking to rehydrate themselves with a fresh and natural product within their reach of their pockets. No distinction will be made in our market niche since it is a fruit that can be consumed by everyone, young and old, or those who have the need to obtain a delicious and refreshing product in a pleasant and familiar environment.

Characteristics of my market niche

Competition: One of the characteristics is that there are no formal stores in the area where our establishment will be located.

Tropical environment: Generally, since it is a beach environment, people look for a way to stay hydrated and satisfy their needs or desires during their stay and tour visiting Surf City, acquiring some type of refreshing drink such as coconut water.

Product at an excellent price: In that way the clients would be in the economic capacity that allows them to obtain our products.

Customer management.

- Have a suggestion box where customers can leave their comments about our product.
- Use social networks to promote our product and attract customers.
- WhatsApp number where our clients can tell us what are their opinions about our product.
- Take into account suggestions from our clients.
- Identify what customers' disagreements are with our product and establishment.

Strategic alliances.

Detail the strategic alliances (horizontal and vertical) that we will carry out in our product: As main horizontal alliance we will look for entrepreneurs that commercialize our product, as it is the coconut, we will look for commercial ties with small entrepreneurs that are in an initial stage as we are in order to create ties of commitment and integrity within our alliance.

As main vertical alliance will be to join efforts with companies that are already at a higher stage or are already established in the market in the area, either with restaurants that distribute our brand, also with governmental and non-governmental entities. Also, with other companies that distribute different types of beverages in the area. These will be our main strategies, but as time goes by we will implement new strategies.

CHAPTER IV

LOGO, MISSION, VISION

AND VALUES

LOGO



ITEMS

- Initials of our names (Jimmy, Miguel & Zulma) “JMZ”
- Colors: Green and white representing the coconut.
- Image of a coconut representing our product.

Our brand is: “Coconut water” and our slogan: Refreshing & Tasty, because that is our product represents, a very refreshing, exquisite and healthy drink for the palate of our customers.

MISSION

Offer and market one of the best natural fruit-based drinks “COCONUT WATER” to refresh the palate of our consumers, using environmentally friendly materials to avoid causing more unnecessary damage and inspire others to take care of it.

VISION

“Position as a quality brand at a national and international level. Maintain quality standards so that JMZ AGÜITA DE COCO serves natural drinks to more national and foreign customers, without ever compromising its principles. Providing customers and partners with a very nice experience. Also, forming a successful network of partners.”

Values that will govern our entrepreneurship:

Passion

The passion for our entrepreneurship is so great that it motivates us to carry out different activities on the path to the success of our business. For example, the search for partners from both the private and public sectors. To then be able to expand in the market and provide the best product to each of our clients.

Commitment

Our commitment is primarily to our clients, to be responsible with our responsibilities inside and outside of our business. That is why we look for the best products to market coconut water, following the best hygiene practices.

Quality

We always seek innovation in our product, for that our suppliers are people from the western coastal area, because in this area the coconut has delicious fresh water. In this way we will influence our new customers who will dare to taste our natural drink.

Integrity

We will always commercialize with honesty and transparency, subjecting ourselves to being inspected by any state agency, if they consider it pertinent.

Competitiveness

We will always aim to create and implement competitive strategies with the focus of keeping our customers satisfied. Looking for new national and international markets.

FIGURE 3

COST PLAN OF OUR PRODUCT

Cost plan of our product (coconut water).

MPD (Direct Raw Material)	MOD (direct labor)	CF (indirect manufacturing cost)	Fixed cost
Coconuts, plastic containers, straws.	Payment to supplier, payment to employees.	Refrigerator, furniture	Rent payment
Napkins.		Utensils for peeling coconuts (knives and others)	Taxes

One hundred coconuts costs \$60.00, so it would be a production cost, specifically a variable cost, that is: the more units produced, the more material used.

CONCLUSION:

Nowadays, tourism is an activity that is not only part of the entertainment of a population, but also belongs to the economic sector of a country, this activity must begin to visualize itself as an entity that generates money and employment, so that in this way to be considered an economic power within our country El Salvador.

The fundamental objectives of this report were to form a sustainable business focused in the sale of a handmade product and create a new brand dedicated to commercialization of a sustainable product in the tourism and economic sector through the sale of coconut water so that people can know and consume the wealth of our country, whether national or foreign.

Likewise, it was intended to encourage people who want to establish their own business, to implement those ideas of entrepreneurship and thus carry out projects that encourage tourism.

The geographical reality and the tourism potential that is currently being developed in the department of La Libertad (Road to Surf City), frame it within an area of special attributes from the tourist perspective in El Salvador. In this sense, it must establish that such subregions have not been developed under the tourist profile, therefore, there is an activity that is disconnected from the promoting centers and the plans of the state, likewise, population conditions, mobility and intra-regional transit, as well as the possibilities of access to the tourist resource, even when they are not homogeneous in regarding their level of quality, they present sufficient structurality to increase or start entrepreneurial businesses, thus increasing the complementary offer or attractive.

It is also important to mention that different social networks are very necessary in order to promote the product, generating a new model in the transmission of the information and projecting a creative style.

RECOMMENDATIONS

It must be authentic and indigenous

Standardization in destinations and their consequent massification has caused tourists to become more selective when choosing what product to consume on their vacations and look for experiences that change their way of seeing the world. Therefore, new tourism products must incorporate the most representative local elements of the cultural and natural heritage without distorting their traditional character. This will allow the services and activities to be unrepeatable and cannot be imitated in other destinations, and thus visitors will take away unforgettable memories.

It must have the support of the receiving community

Community participation is essential for the development of any idea that is intended to be carried out. Therefore, the design of tourism products must consider the needs, desires, opinions, experiences and well-being of the inhabitants of the destinations since they are the ones who give value and identity to the destination. Furthermore, their collaboration in the management and operation of the project will generate synergies that will be reflected in the quality of the services offered to tourists. On the other hand, it is essential that local entrepreneurship opportunities are created through the generation of micro business, small business or economic initiative ventures, thereby contributing to the reduction of poverty and a better quality of life.

You must respect the natural and cultural heritage

The protection and safeguarding of heritage must be a fundamental pillar for the design of any proposal. Likewise, there are various factors that can put the continuity of heritage at risk, including: unfavorable socioeconomic conditions of local populations, overexploitation of natural resources, ignorance of local internal dynamics, and appropriation

and exploitation by entities or external actors for the sole purpose of obtaining economic benefits. In relation to the latter, it is necessary for the tourism product goes beyond economic interest and makes rational and responsible use of the elements of the destination's local heritage.

It should be based on market trends

A factor that defines the success or failure of the product is the identification of a market (real or potential) that is willing to expand both inside and outside our country and that we can satisfy with our product offering. An in-depth analysis of supply and demand will allow us to know the motivations, desires, expectations, lifestyles and other characteristics of a tourist who is constantly evolving and who, thanks to the advantages of an increasingly connected world, is more difficult to captivate.

The previous points are some of the most relevant considerations when designing a tourism product that is competitive in the current market. Finally, it is important to note that there is an extensive bibliography that addresses this important area of study. In this regard, each author establishes a different process with stages that range from the conception of the idea to the implementation of the project and its management. Therefore, it is important that the reader review and analyze as many methodologies as possible in order to adopt one that adapts to the characteristics of the destination in which they want to intervene.

BIBLIOGRAPHY/ WEBLIOGRAPHY

Bóveda, José Enrique Q., Oviedo, Adalberto, & Yakusy S. Ana Luba. (2015, Febrero). *MANUAL DE EMPRENDEDORISMO*

https://www.jica.go.jp/Resource/paraguay/espanol/office/others/c8h0vm0000ad5gke-att/info_11_01.pdf

Tania Forero (2019, Septiembre 2) Descubre qué es un ecosistema emprendedor y cómo se configura en México y Colombia

<https://rockcontent.com/es/blog/ecosistema-emprendedor/>

UN Tourism (2008, abril 30). Glossary of tourism terms

<https://www.unwto.org/glossary-tourism-terms>

Google maps (2023, Octubre)

<https://www.google.com/maps/dir/13.6702356,89.2372027/SURF+CITY>

Mónica Rivas (2023) Res (Muguira, Rivas, & Martinez, 2023)ponsabilidad del emprendedor

https://www.canva.com/design/DAFJMnNPJyk/TD_YaNmV7tk_XlBjCbMOPg/view?utm_content=DAFJMnNPJyk&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink#7

Juan Antonio López, Socio Consultoría Auren (2017, Mayo 29)

Alianzas estratégicas entre pymes Turísticas locales

<https://auren.com/es/blog/alianzas-estrategicas-entre-pymes-turisticas-locales/>

Andrés Muguira (2023) Gestión de clientes: Qué es y cómo implementarla con éxito <https://www.questionpro.com/blog/es/gestion-de-clientes-claves/>