

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



EXPLORER'S TOUR GUIDE AGENCY

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ABSTRACT

Explorers' Tour Guide Agency is a dynamic and innovative project that specializes in creating immersive and memorable travel experiences for adventurers seeking to explore the Salvadorian wonders. This service will be provided by professional people who will deliver the most important information about touristic places, culture, and heritage sites of El Salvador. Furthermore, the national and international tourist could feel comfortable with our professional tour guides team because they will be trained to provide the best service and to share important details when traveling based on their experience. This agency ensures seamless coordination, safety, and satisfaction throughout every journey. By fostering a spirit of exploration and a sense of wonder, we aim to redefine travel experiences, leaving a lasting impact on our clients' lives. Join Explorers' Tour Guide Agency and embark on a journey that transcends boundaries, unlocks new perspectives, and creates cherished memories that last a lifetime.

Keywords: tour guide, service, travel.

INTRODUCTION

Tourism is one of the most important industries around the world and people are interested in knowing more about the most famous places in each country. In the following pages, we present the benefits and importance of a Tour Guide Agency to promote tourism to National and International tourists to help the local and national economy of the country and to create more job opportunities for people looking to work in the tourist industry of El Salvador. In this work, we are addressing a project that reflects the great idea for entrepreneurs in four chapters.

Chapter I presents the objectives, justification of this research and presents a description of the service offered by a Tour Guide Agency showing the importance of working on new strategies that are crucial for human development and sustainability that will help to create an agency in El Salvador, this agency will offer a professional and high-quality service.

Chapter II is presenting a brief description of tourism in El Salvador, the details about the most important natural resources and the description of the Top Ten natural wonders in El Salvador. Besides that, we present a description about cultural identity, gastronomy, legends, and syncretism that are important when offering a tour guide service to national and international tourists. Finally, we present the quality control of a tourism service.

Chapter III is as important as the other chapters because we present the roles and responsibilities as entrepreneurs and the reason why it is important to know the definition of entrepreneur and its types. Besides that, we describe the characteristics and competencies as entrepreneurs working together to find a solution to any barrier presented. As entrepreneurs, we

must search for strategies and alliances based on the quality regulations of tourism that will help us to succeed.

Finally, in Chapter IV as entrepreneurs it is crucial to work as a team to succeed in the market and to be recognized as the best Tour Guide Agency in the country. In the last pages, we present the company's Logo, Motto, Mission, Vision, values, and an investment plan to have a better understanding on how this company will operate in the future.



Image from google.

CHAPTER I

Touristic Service Profile

Let's travel together!

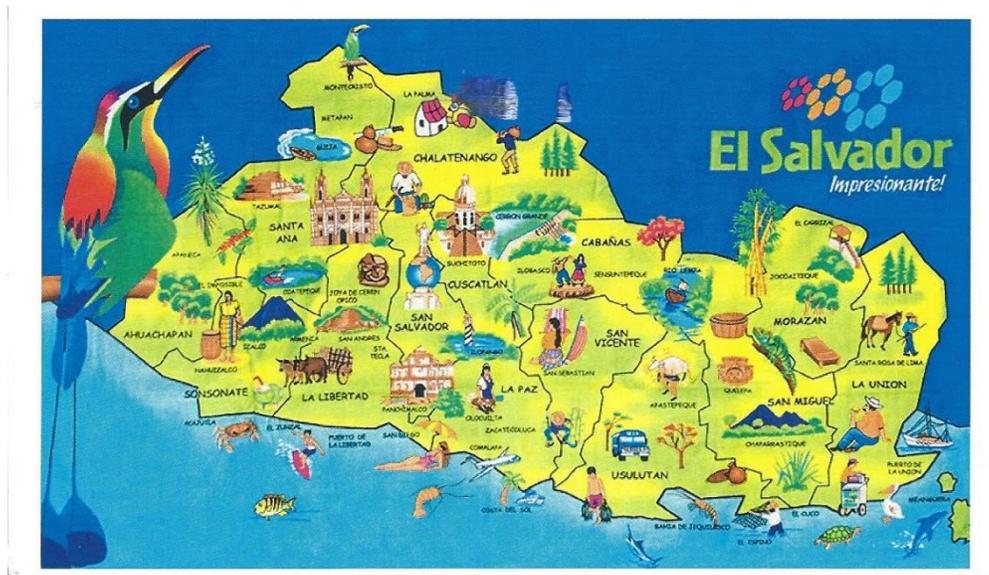


Image from google.

Objectives

General:

To propose a Tourist Guide Agency for local and foreign tourists that will provide the most relevant information about different places to visit in El Salvador.

Specific:

- To promote the best places in El Salvador and to make it attractive for national and international tourists.

-To create itineraries based on tourists' interests complying with social responsibilities & quality regulations.

-To contribute to the development of the history of tourism in El Salvador providing a service in Spanish, English, and French.

Justification

6

This research has been made to show the role and importance of a Tourist Guide when making tourism in El Salvador. Besides that, the tourism industry in El Salvador is reflecting significant growth in all its dimensions.

This tourism guide agency will be training people with an acceptable profile to provide a better service. Some of the requirements and personal qualities are communication skills, politeness, and physical resistance to create a successful team and provide the best service in a relaxing style.



Image from Ministerio de Turismo, El Salvador.

1. Description of the service

Tourist Service: **Tourist Guide Agency.**

Description:

The tourist guide will provide relevant information about Tourism in El Salvador. They will share details about Places of interest like Aquatic Parks, lakes, Volcanoes, Beaches, and lagoons. We will provide different services and options to make a better experience.

The service will be addressed to National and International Tourists, and it will be advertised on social networks & brochures will be provided in malls, carnivals, and at the airport.



Image from google.



Image from google.

The implementation of strategies for human development and sustainability is crucial for creating a prosperous development of this agency. These strategies will include recruitment, and a short training taking into consideration that people from other cultures are quite different from Salvadorans. Environmental protection, social empowerment, peace culture, and good habits of the tourist guide team will be required.

Promoting accessible and affordable publicity the agency will be known in the tourism field in El Salvador. Sustainable development practices, waste reduction, and forest conservation efforts will guarantee the good practice of tourism for all generations. Additionally, we will promote gender equality and an inclusive society. The agency will be focused on building a resilient, relaxed, and happy society by making free tourism in El Salvador.



Image from google.

CHAPTER II

Elements for Design of a tourist product or service.

2. Tourism History

10

Traveling for pleasure: a brief history of tourism

Tracing the development of tourism from the 17th century to the present day

Published June 15, 2020, by Carmen Pérez Rodríguez.

People have always had a need to travel, be it to explore and discover new lands or for our own enjoyment. Tourism precisely covers the latter.



Image from Spanish ministry of Culture and Sports.

We can trace the origin of the modern concept of tourism back to the 17th century when young nobles from Western and northern European countries made what was called the Grand Tour: a trip around Europe (usually covering France, Germany, Italy, and Greece) with the main purpose of soaking up history, art, and cultural heritage. It was considered a perfect way to be educated.

Carmen Pérez Rodríguez, June 15, 2020.

By the 18th century, this custom was widespread among wealthier classes, and it spread to other parts of the world, such as America. Similarly, religious pilgrimages that were already popular during the



Image from Spanish ministry of Culture and Sports.

Middle Ages continued during this period.

The Industrial Revolution,

which began in the second half of the 18th century, produced a major economic, social, and technological transformation that would spread to the rest of the world.

As a result of these changes, there was an exodus from rural regions to growing big cities, which needed labor for the new industry.



Image from Spanish ministry of Culture and Sports.



Image from Spanish ministry of Culture and Sports.

Therefore, new social classes appeared.

Developments in transport were also key. The improvements in freight and passenger transport contributed to the birth of leisure, and new forms of entertainment and travel. People traveled mainly by train, taking advantage of the fact that railway networks connected the destinations in

Europe and other parts of the world. The 19th century saw the creation of the first travel agencies.

One of the pioneers was Thomas Cook & Son, who was the first to offer excursions and holidays for groups, which included transport, accommodation, and food tickets, thus making costs cheaper.

This would be the origin of what we now know as package holidays.

In the first half of the 20th century, the tourism industry continued to grow thanks to the mass



production of buses and cars. Coastal tourism began to gain importance, and, after World War II, the Mediterranean coast quickly grew in popularity. Also,

Image from Spanish ministry of Culture and Sports.

improvements in air transport (charter flights) as well

as progress in labor legislation and a growth in social welfare led to a boom in tourism.

The tourism sector suffered a recession during the 1970s, mainly due to the energy crisis, leading to lower costs and prices. That's when mass tourism emerged. Traveling went from being something only for an exclusive group to becoming a leisure activity within the reach of many.

In the following decades, there was a progressive internationalization of hotel companies, travel agencies, and airlines. New products and new leisure activities were also offered, revolving around sports and health, among others.



Image from Spanish ministry of Culture and Sports.

Today, the tourism sector has become one of the great economic engines in many countries, forming part of the international political agenda. In recent years, with low-cost flights and the existence of alternative accommodations, managed by online companies, it is much easier for tourists to afford to travel, and they can design their itinerary and experiences to their liking.

Tourism not only impacts the local economy, but it is also starting to affect the social structures, culture, and lifestyle of the destinations visited. Therefore, the challenge now is to provide



Image from Spanish ministry of Culture and Sports.

solutions by developing a tourism awareness that is respectful of the environment and the local way of living of its inhabitants.

2. 1Brief History of Tourism in El Salvador.

Systematization of Tourism in El Salvador.

The starting point of tourism in an organized and systematic way in the country began in the 1960s. The first official entities to promote tourism were created in those days. The Salvadoran Institute of Tourism (ISTU, Spanish acronym) was created in 1961, as an official governing entity. Its main responsibilities included the creation of projects to promote the development of the sector, the

regulation of tourist enterprises, the management of national resources, and the presentation of regular reports on the progress of the sector, Bacci, 1993. Starting in 1968, ISTU facilitated the monitoring of the sector by publishing detailed statistical bulletins on the influx of tourists to El Salvador. The Tourist Industry Development Law of 1967 provided fiscal incentives to companies affiliated with the national tourism system. In addition, The Central American Integration Program improved the economy by increasing exportation; and the competitive coffee market prices of that¹ period placed El Salvador in a relative economic prosperity state. When Coronel Arturo Armando Molina became president in 1973, the style of government introduced included careful planning of systematic arguments for prioritizing certain sectors of the economy. It was then, that tourism began to be viewed as an activity capable of generating substantial foreign exchange and employment which led to a “boom” in the tourist industry, placing El Salvador as a tourist destination of sun, sand, and beaches, was a key factor for that “boom” (López and Ayala, 1993).

During the same period, more infrastructure was built that directly benefited tourism: Some highways were restored, and the Comalapa International Airport was built. The construction of several luxury hotels was done to keep up with that plan. During 1975, The Miss Universe event was carried out in El Salvador had as a result, several events related to tourism. This is credited to the country with the title of “1975 Year of Tourism in El Salvador” (Herrera, 1975 as cited by Bonilla, 1993). The construction of the Cuzcatlán transoceanic airport equipped with the most modern techniques and service facilities made the country a main gateway and an airport for Central America.

1

The recent history, “The government of El Salvador recognizes the importance of tourism and has been heavily promoting it. Most prominent is Surf City campaign promoting kilometers of Pacific coastline where the waves are championship size, and the sunsets are stunning.

The small towns surrounding the beaches in La Libertad have seen significant investment in recent years, mostly in relation to its surf scene. A few mid-ranges to luxury hotels have popped up right by the water, including Casa De Mar and Palo Verde Hotel, a boutique property in El Zonte that focuses on sustainability. A new highway was constructed that connects San Salvador to the coast, making it easier for visitors to get from the airport to the beaches quickly.

According to the World Tourist Organization, El Salvador saw 707,000 tourists in 2020, ranking it 113th in the world, and with a rate of 0.11 tourists per local resident, El Salvador ranked 118th. Of course, 2020 was the first year of the pandemic, and El Salvador had closed its international airport to flights in and out for almost half the year.²

The airport was open for all of 2021, and we can compare the pre-pandemic 2019 numbers with the numbers for 2021. According to El Salvador’s Migration Data from El Salvador, in 2019 1,301,632 persons entered the country through El Salvador's airports. In 2021, the number

² [WorldData.Info](https://www.worlddata.info)

was 1,152,135. So, 2021 arriving passenger numbers still have not caught up to 2019 and were still 11% below pre-pandemic levels.



Image from World data info.

Despite these statistics on arriving air travelers, the government of El Salvador recently told the world that there had been a 30% increase in November and December 2021. How the increase was measured was not indicated. The government attributed the increase to Nayib Bukele's

Bitcoin initiative which made the crypto-currency legal tender in the country.

Any number of Bitcoin's effect on tourism. The journalists who just republished this statement without critically thinking about it made the basic mistake of confusing correlation and causation. Bitcoin may have been "legal tender" since September while tourism increased, but that does not mean that Bitcoin was the cause of increased tourism. (Being sent by your editor to cover Bitcoin in El Salvador and staying at El Zonte, "Bitcoin Beach", does not make you a representative sample of the world's tourists).

There are a few other explanations which are equally, if not more likely, to explain any increase. First, in the second half of 2021, El Salvador eliminated all COVID restrictions on travel to the country. Consider this article in London's Daily Mail: which notes that ³"places you can travel unvaccinated" is a top Google search. As another example, I met a couple of vacationers.

³ London's Daily Mail: [Twelve places UK holidaymakers can travel to even if they're unvaccinated](#)

waiting to get a COVID test so they could return to the US. They had greatly enjoyed their trip to El Salvador and explained they had come here because they wanted to get away from New York. El Salvador seemed beautiful and was wide open without any COVID testing or vaccination restrictions to come here.

In November 2021, El Salvador's Ministry of Tourism noted a surge of travel over the US Thanksgiving holidays, and noted several reasons, with Bitcoin barely mentioned.

Other reasons which help explain the strength of El Salvador's tourism sector:

- A lower (safer) level of travel advisory from the US State Department than neighboring countries.
- The Salvadoran economy has been entirely open throughout 2021.
- The country's tourism promotion campaigns are paying off.
- The El Salvador tourism website run by the government is a step above anything done by prior administrations.

The average tourist (not the Bitcoin enthusiast) is not going to travel to El Salvador because they can pay with Bitcoin at certain locations like Starbucks and McDonald's. The average tourist is traveling with a credit card and would rather use a credit card, with fraud protection and with time to pay, rather than a Bitcoin wallet. Paying with a Bitcoin wallet, which is more like just using cash or even a debit card, is a novelty, but not something many people schedule a vacation around.

Even in El Salvador's Surf City corridor, I have found that most establishments were not accepting Bitcoin. In my own informal survey in Surf City two weeks ago, the beach hotel where I stayed, the two popular restaurants where I ate, and the bar which recently was the site of a large party for Bitcoin promoters, all told me that they are not accepting payment in Bitcoin. In San Salvador at the artisan market which caters to tourists and is only a few blocks from Bukele's Presidential Palace, I was told that only one of the dozens of vendors there accepts Bitcoin. Sure, if I want to search out establishments in El Salvador that accept Bitcoin I can find them, but they are a very small minority of businesses.



Image from google,

But it is also clear to me that foreign tourism has increased. In a survey of upscale hotels catering to North American tourists in the Surf City area, I found that most were fully booked mid-week in a non-vacation week in February. That would not have been the case in 2018 and earlier. At the hotel where we were staying, there was a wide variety of travelers, at least two-thirds speaking English, and none of them were there, as far as I could tell, to enjoy the Bitcoin economy.

So, the Salvadoran government can take credit for having made a concerted effort to enhance the tourism potential of El Salvador. That's a positive for the country and I hope it continues. Just don't try to convince me that Bitcoin, rather than sunsets over the Pacific and pupusas hot off the griddle, are what is driving most of the increase in visits". Mitur.sv

2.3. Natural Resources in El Salvador Destinations



Image from google.

El Salvador is a small country in Central America that you might not have heard about, it's indeed a hidden wonder of nature, virtually invisible from the lens of print media, and social media promotions. But it is an attraction for adventure seekers, as it comprises an extensive range of natural wonders that attract tourists from all over the world. The best thing about this country is its short distance from big states of America which makes it possible for travelers to reach it. Secondly, the small country presents a lot of areas to be discovered.

in the form of hundreds of lakes, natural parks, 23 volcanos, 200 miles of beaches, a UNESCO biosphere reserve, and numerous stunning waterfalls. So, you can get a whole package of Tourism in one place.

2.4 Top 10 Natural Wonders in El Salvador

Let's begin with our recommendation for the top 10 natural wonders that you might likely visit in El Salvador, and that must be on the list of an adventure seeker.

1. Volcanoes National Park

Have you ever been to any natural wonder of volcanic eruption? It's quite amusing to visit one.

The volcanic eruptions hardly allow any visitors to come nearby; however, in El Salvador, there are some places where you can climb toward a volcanic eruption site to view this natural phenomenon.



Image from 10 Stunning Natural Wonders in El Salvador.

Volcanoes National Park

At Volcanoes National Park, two to three towering volcanoes are present, and the park is counted as the hottest attraction for tourists.

Locals often call this volcano site the Ilamatepec, because of is the highest volcano in El Salvador and the 4th highest in Central America.

2. El Boquerón National Park

El Boqueron is another national park that is also called by some “Big Mouth”.

The reason is because of the volcano that resides on the outskirts of the capital city of El Salvador (San Salvador).



Image from 10 Stunning Natural Wonders in El Salvador.

El Boquerón National Park It’s right outside the capital city at an hour. So, it would be very easy for visitors to track down the distance if they have a short time.

El Boquerón, besides the active volcano, also features an interestingly surprising wild scenery with densely woodland.

The reason for being called by this label is because the volcano resides inside a relatively smaller crater created naturally by volcanic eruptions.

3. Montecristo National Park

At the border of Guatemala and Honduras, there is another adventure-seeking natural wonder of El Salvador, named Montecristo National Park. The park is especially famous for its mountain.

El Trifinio which offers a climb of approximately 7,800 feet to mountain hikers, which can result in the summit of the El Salvador border upon



Image from 10 Stunning Natural Wonders in El Salvador.

completion of this hike.

Montecristo National Park Alongside the natural scenery, wildlife shelters are also present for various species like Puma,

anteaters, agoutis, monkeys, and brilliant plumage, toucans, and quetzals.

4. El Imposible National Park

The name says it's all! El imposible is yet another natural wonder of El Salvador's western side. It was named because of its inaccessibility or difficulty in reaching.

However, the park is now full of connected trails, some natural and some man-built, that make out the way for adventurers to reach the amazing rivers and dramatic rainfalls in this park.

El Imposible National Park

The place includes steep terrain, and densely grown rainforests spread up to 9,400-acre including beautiful waterfalls and rivers.

5. Chorros De La Calera

Chorros De La Calera is counted among the top-notch places that could be visited in hot summers because of the shimmering waterfall, crystal clear pools, and cool swimming spots.



Image from 10 Stunning Natural Wonders in El Salvador.

A simple walk through these mountains will come along with the natural scenery of chirping birds, whistling leaves, and the fainting hustle of the waterfall.

Chorros De La Calera

A breathtaking view is presented as soon as you start to walk down the hiking path.

The ground starts to appear with its moss-covered grandeur along with the infinitely spread vast natural pools.

6. Lake Ocotepeque Caldera

The lake's name predicts its relation to the presence of different species of beautiful and deadliest snakes on it.



Image from 10 Stunning Natural Wonders in El Salvador.

The place is located near Santa Ana and Izalco's natural volcanoes. The Lake Coatepeque itself formed because of a natural eruption some thousands of years ago.

Lake Coatepeque Caldera

The clear water of the lake is not only an attraction, but it reaches a depth for nourishing the floor with further greenery.

The place has been developed recently to include modern style beach houses, weekends day outs which could serve as a gate away from the routine boring life.

7. Ilopango Lake

Lake Ilopango is the largest lake in El Salvador. The lake emerged because of a volcanic eruption of the extinct volcanoes. Therefore, it rests in the crater of the eruption site. This is a very attractive feature for



Image from 10 Stunning Natural Wonders in El Salvador.

divers to reach out for its depth. The place also has some awesome beaches attached to it, where travelers and adventure seekers can enjoy the geothermally heated water along the edges of the lake.

8. Tamanique Waterfall

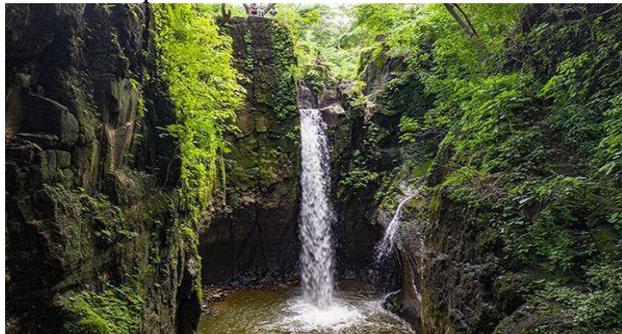


Image from 10 Stunning Natural Wonders in El Salvador.

Located an hour's drive from the famous surfing town of El Tunco, Tamanique involves a series of four famous waterfalls.

All these waterfalls tumble down on the boulder cliffs. The peaceful and cool breeze makes it an excellent attraction for divers and

swimmers, especially in the hot summer months.

9. El Tunco Beach

It is the best place to visit if you want to enjoy the company of the local populace of El Salvador. Apart from surfing culture, the place is known for its unique rock formation in the form of the horns of a bull, which creates an epic site for photographers and vloggers. The



Image from 10 Stunning Natural Wonders in El Salvador.

walking area down the beach at sunset or sunrise is also an amazing scenery to enjoy. When the tide is low, the breathtaking beaches and bars around the town can also be visited and the city remains packed on weekends.

10. Puerta Del Diablo

The last on the list of 10 natural wonders of El Salvador is Puerta del Diablo. It's a natural rock formation that attracts millions around the world for its Salvadorian beauty.

10 Stunning Natural Wonders in El Salvador, December 14th, 2020.



Image from 10 Stunning Natural Wonders in El Salvador.

The place consists of two large rocks called Devil's Door because of the mysterious legends surrounding them for thousands of years. A winding pathway between the two tall boulders forms a window through which you can view El Salvador's lush landscapes.



Image from 10 Stunning Natural Wonders in El Salvador.

2.5. Cultural Identity

27

Holidays and traditions

January 16th: “National Day of the Victims of the Armed Conflict”



Image from El Salvadorinfo.net

This day celebrates the end of the Salvadoran civil war. The government and the FMLN guerrillas signed the peace accords in Mexico, ending the brutal armed conflict. In 2022, the Salvadoran legislature decided to change the

focus of this day’s celebrations to “National Day of the Victims of the Armed Conflict” and not the signing of the peace accords. *by elsalvadorinfo.net*

Holy week:

In El Salvador Easter lives with much religious fervor to commemorate the passion, death, and resurrection of Jesus. Every church in the country is attended by thousands of people to live a time of reflection, which is also accompanied by various traditions which are processions, where usually people carry candles as a sign of light.



Image from google.

One of the most important days is Friday, which also produced many carpets of salt or sawdust with Christian messages on the streets by which at night the procession of the Holy Burial. Holy Saturday night held a vigil, where turns on fire as a sign of hope that Jesus will rise again.



Image from google.

Tourism is also one of the things that are customarily done in Holy Week in El Salvador, since also in this week there are some days of rest. In the case of public employees and students, have a full week of vacation, and in the case of private employees rest from Thursday to Sunday this

week.

As a result, the Salvadorans take advantage of visiting some tourist attractions with family and friends; among the most frequently visited places, we could mention the beaches of El Salvador, which are filled with people looking to sunbathe and bathe. However, others in spas or recreation centers are tourism private, such as in the mountains or camping. The day when there is a greater influx of tourists is Sunday since it is the last day of the holiday (elsavadortrips.com).

May 01st: Labor Day

Salvadorans remember the struggle of the average worker. During this day, union organizations organize marches to emphasize the rights of Salvadoran workers.



Image from google.

May 03rd: Day of the Cross

The Day of the Cross combines religion and indigenous traditions in El Salvador. For some Salvadorans, this day marks the beginning of the rainy season or winter; they use this day to give thanks for the upcoming harvest season. On the other hand, religious people use this day to give thanks and to protect the family from the devil.



Image from google.

May 07: Soldier Day

This day marks the anniversary of the Legion of Liberty; it was created by General Manuel Jose Arce in 1824. Soldier Day commemorates the courage, commitment, and love for the country shown by the men and women who have sworn to defend it. In many cities across the country, you will see parades and special events showing appreciation to all current and previous Salvadoran soldiers.



Image from google.

August 3rd to 6th. The August festivities

The August festivities in El Salvador are some of the most festive days in the nation's capital and the

country. These festivities are also called the August vacations. The celebratory days honor the Divine Savior of the World, the patron saint of the nation's capital.

Starting on August 1st, the city halls hold special events in different parts of the city, such as parades, live music, fairs, games, and much more.



Image from google.



Image from google.

Independence Day

This public holiday is El Salvador's National Day and is always celebrated on 15 September. It commemorates the independence of the Central American provinces from Spanish rule in 1821.

On this day, all over the country, local educational and government institutions have events and



Image from google.



Image from google.

parades to commemorate this day. The most popular event includes marching bands and school cheerleaders, this is according to holidays dot com.

November: National Pupusa Day

El Salvador has a national pupusa day, which is celebrated on the second Sunday in November.

This day is dedicated to enjoying one of the most representative typical dishes of El Salvador.



Image from google.

The San Miguel Carnival



Image from google.

The Carnival of San Miguel is one of the most relevant celebrations in El Salvador. The carnavales de San Miguel are a floating show that commemorates the patron saint festivities of San Miguel. Although the San Miguel

carnivals take place in November, the festivities begin a month earlier, when small events known as “carnavalitos” are held in the various neighborhoods of San Miguel. One of the most anticipated events in the San Miguel Carnival is the election of the Carnival Queen, which composes a gala of approximately 6 hours. The festivities last about a week, being the weekend the most dynamic, since it is when the carrozas, dancers, and musicians take to the streets of the town to celebrate to the fullest.

2.6 GASTRONOMY

Cuisine in the country is traditionally a combination of the foods of the indigenous and Spanish populations, particularly in the Lenca, Pipil, and Maya individuals.

Several dishes are prepared with corn.



Image from google.

Common soups in the country are Gallo en chicha (prepared with corns, rooster, and dulce de tapa), and

Image from google.

Sopa de pata (made from plantain, cow's feet, corn, and tripe). The usual breakfasts by Salvadorans

are Huevos picados (scrambled eggs combined with vegetables), Casamiento (also known as rice and black beans), and Platos típicos. Some of the popular dishes in the country are Pupusas (prepared with corn, cheese, beans, or meat) Typical Salvadorian desserts are Arroz en Leche, Atol de Elote, Atol de Piña, Dulce de leche,



Empanadas de Platano, Marquezote, Pan Dulce, Poleada, Salpores, Torta de Yema, Zemita,

Quesadilla (Salvadoran style) and fruits (bananas, mangoes and papayas are well-liked).

Salvadoran typically drink coffee and soft drinks or gaseosas. The most popular local soft drink is Kolachampan with a sugar cane flavor. Other beverages in the country are horchata (a combination of spices such as almonds, barley, cinnamon, sesame seed, and rice), licuados (like minutas with fresh fruit and milk), masa (corn meal), minutas (with natural flavored syrup), refrescos (made

of sweetened fruit drinks or lemonade), tamarind juice and coconut milk. Pilsener beer is the most common alcoholic beverage in the country (studycountry.com).



Image from google.

2.7 STORIES AND LEGENDS IN EL SALVADOR

The Cuyancua



Image from google.

This is one of the Myths of



Image from google.

El Salvador referring to the existence of a mystical being, of strange appearance and great size, whose physical form is that of an animal that from the

waist up appears to be a pig and from the waist down, a snake. In some accounts, he appears under the name of Cuyancuat.

It always appears to predict the coming of the rainy season, sometimes alone, in others it does so in a herd. About this supernatural creature, it is believed that it has control of the waters of rivers and lakes, and even of the rain itself.

When it appears, its presence is felt, as it does so by emitting a kind of strange, loud, and even dark shrieks, causing turbulence under the surface, especially at night, which is when La Cuyancua was looking for his food. The locals were terrified of this character, therefore, none dared to go out of their houses at night, and the most daring, upon meeting the mystical animal, have ended up fainting from the strong impression, even remaining mute for several days. They say that what a person should do when they get it is to entrust themselves to God with their eyes closed.

Today, there are still those who claim to hear their terrible screeches, scaring away all visitors to the Rio Grande. Another of the things that is said in his myth is that where the Cuyancua dig to hide, holes are made from which clean and freshwater gushes.

2.8 SYNCRETISM

According to the Encyclopedia of Psychology and Religion, the term “syncretism” has had different denotations and connotations over time. In current usage in anthropology and religious studies, it generally refers to a mixing of elements from different religious systems or traditions. From the perspective of many

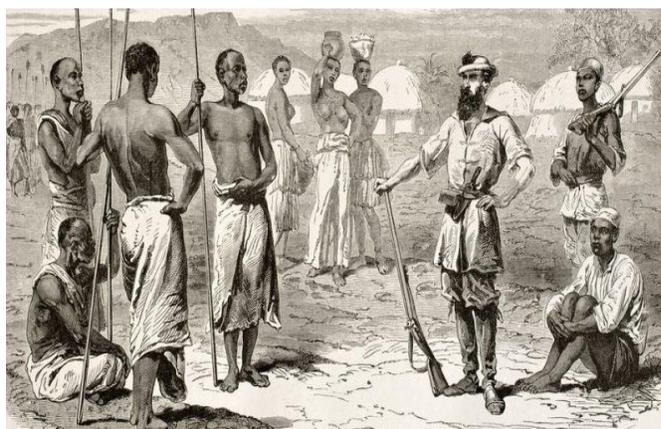


Image from Encyclopedia of Psychology and Religion.

religious leaders, such mixing is often viewed as a negative process, as an abandoning of true religion. From the perspective of many anthropologists, psychologists, and

professionals of other academic disciplines, religious syncretism may assist in a positive acculturation process, whereby elements of different systems emerge in a new format allowing an integration of ideas and behaviors. It is important to bear in mind that whatever example of syncretism is in focus, it always takes place in a psycho-cultural and sociopolitical context, and therefore, the psychological effects of such need to include those levels of analysis.

El Salvador is a country with a strong Catholic influence that has gone through a process of cultural



Image from google.

syncretism mixing local indigenous traditions and Spanish forms.

El Salvador is a land of wonderful traditions and great artistic celebration. Like most of Latin America and the Caribbean, it is also a land of great and rich religious and cultural syncretism

(blending of traditions). Day of the Cross (image). Syncretism can be divided into different groups, according to the Encyclopedias Concept within the most known are: Cultural, Religious, and linguistic.



Image from google.

Cultural syncretism:

Cultural syncretism is a process of cultural miscegenation, in which two or more cultures merge into one. This process can occur in very different ways and over long periods of time, and although it often involves a predominant

and a subaltern culture, the result of the contact between the two is a completely new, mixed culture, heir to both traditions.

Religious syncretism:

Religious syncretism is the process of assimilation of two or more different religious traditions, which gives rise to a new one, which is hybrid and mestizo. It is a very common historical process that can occur due to the imposition of one religion over another, the recovery and reinterpretation of ancient religious traditions,

or as an aspect of a much more extensive process of cultural syncretism.

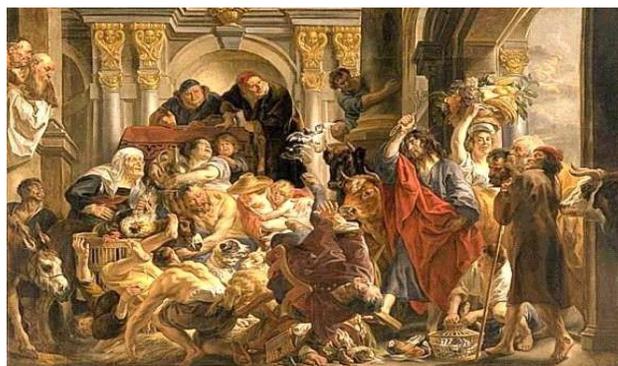


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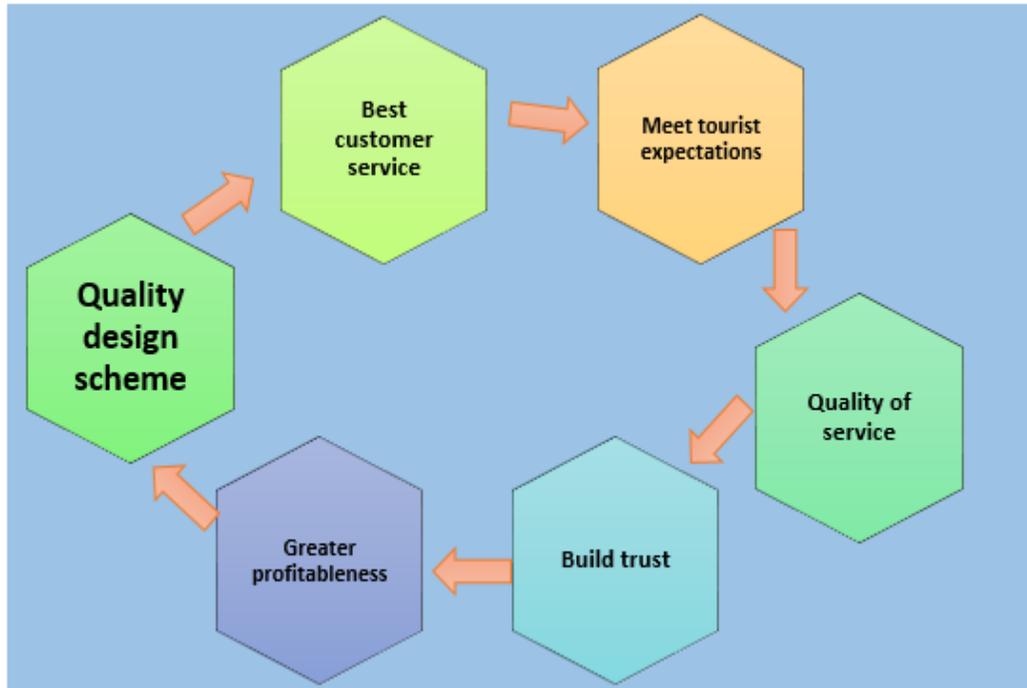
Linguistic syncretism:

In the field of linguistics, syncretism is understood as the language process in which a word assumes the functions of others. When a word or a term ends up absorbing another, as part of the process of formation of a new language of historical

changes within the same language.

ACTION	RESPONSIBLE	IMPROVEMENT
Create advertising banners and brochures.	Silvia Lorena Meléndez Quinteros	More tourist clients, Guide Agency, Grand Opening!
Post on Social Networks.	Silvia Lorena Meléndez Quinteros	Minimize costs: Create an advertising space on Facebook, Instagram, and Ticktok promoting the guide service and the different places that will be included in the tour.
Inaugural promotion on social networks	Zulma Elizabeth Juárez Portillo	Create promotions: Promote tours with a 10% discount for groups of 20 people or more. Create alliances with tour operators and places to visit.
Categorization of sites and publishing on social networks.	Zulma Elizabeth Juárez Portillo	Promote green destinations. Sustainable development, recognized nationally and internationally, highlights lesser-known destinations that have the same importance in the country. As a primary part of the guide, it will inform about the importance of these sites, the commitment to sustainable development, culture, and cultural heritage.

2.9.1 Quality design scheme:



- **Best customer service:** customer service means consistently meeting customers' expectations. Great customer service is quick, easy, personalized, and empathetic. Companies that deliver excellent customer service take the time needed to understand the needs of their unique customer base.
- **Meet tourist expectations:** “The tour guide will educate the tourists about the local culture and the expected tourist behavior before the beginning of the trip. This will help the tourists to be able to understand their limitations and responsibilities in the tourist destinations.” Tourism and Hospitality. Tour Guiding Essentials.
- **Quality of service:** Service quality means the ability of a service provider to satisfy customer in an efficient manner through which they can better the performance.
- **Build trust:** the activity of developing trust between people so that they can work more effectively.
- **Greater profitableness:** the quality of being encouraging or promising of a successful outcome.

CHAPTER III

Local development through a product

3. RESPONSIBILITY OF THE ENTREPRENEUR

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3.1 Entrepreneur profile.

3.1.1 Entrepreneur concept.

According to *Andy Freire (Argentine entrepreneur)*, "The entrepreneur is that person who detects an opportunity and creates an organization to address it" (2004, p. 27).

An entrepreneur is a person who has the ability and capacity to identify business opportunities and make the decision to act without thinking that an idea is not good. He has the initiative to start a business project with his own means, having confidence in himself that it will be successful. Being an entrepreneur is a difficult process that involves many risks and obstacles that could lead to failure, but the entrepreneur will never give up, he is willing to look for alternatives to innovate have better results and maintain his business in the market.

Internal entrepreneurs or intrapreneurs:

As entrepreneurs of a Tour Guide Agency, we have a business vision of growth by working and developing strategies to improve the service provided. The necessary time is invested in innovative processes that improve the services provided and benefit both the Guides and the company to put and maintain the business on the market.

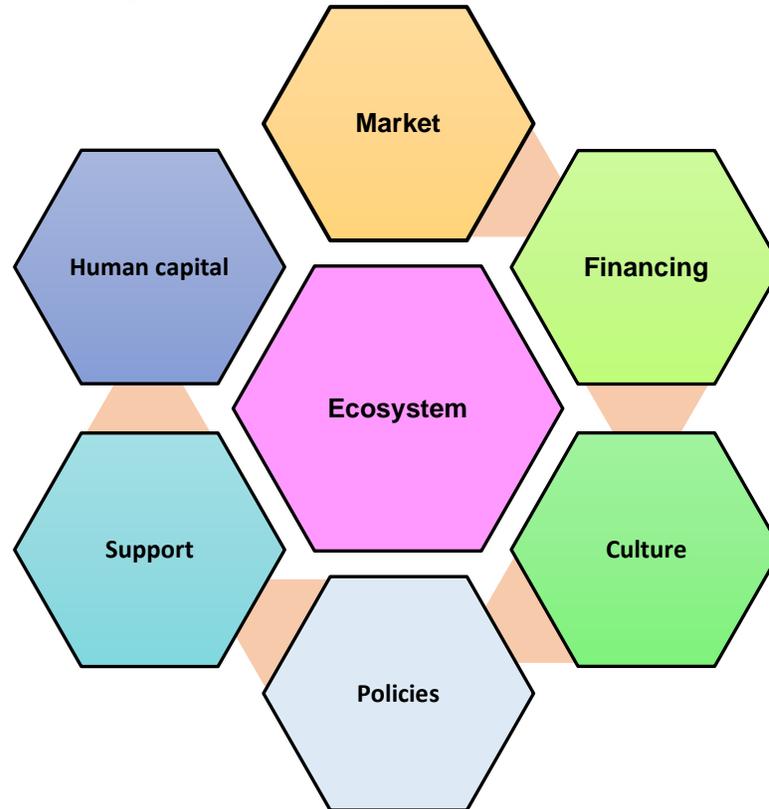
Creative entrepreneurs:

In a Tourist Guide Agency, the members of the company use the resources that have been developed by themselves to start the business. Entrepreneurs are characterized by the skills they must learn and develop new ways of offering the service. In addition, they could create new processes to differentiate themselves from the competition by being unique with their ideas and thus gain more clients and grow as a company despite the competitive level that exists in the world.

3.1.3 Entrepreneurial Ecosystem.

According to the Entrepreneurship manual, *Daniel Isenberg (2011)* defines the ecosystem as the culture, politics, and leadership, among others, that create an environment where entrepreneurs can use their ideas to achieve success, turning entrepreneurship into a sustainable company entrepreneur.

- **Market:** A market is where buyers and sellers can meet to facilitate the exchange or transaction of goods and services.



- **Financing:** provide funding for (a person or enterprise)
- **Culture:** the customs, arts, social institutions, and achievements of a particular nation, people, or other social group
- **Policies:** a definite course or method of action selected from among alternatives and in light of given conditions to guide and determine present and future decisions.
- **Support:** give assistance to, especially financially; enable to function or act.

- **Human Capital:** the skills, knowledge, and experience possessed by an individual or population, viewed in terms of their value or cost to an organization or country.

3.1.4 Competencies and characteristics as an entrepreneur

Competencies	Characteristics	
Achievements	Look for opportunities	An entrepreneur must seek solutions to problems or needs that the world has to take action and thus offer the service in the market.
	Perseverance	In a Tour Guide Agency, the entrepreneur himself is the one who executes the action, which is why he should not give up and should take failures as something good that will teach him how to look for alternatives to solve the problems that arise.

	Risks	<p>In any entrepreneurship, it will be difficult to maintain the business since many obstacles will arise along the way, but the organizational structure must have various ideas to minimize the impact that these problems have on the company. To do this, you must plan and seek help for better administration.</p>
Commitments	Goal setting	<p>For a venture to be successful, the objectives must be set by creating a plan in which the plans that we have as a company and possible solutions to problems are presented.</p>

	Information research	<p>For a company, information must be provided with books, the Internet, and companies since if the idea we have is good but we do not have the necessary information, this can lead to failure as a company. Furthermore, as Tourist Guides it is important to know the places where the service will be offered and have knowledge of the most important events in the country to be prepared for any question from a client so that they are satisfied with the information provided.</p>
	Compliance with commitments	<p>As entrepreneurs we must be responsible for the obligations that are</p>

		assigned. All activities must be organized and carried out without postponing them to grow as a company.
Leadership	Teamwork	In a Guide Agency it is extremely important to work as a team since all members have the same objective which is to provide a service and give ideas for the company to grow.
	Problem-solving ability	As entrepreneurs, we must look for solutions when a problem arises that makes it difficult for us to achieve our objectives and instead of giving up, we must have the ability to create new strategies.

3.1.5 Barriers to entrepreneurship

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In every endeavor there will be various obstacles to maintaining a company and growing in the market. A Tourist Guide Agency is no exception, although there are already various companies in the market and you have a clear idea, there will always be difficulties, better known as Barriers to entrepreneurship, among which we can highlight:

- ***Financing:*** In the market, entrepreneurs like this one from Tourist Guides, could have certain difficulties growing as a company and staying in the market at the beginning since they make the decision to start a business with their own means.
- ***Lack of knowledge of the market:*** It is extremely important to know the market, inform yourself, and innovate since even though you have a good business idea, you must consider the competition, and sometimes, even if the service is very good, it is not well recognized in the market.
- ***Underestimating the competition:*** As entrepreneurs, we must innovate and create new ideas that allow us to stand out from other companies that are offering the same services. Alternatives must be sought to differentiate themselves from other companies and never compete with large companies since the quality of service could be lowered and as a result, have dissatisfied customers.

- **Failure:** Every entrepreneur is afraid of failing, but according to certain authors such as Sebastián Gutiérrez and Luis Ramos, failure should be taken as something good from which one learns. The important thing is to never give up and look for alternatives to innovate and maintain the company.
- **Lack of time:** According to the School of Entrepreneurs by Algebra.com, entrepreneurs are afraid of not dedicating the necessary time to the business and that it will not give good results. As entrepreneurs, we must dedicate as much time as possible to grow and create new ideas that will lead to success in a company.
- **Lack of preparation:** *It is essential to acquire the necessary knowledge about the service that will be offered. In this case, as Guides, you must have knowledge of both national and international tourism and know the sectors where the service will be provided.*

3.1.6 Success Factors.

Nowadays, there is a lot of competition when starting a business, which is why it is not enough to have a good business idea if certain expectations in the market are not met. *Tom*

Peters and Robert Waterman (1982) developed a model of strategies analyzing the most successful companies of the time in the US and Japan that can help every entrepreneur to be successful in business. As a Tour Guide Agency, we must follow these Strategies for the company to maintain and grow in the market:

- **Strategy:** You must have personnel who can search for new strategies that indicate and seek the best options to improve as a company considering the resources you have. In addition, goals and conditions must be established between the competition and customers.
- **Structure:** Entrepreneurs must have an organizational structure in which each member fulfills their duties and obligations, maintaining relationships with authorities, marketing, and the functions assigned to each entrepreneur so that the company is a success.
- **Systems:** In the internal processes of the company, it is very important to develop strategies to offer promotions, manage capital, and create personnel recruitment systems that can seek solutions where there is an entrepreneurial opportunity that will contribute to the maintenance of the company.
- **Staff:** The staff is the most important key in a Tour Guide Agency since they are the ones who create new processes and execute all the processes.

- **Motivation:** To start a business, you must have the motivation and passion to dedicate the necessary time and effort to the business and thus achieve commercial success.
- **Business plan:** When starting a business, you must have a business plan that sets out the objectives to be carried out. Also, the knowledge of the market, the competition, and the clients to whom the service will be offered must be included. And finally, you must have a clear idea of the profits you intend to obtain.

3.2 Entrepreneur's responsibility.

According to Ricardo Pineda, project manager of 'Compartamos con Colombia', Corporate Responsibility is defined as "the commitment of companies to make a better society and so that, in the future, they benefit from a better market and greater opportunities." That is why as entrepreneurs we must comply with certain responsibilities among which we can mention:

❖ Corporate Responsibility:

As entrepreneurs of a Tourist Guide Agency, we are committed to implementing new strategies to improve management systems, maintaining a work environment in which workers are motivated to provide a better service and satisfying both workers and clients. and other interest groups.

❖ **Social Responsibility:**

All available resources will be used to contribute to the development of society in local environments where various activities will be carried out, facilitating job opportunities and at the same time improving the quality of life of people socially and economically.

❖ **Environmental Responsibility:**

Both the company managers and the Tour Guides will implement strategies that promote care for the environment and minimize the negative impact that any activity may cause. As a company, we aim to give talks and do activities that help respect flora and fauna, plant trees, avoid the consumption of plastics, and implement the use of biodegradable products.

❖ **Ethical Responsibility:**

One of the most important responsibilities of Tour Guides is the fair treatment of all types of customers regardless of age, race, culture, or sexual orientation.

❖ **Responsibility with ourselves:**

As entrepreneurs, we must be responsible for meeting our objectives and looking for alternatives in the face of any difficulty that arises to maintain the company in the market.

For proper functioning and better opportunities in the market, the Tourist Guide Agency will be a responsible enterprise, identifying itself as values, ideas, and strategies that will help both the company and the society, community, and environment that surrounds it.

Implementation of Corporate Social Responsibility (CSR) of the company

As entrepreneurs, corporate social responsibility (CSR) involves considering the impact that our Tour Guide agency will have on society and the environment, for this reason, we will look for ways to contribute positively. Below are some of the main social responsibilities we assume:

1. Business ethics: The tour guide agency must operate ethically and comply with all applicable laws and regulations. This includes treating employees, customers, and suppliers with respect and fairness.

2. Environmental sustainability: We strive to minimize the agency's environmental impact. This involves reducing the consumption of natural resources, adopting sustainable practices, and considering the possibility of using renewable energy sources.

3. Responsibility towards employees: We will provide a safe and healthy work environment for employees, as well as professional development opportunities and fair wages. Additionally, we will promote diversity and inclusion in the workplace.

4. Social Responsibility: We will contribute to the well-being of the community in which the tour guide agency will operate. This may include donations to local charities, employee volunteer programs, and supporting community initiatives that are of interest to employees.

5. Service Quality: We will offer a high-quality and professional service that meets the needs of clients who are national and international tourists. Customer satisfaction, respect for privacy, and transparency in communication are important aspects of CSR.

6. Innovation and sustainable development: We will constantly look for ways to improve the agency and adopt more sustainable practices. This may include service innovation or processes that reduce the environmental footprint.

7. Transparency and accountability: We will be transparent about business practices and willing to be accountable for any negative impacts the agency may have on society or the environment.

8. Ethical supply chain: will ensure that our suppliers also meet ethical and sustainable standards, and we will work as a team to improve the tour guide service supply chain.

Corporate social responsibility is not only a moral obligation, but it can also generate long-term benefits for this tour guide agency, working towards a good reputation, customer

loyalty, and greater attraction of talent. As entrepreneurs, it is essential to balance economic objectives with social responsibility to build a successful and sustainable company over time.

3.3.1 Definition

A Niche Market niche is the marketing term used to refer to the portion of a market segment in which individuals have similar characteristics and needs, and where the latter are not fully covered by the general market offering. is the marketing term used to refer to the portion of a market segment in which individuals have similar characteristics and needs, and where the latter are not fully covered by the general market offering. In this sense, a market niche, due to its small size, is generally disregarded by large companies, constituting, therefore, an excellent opportunity for small companies, which can escape their dominance and achieve a leadership position. *Chirinos, C. (2011). Market niche: The blue ocean approach. Industrial engineering, 29(029), 171-179.*

Niche market types are defined as a specific part of a consumer group. These share similar characteristics or needs and represent a great market opportunity. Crandi Academy, Marketing. There are three types of market niches: based on demographic segmentation, behavioral segmentation, or psychographic segmentation, according to Andrea Restrepo.

3.3.2 Strategy to identify a market niche (Blue Ocean)

Blue oceans are defined as untapped market spaces and the creation of demand and opportunities for highly profitable growth. W. Chan and René Mauborgne, 2005.

Blue_Ocean_Strategy.

We will apply the Blue Ocean Strategy by identifying our niche which will be people of all ages facing a state of work stress and young adventurers who love Salvadorian tourism.

3.3.3 Elements when choosing a Niche Market.

- **Target Audience**

For this Tour Guide Agency, our clients are national and international Tourists with an interest in learning about the culture, heritage, customs, and traditions of El Salvador regardless of age, race, or beliefs.

- **Problem**

Search for strategies so that the guides present information about places where there is little interest, making the destinations attractive for all types of tourists and so that they have the motivation and desire to learn about the culture, traditions, and customs of the country with our tour guides.

- **Desired result**

Transmit the information about each place to visit in which the Guides provide a quality service where the level of knowledge and professionalism is evident, meeting the objectives that the client is satisfied with their experience and thus can hire the *Explorer's Tours* Guide service. on your next trip.

- **Secret Sauce**

The professionalism of our tour guides, respect for the privacy of our clients, the guarantee of a healthy coexistence and an unforgettable trip.

3.3.4 My Niche Market

The market niche of the Tourist Guide service is people with work stress and young people who love internal tourism with the desire to have an unforgettable experience.

3.3.5 Characteristics of my Niche Market

- a) Professionalism
- b) Harmonious coexistence
- c) Cultural awareness
- d) Sustainability

3.4 Client management

- *Customer segmentation:* We will identify customer's interests, travel preferences, and demands.
- *Customer service:* We will verify customer satisfaction through a personalized survey using a digital form.
- *Customer loyalty program:* We will provide a stimulus discount to returning customers.
- Healthy and effective communication with clients requesting to leave suggestions after a pleasant travel experience.
- *Use of technology:* We will create a space to provide information on the tourist offer and to reserve online.

3.5 Strategic alliances

To expand our reach in the tour guide agency, and improve our clients' experience and their satisfaction by providing them with a professional and quality service, we will implement the following strategic alliances:

- **Travel Agency**

We will contact Travel Agencies that do not offer tour guide services and we will offer them our experience; this will allow them to offer more complete tourist packages to their clients.

- **Local Transportation**

We will establish strategic alliances with tour operators and transportation companies that are dedicated to tourism, by including a tour guide they will improve their quality and customer satisfaction.

- **Local tourism associations and public entities**

Alliances with local tourism associations and public entities will give us the opportunity to participate in events and fairs to promote our tour guide services and establish contacts with other companies that are dedicated to tourism.

- **Ministry of Tourism**

In the CORSATUR unit we will establish an alliance so that our tour guide agency is considered for serving national and international tourists.

3.6 Entrepreneurial Profile

3.6.1 Quality regulations

Support and Promotion:

- Art. 9.- To promote and support the declaration of Regions, Zones, or Tourist Centers of National Interest, always in coordination with other public or private agencies and entities.

Obligations:

- Promote the adaptation and provision of those territorial spaces, which due to their characteristics have suitable attractions for tourist exploitation.
 - Support together with CORSATUR, in terms of tourism promotion and training in tourism products and services.
- Art. 11.- Tourism companies, as established in articles 12, 13, and 14 of the Law, will be subject to compliance with the following obligations:

Obligations:

- Show your clients and visitors the price of your products or services, as well as the taxes and special contributions that affect them and the currency in which they must pay.

- Display in a visible place the regulations, general conditions of service and use of the establishment facilities.
- Respect the rights of the visitor as a consumer according to the current regulations.

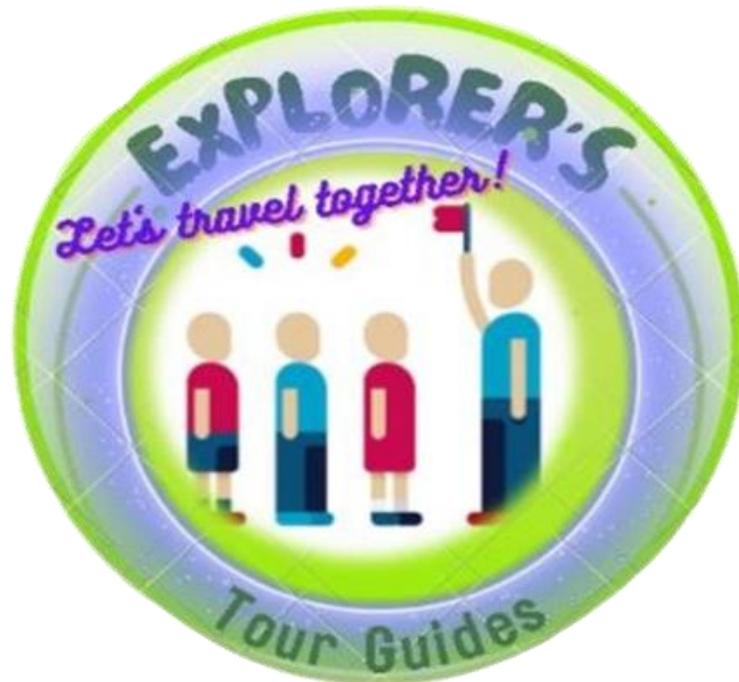
Tourism Law Chapter I

- 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 people.

CHAPTER IV

Explorer's Tour Guides investment plan

LOGO



Colors:

Green: Nature, growth, renovation, relaxation, organic, fresh.

Purple: Exotic, sophistication, luxury, mediation, concentration.

Red: Dynamism, courage, and passion,

Turquoise: Peace.

Yellow: Light, joy, wisdom, intelligence, success, mental agility, optimism, hospitality, peace.

motto

Let's travel together!

Mission:

Offer Tourist Guides prepared with knowledge of the culture, gastronomy, and history of each place to visit.

Vision:

To be recognized as a company with the best service provided by tourist guides with knowledge about all tourism branches.

Values:

Responsibility: It is a business vision that integrates respect for people, ethical values, the community, and the environment with the management of the company.

Loyalty: Feeling of respect and fidelity to moral principles, to established commitments, and towards tourists.

Punctuality: Punctuality is a human value that encourages perseverance and responsibility.

Commitment: Degree of responsibility and enthusiasm that employees have about their tasks and the company.

Explore's Tours Investment plan

Investment Plan of a Touristic Guide Agency

Other Costs	Direct Cost	Indirect Cost
Computer	Buy a computer \$499.00	Depreciation
Wifi	Internet service \$35.00	Tour operator companies
Designers, Tourist guides.	Salary \$20.00	Publicity

Webgraphy

<https://www.europeana.eu/en/blog/travelling-for-pleasure-a-brief-history-of-tourism>

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[Carmen Pérez Rodríguez \(opens in new window\)](#) (Hispana / Spanish Ministry of Culture and Sports)

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Blue_Ocean_Strategy. [//www.ucipfg.com/Repositorio/GSPM/manuales/Estrategia_Oceano_Azul](http://www.ucipfg.com/Repositorio/GSPM/manuales/Estrategia_Oceano_Azul)

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