

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



**ADVENTOUR TRAVELS AND TOURS CHALATENANGO**  
«TURISMO DE AVENTURA VIAJES Y TOURS CHALATENANGO»

FINAL REPORT OF THE TOURISM SPECIALIZATION COURSE

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## **ABSTRACT**

AdvenTour Travels and Tours Chalatenango is an idea that was born when we realized the natural wealth that the department of Chalatenango has, where we can find different tourism destinations that adjust to the different interests and types of tourists. That is why as founders of AdvenTour Travels and Tours Chalatenango we decided to create our company focused on showing the world the natural, cultural, and gastronomic wealth of the department and obtain economic benefits by doing what we love and showing how beautiful our department is. For this reason, we set out to find the best tourist destinations in our department, places where you can go hiking, enjoy a warm climate, and have wonderful views where tourists can enjoy a wonderful experience with family or friends while being in contact with nature. In addition, by traveling with AdvenTour Travels and Tours Chalatenango, tourists will have the opportunity to visit towns where our tourist destinations are located, as well as, learn about their history, local legends, and gastronomy.

**Keywords:** *Travels, adventures, Chalatenango, tourism destination and nature.*

## INTRODUCTION

Tourism in El Salvador is a growing industry that contributes significantly to the country's economy, in recent years it has been seen that domestic tourism is being promoted, as it is being given great importance, also, we know that in El Salvador we have many tourist places and which can be reached with relatively short trips, as we are a small country geographically but great in beauty and cultural, natural and gastronomic wealth, El Salvador is a country that has beaches, lakes, volcanoes, rivers, and mountains very characteristic for its natural beauty. The department of Chalatenango has everything necessary to attract tourists of all types since it is a rich department with green areas and picturesque towns full of culture and history where you can enjoy local cuisine.

Chapter I presents the description of the tourist service, which begins with the general and specific objectives of the project, the justification, as well as the reasons and importance of the product, in addition, to general data on our services, the description of the tourist service (name of the product, location according to the map of municipalities, and tourist packages) and sustainability strategies.

Chapter II describes the theoretical framework of the work, which consists of the history and origin of tourism, the history of tourism in El Salvador, cultural identity, customs, and traditions of the country, it also includes a strategic plan for customer satisfaction and action and improvement. it explains to us about the Natural Resources and tourist areas found in the department of Chalatenango where our service is focused.

In Chapter III we define a clearer description of what it means to be an entrepreneur, the different types of entrepreneurs with which we as a company identify, the entrepreneurial ecosystem of our company, and the policies or regulations by which we are committed to provide quality and professionalism services. On the other hand, we find the characteristics, skills, and barriers of the entrepreneur, but also the factors that can lead us to success with our ventures.

Chapter IV makes known the Adventour Travels and Tours Chalatenango logo and the explanation of each of its elements, as well as the slogan, mission, vision and values that are the fundamental elements of the strategy and culture of our company. Likewise, the cost plan of our tourist service, an important tool that will help us to manage our tour operator business in a profitable way.

Finally, in Chapter V we find the list of bibliography and cybergraphy sources that helps us to give credit the resources of information used in this report.

# **CHAPTER I**

# **TOURISTIC SERVICE**

# **PROFILE**



## **1.1 Objectives**

### **GENERAL**

Provide tourist transport services within the department of Chalatenango to promote sustainable development and motivate internal ecological tourism in the department.

### **SPECIFICS**

1. Invite tourists to participate, identify, establish, and manage the places to visit in the department of Chalatenango giving them a comfortable and exciting experience.
2. Sensitize tourists about the importance of conservation, protection, and sustainable use of protected natural areas in the department of Chalatenango.

## **1.2 Justification**

Chalatenango is one of the most beautiful departments of El Salvador located in the north of the country, bordering Honduras and is characterized by being the largest and highest department of the country, which allows you to enjoy a pleasant climate. Chalatenango has different tourist sites to enjoy ecotourism in which you can enjoy a deeper harmony and relationship between the tourist and nature, leaving aside the worries of everyday life, delighting in forests bathed in cold waters that give life to rivers and waterfalls that adorn the green and breathtaking landscapes of the place, The present work is based on showing the Salvadoran population and the foreign public the opportunity to carry out and promote ecotourism, so it is important to represent the socioeconomic development of each locality, as well as to make an economic contribution to the pocket of the families of the different places they will visit, taking into account the enjoyment, learning and realization of activities, so that more people know the cultural diversity that exists in the department of Chalatenango. Also respecting the biosecurity measures and giving our customers a gorgeous and unique experience that will never forget it.

### 1.3 Description of the service

**Service name:** AdvenTour Travel and Tours Chalatenango

**Location:** Chalatenango, Chalatenango.



**Tourist Routes:** Cerro Eramon, Cerro El Pital, La Montañona, Peñón de Cayaguanca, Cerro la Cañada, Cascada El Barío.

**Tourist Service Attributes:** Cool and pleasant weather, wonderful views, local stories, connection with nature.

AdvenTour Travel and Tours Chalatenango is an ecotourism tour operator located in Chalatenango, whose main objective is to provide a quality service with professionalism to all those tourists who purchase our packages to the different tourist destinations in Chalatenango Department such as, Cerro Eramon, Cerro El

Pital, La Montañona, Peñon de Cayaguanca, Cerro la Cañada, Cascada El Barío, places with many tourist attractions including Cool and pleasant weather, wonderful views, local stories, connection with nature.

### **1.3.1 Tourism Typology: Ecotourism**

- According to the UNWTO's definition, ecotourism refers to forms of tourism which have the following characteristics:
- All nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas.
- It contains educational and interpretation features.
- It is generally, but not exclusively organized by specialized tour operators for small groups. Service provider partners at the destinations tend to be small, locally owned businesses.
- It minimizes negative impacts upon the natural and socio-cultural environment.
- It supports the maintenance of natural areas which are used as ecotourism attractions by:
  1. Generating economic benefits for host communities, organizations and authorities managing natural areas with conservation purposes;
  2. Providing alternative employment and income opportunities for local communities;
  3. Increasing awareness towards the conservation of natural and cultural assets, both among locals and tourists. UNWTO. (n.d.). Ecotourism and Protected areas | UNWTO.

### 1.3.2 Tourist Routes

#### Eramón Tourist Package



*Resource: Own elaboration*

Cerro Eramón is located at 937 meters above sea level in the municipality of Nombre de Jesús, in the department of Chalatenango. Its name means "Sierra de los Conejos" <sup>1</sup> (Salvadorean Tours, 2023)

From the top of Cerro Eramón, you will see wonderful landscapes, such as: the 5 de Noviembre Hydroelectric Power Plants and, the Cerrón Grande, the Lempa River, the Sumpul River and the Chinchontepec, San Salvador, Guazapa and

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<sup>1</sup> *Tour Cerro Eramon El Salvador | El mejor lugar de senderismo de montaña. (n.d).* Salvadorean Tours | Operador de Turismo El Salvador. Retrieved June 1, 2023.

Chaparrastique volcanoes. While, to the west you will appreciate the imposing Izalco volcano, the Cerro Verde, the volcánitas-tours and the El Chingo volcano.  
<sup>2</sup>(CORSATUR, 2022)

**Agenda:**

- Nombre de Jesús Municipality
- Eramon Paradise 360'

**Includes:**

- Comfortable transport
- Tour guide
- 4x4 pickup
- Cover to Eramon Paradise 360 °

**Excludes:**

- Lunch
- Personal expenses

**Recommendations:**

- Carry plenty of water
- Comfortable clothes and shoes.

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<sup>2</sup> CORSATUR. (2022, February 14). Cerro Eramón | El Salvador. El Salvador Travel.

## El Pital Tourist Package



*Cerro El Pital. (2021, January 25). Wikipedia*

El Pital hill is located specifically in Río Chiquito canton. in the municipality of San Ignacio, department of Chalatenango in El Salvador. Also, is one of the most visited tourist destinations in Chalatenango, El Salvador. With an elevation of 2,730 meters above sea level, it is considered the highest place in El Salvador, which is why it enjoys a fairly cold climate almost all year round.<sup>3</sup> (ChalatenangoSV, 2020)

### Tourist Package

#### Agenda:

- El pital Hill
- La palma Municipality
- Hike to the peña rajada

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<sup>3</sup> (Chalatenangosv, 2023) *Cerro El Pital - Chalatenango, El Salvador. (2020, January 8). ChalatenangoSV.*

**Include:**

- Comfortable transport
- Tour guide
- Cover to the pital hill
- 4x4 pickup

**Excludes:**

- Lunch
- Personal expenses

**Recommendations:**

- Carry plenty of water
- Comfortable clothes and shoes
- Coats



## La Montañona Tourist Package



Resource: Alemán, M. (2014, August 21). *Conociendo La Montañona*. ChalatenangoSV.

La Montañona is a forest massif and a protected natural area that is located at about 1,700 meters above sea level. La Montañona is considered the largest ecological reserve in the department of Chalatenango and one of the most important in El Salvador. (ChalatenangoSV, 2014)

### Tourist Package

#### Agenda:

- La Montañona
- Visit to la Laguna Municipality
- Visit to the "tatus"

**Include:**

- Comfortable transport
- Tour guide
- 4x4 pickup

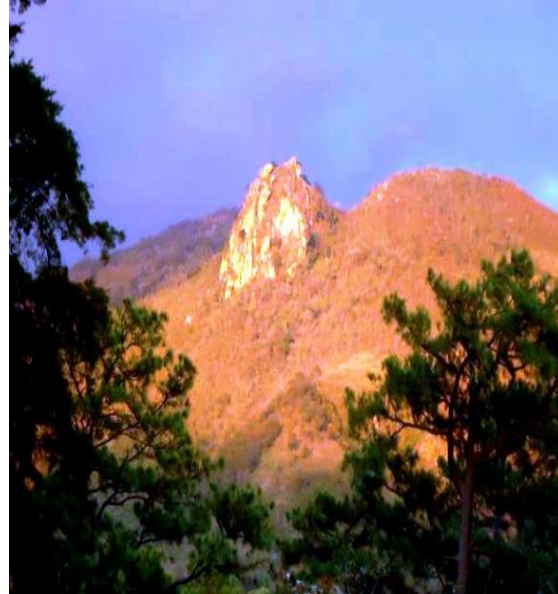
**Excludes:**

- Lunch
- Personal expenses

**Recommendations:**

- Carry plenty of water
- Comfortable clothes and shoes
- Carry Food or Snacks

## Peñon de Cayaguanca Tourist Package



Resource: Alemán, M. (2011, January 10). *El Peñón de Cayaguanca*. ChalatenangoSV.

At the municipality of San Ignacio, in Chalatenango, is La Peña de Cayaguanca,

«Cayaguanca» is a word of Nahuat origin that means: «stone that looks at the stars». It is located at a border point between El Salvador and Honduras, at an altitude of 1,621 meters above sea level.<sup>4</sup> (El Peñón de Cayaguanca, 2011)

### Tourist Package

#### Agenda:

- Hike to Peñon de Cayaguanca
- Visit to San Ignacio Municipality
- Comfortable transport

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<sup>4</sup> El Peñón de Cayaguanca. (10 de 01 de 2011). ChalatenangoSV

- Tour guide

**Excludes:**

- Lunch
- Personal expenses

**Recommendations:**

- Carry plenty of water
- Comfortable clothes and shoes
- Carry Food or Snacks

## Cerro la Cañada Tourist Package



*Resource: Own elaboration*

Cerro la Cañada is a mountain located in the municipality of Arcatao, department of Chalatenango, at 950 meters above sea level. To reach the top of the mountain, you must hike for 1 hour surrounded by a lot of vegetation and fauna of the municipality.

On the hill La Cañada we can still find caves (tatús) which were used during the armed conflict as a refuge for people.

### **Tourist Package**

#### **Agenda:**

- La Cañada Hill

- Visit to Arcatao Municipality
- Visit to the "tatus"

**Include:**

- Comfortable transport
- Tour guide

**Excludes:**

- Lunch
- Personal expenses

**Recommendations:**

- Carry plenty of water
- Comfortable clothes and shoes
- Carry Food or Snacks

## Cascada El Barío Tourist Package



*Resource: Facebook. Arca city June 17, 2023.*

The El Barío Waterfall is located in the municipality of Arcatao, department of Chalatenango. To get to the waterfall, you must walk 3 kilometers from the central park of the municipality. It is located in an area with a lot of flora and fauna and is the border between El Salvador and Honduras.

### **Tourist Package**

#### **Agenda:**

- El Barío Waterfall
- Visit to Arcatao Municipality

#### **Include:**

- Comfortable transport

- Tour guide
- 4x4 pickup

**Excludes:**

- Lunch
- Personal expenses

**Recommendations:**

- Carry plenty of water
- Comfortable clothes and shoes
- Carry Food or Snacks

#### **1.4 Implementation of strategies for human development and sustainability**

ADVENTOUR TRAVEL AND TOURS CHALATENANGO has the main objective to guarantee the comfort of the people providing them with integral well-being, as well as to influence the valuable teaching of valuing our ecosystem, taking into account that in each trip we will be providing an advanced guide and instructing to the extreme care to the environment, from the arrival we will be providing the rules of biosecurity, care, and respect for it.

Respecting nature goes beyond not only leaving garbage but also a lot of other extreme cares that we want to make our clients aware of, such as explaining them why it is important to reach, take care and respect from a small rock to the biggest wonder that nature can offer us in every place where we will go and do tourism.



Expressing to them the ways of care makes us love more and make our clients love as well. Nature contributes greatly to protect us and sustain our daily life, which we often do not value enough. But traveling with us will make you aware of this important practice.

We will also be raising awareness to respect the different cultures and traditions of the habitants of the places we will be going to since it is of utmost importance to respect the cultural authenticity of the host communities, and as the American writer and political activist Helen Keller (1880-1968) said "The greatest result of education is tolerance" to encourage our clients to have intercultural tolerance. Education is the key to understand the culture of another person, as a tour operator we will also focus on teaching how to respect cultural differences, emphasizing that it is very important to know the people and above all show our respect and contribution either to a small entrepreneur, from the arrival kindness will be very important and what we will characterize ourselves, likewise respecting their space and not harassing them with things that make them uncomfortable.

Another extremely important factor that will be implemented is to ensure a better sustainable economy that seeks short, medium, and long-term benefits, not only for our members as ADVENTOUR TRAVEL AND TOURS CHALATENANGO but also for our customers and host communities as it will encourage them to contribute to the small businessman and entrepreneur. Worldwide some companies are examples to follow where their focus lies in maintaining an excellent human and sustainable balance. Among them are: BMW (sector: automotive, Germany), Dassault Systemes (sector: software, France), Adidas (sector: textile, Germany), Grupo Argos (sector: construction materials, America). (S., 2022)

Buying directly from local businesses and enterprises contributes to the growth and strengthening of the economy. It maintains the jobs of the enterprises and possibly builds new jobs. That's why it will be something we will encourage our customers to do, to support our host communities.

Respect, care, and support is our motto as ADVENTOUR TRAVEL AND TOURS CHALATENANGO, since sustainable development is extremely important for us to develop and improve every day so that our customers feel in a satisfactory and profitable environment, which are not only outings to get out of the daily routine and de-stress but also can learn to make a change for us, for others and especially for our mother Earth.

**CHAPTER II**  
**CONDITIONING**  
**ELEMENTS**  
**OF THE TOURIST**  
**SERVICE**

## **2.1 History of tourism**

Tourism has become one of the main economic activities, in addition to representing a very important factor in it, giving work to millions of people (directly or indirectly) and moving very important economic figures every year, it has crept into most homes as a part of leisure more. Something that has always been linked to our history.

### **2.1.1 MIDDLE AGES**

During the splendor of ancient Rome and the Middle Ages, tourist trips arose with a religious and sporting purpose. At this time began to open new communication routes that patricians and nobles used to go to the beach or know places throughout the empire. In the Middle Ages pilgrimages to sacred places began; Jerusalem, Rome or Santiago de Compostela acquire great importance in the medieval era. The pilgrims hired a guide to take them on the best path, as well as soldiers who protected them during their journey.

During the Middle Ages there is at first a setback due to the greater conflict and consequent economic recession. At this time a new type of journey emerges, religious pilgrimages. These had already existed in ancient and classical times, but both Christianity and Islam would extend them to greater numbers of believers and displacements would be greater. The expeditions from Venice to the Holy Land are famous and the pilgrimages along the Camino de Santiago (since 814 when the tomb of the saint was discovered), pilgrimages were continuous throughout Europe, thus creating maps, inns and all kinds of services for walkers). In the Islamic world the Hajjad or pilgrimage to Mecca is one of the five Pillars of Islam obliging all believers to this pilgrimage at least once in a lifetime.

## 2.1.2 MODERN AGE

Pilgrimages continue during the Modern Age. In Rome 1500 pilgrims die because of a plague of bubonic plague. It is at this time when the first accommodations appear with the name of hotel (French word that designated the urban palaces). As the great personalities traveled accompanied by their entourage (increasingly numerous) it was impossible to accommodate everyone in the palace, so these constructions were created.

This is also the time of the great maritime expeditions of Spanish, British and Portuguese that arouse curiosity and interest in traveling.

At the end of the sixteenth 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. It was a long-term trip (between 3 and 5 years) that was made through different European countries, and that's where the words come from: tourism, tourist, etc.

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

In 1867 he invented the voucher or Boucher, a document that allows the use in hotels of certain services contracted and prepaid through a travel agency.

At the outbreak of World War I in the summer of 1914 it is estimated that there were approximately 150,000 American tourists in Europe.<sup>5</sup> (S.A., 2022)

After the end of the war, the 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 coastal tourism.

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<sup>5</sup> S.A., G. I. (2022, Marzo). *GoRaymi International*. Retrieved from *GoRaymi International*

The plane, used by minorities over long distances, is developing timidly to end up imposing itself on shipping companies. The crisis of 1929 had a negative impact on the tourism sector, limiting its development until well into 1932. The Second World War absolutely paralyzed tourism in the world and its effects extended until 1949.

Between 1950 and 1973 we began to talk about the tourist boom. International tourism is growing at a faster rate than it has ever done in history. This development is a consequence of the new international order, social stability and the development of leisure culture in the Western world. At this time begins to legislate on the sector.

These are also the years in which the large urban centers develop, and the overcrowding becomes evident, the desire to escape also arises, escape the stress of the cities and clear the minds of pressure. In these years the production of cars in chain that makes them increasingly affordable is developed, as well as the construction of roads and highways, allows a greater flow of travelers. In fact, the new Alpine road that crosses Switzerland from North to South meant the loss of the hegemony of this country as a receiving center, since now tourists cross Switzerland to go to other countries with better climate.

The propeller plane is replaced by the jet plane, which is a definitive blow for shipping companies, which are forced to allocate their ships to cruise ships or scrapping.

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

Tourism enters as a fundamental part of the political agenda of many countries developing public policies that affect the promotion, planning and marketing as a key piece of economic development. Training is improved by developing specialized educational plans. The objective of achieving sustainable tourism development by attracting new markets and regulating seasonality. Policies at supranational level

also consider tourism development with such important elements as the Maastricht Treaty in 1992 (free movement of people and goods, European citizenship,), and in 1995 the entry into force of Schengen and border controls in EU countries are eliminated. There is again a cheapening of air travel through low-cost carriers and the liberalization of carriers in many countries and fierce competition from them. This liberalisation affects other aspects of tourism services such as airport management.  
<sup>6</sup>(timelines, 2007)

## **2.2 History of tourism in El Salvador**

In the third decade of the twentieth century, during the administration of Dr. Alfonso Quiñónez Molina, the government of El Salvador, imbued in the importance of the promotion of tourism in our country, by publicizing its advances, historical places, as well as showing 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 the year of 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 link between the Government and the Departmental Boards of Roads.

In 1939, the Board of Ornaments of Roads, Spas and Public Gardens was created in each of the 14 departments of the Republic. In 1945, the Boards of Progress and Tourism were founded, which would oversee everything related to material progress for the benefit of tourism.<sup>7</sup> (CORSATUR, 1999)

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<sup>6</sup> *Timelines, T. (2007). Timetoast.*

<sup>7</sup> *CORSATUR. (1999). El Salvador, Turismo un reto a la competitividad. San Salvador.*

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 as a 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 Turicentros throughout the country began, in order to provide a healthy recreation to Salvadoran families.

In 1961, the Salvadoran Institute of Tourism (ISTU) was created, which would relate to the public authorities through the Ministry of Economy. In 1967, the Law for the Promotion of the Tourism Industry was created, with the aim of stimulating the creation of companies and entities dedicated to this sector.

The main year of the tourism boom is 1978, as some key factors are identified:

- A positioning strategy is established for El Salvador and marketing tactics were proposed to initiate the inclusion of our country in the international tourist map.
- A plan was proposed to promote the development of the coastal zone taking as main area the Estero de Jaltepeque on the Costa del Sol.



*Resource: CORSATUR. (1999). El Salvador, Turismo un reto a la competitividad. San Salvador.*

In the year of 1979, there is a crisis to accentuate the socio-political problems and a climate of violence that led to the outbreak of war a year later, so the

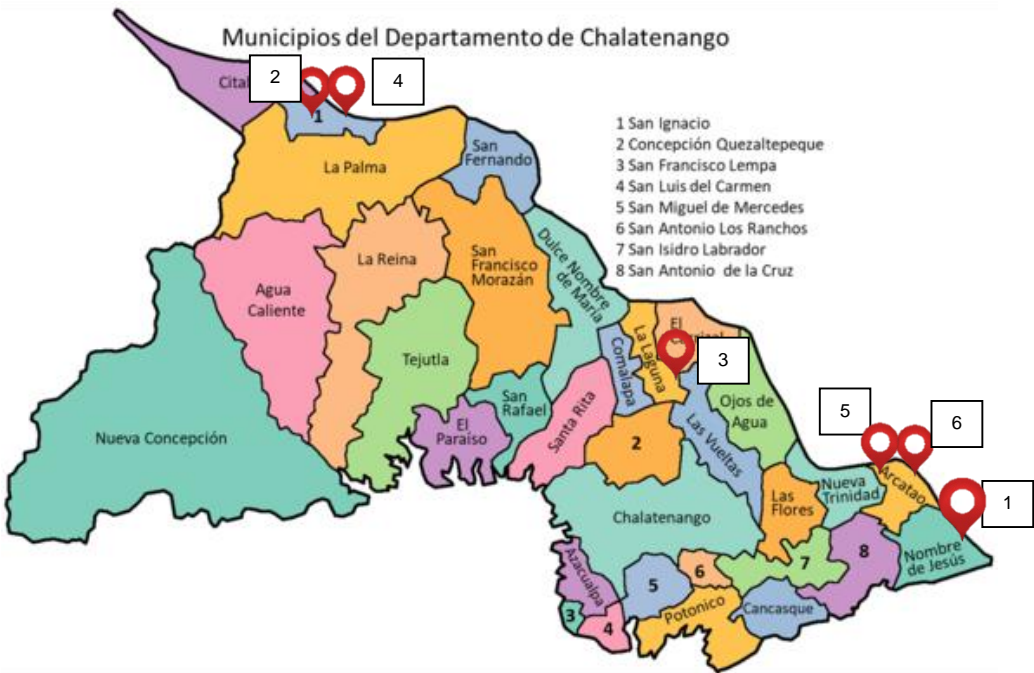


international press spread an image of El Salvador considering it as a dangerous country for tourists, which generated a change of image abroad. Likewise, the influx of travelers was reduced. In the eighties, tourism presented the lowest level in its history, due to the armed conflict that was experienced in the country.

**2.3 Natural resources of the destination areas, location on the tourist map of El Salvador**



Resource: Own elaboration



Resource: Chalatenango, El Salvador - Genealogía (2021, September 27)  
[photograph] Family Search.

1. **Cerro Eramón**, Nombre de Jesús
2. **El Pital**, San Ignacio
3. **La Montañona**, divided by Las Vueltas, La Laguna, Comalapa, Concepción Quezaltepeque, Las Vueltas and Ojos de Agua
4. **Peñon de Cayaguanka**, San Ignacio
5. **Cerro La Cañada**, Arcatao
6. **Cascada El Barío**, Arcatao

## **2.4 Cultural identity of El Salvador**

The culture of El Salvador is a mixture of the Maya, Lenca, Nahua, Ulua, Spanish and other minority ethnic cultures. Less than 1% of the population speaks Nahuatl. The Catholic religion played an important role in the culture of El Salvador. Articles of painting, ceramics and textiles are the main manual artistic expressions. Writers Francisco Gavidia (1863-1955), Alberto Masferrer, Salarrué, Claudia Lars, Alfredo Espino, Pedro Geoffroy Rivas and Manlio Argueta, poet Roque Dalton and are among the most important artists from El Salvador. In El Salvador the official language is Spanish. The speech can mix words of indigenous origin, causing what are the different idioms. A small amount of the population speaks pipil language, as in Izalco and other towns, currently does not take the need for learn, or only remembered by older people. Among the pre-Columbian languages are chorotega, Cacaopera, Chorti language, language Xinca, Lenca, Pocomam language.<sup>8</sup> (Enjoy El Salvador, 2016)

### **2.4.1 CULTURE AND TRADITIONS**

#### **i. TYPICAL COSTUMES**

As part of the culture of El Salvador, we can find its typical costumes of various types. Many of these are only used during the most important traditional festivities, while others are part of the daily dress in some regions.<sup>9</sup> (El Salvador Viajar, 2022)

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<sup>8</sup> *Enjoy El Salvador. (2016, Junio 19). Enjoy El Salvador.*

<sup>9</sup> *El Salvador Viajar. (2022). El Salvador Viajar.*



Resource: Photograph by *El salvador viajar*, 2022

It's most excellent variety in form and style is attributed to the feminine dress composed of a skirt, blouse, sandals, scapular, shawl, or simply a colorful dress. Its type varies according to the department or region, such as:

- **Izalqueña** costume used in Izalco and Sonsonate.
- **Cacaopera** costume is typical of the culture of the department of Morazán.
- **Mingueña** costume for the departments of Sonsonate, Ahuachapán and Santa Ana.
- **Costume of the Panchas** in San Salvador and Panchimalco.
- **Volcaneña costume** in San Salvador and La Libertad department.
- **Nahuizalqueña costumes** are used in the region of Nahuizalco and Izalco.
- **Yucuaiqueña costume** in Yucuaiquín in the department of La Unión.

As for the man, he wears pants, a shirt, shoes or espadrilles, and a hat. It should note that the traditional or modern costume is chosen depending on the occasion or celebration. (El Salvador Viajar, 2022)



*Resource: (Guanacos.com,n,d)*

## ii. RELIGIOUS TRADITIONS

### Holy week

Holy week in El Salvador is one of the most celebrated cultural traditions of the country; it is a time that Salvadorans use for prayer, reflection, and gratitude.



The catholic celebrations begin on Palm Sunday and conclude on Easter Sunday. Celebrating the 40 days of Lent or Cuaresma is one of the most important traditions celebrated in El Salvador; Salvadoran Christians use them to strengthen their faith and prepare for the Holy Week.<sup>10</sup> (Galdamez, 2023)

### **The Day of the Cross**

The Day of the Cross in El Salvador is celebrated every year on May 3rd. On this day, Salvadorans decorate crosses made from Jiote trees with fruits, flowers, and paper ornaments. It is celebrated throughout the country and is an important cultural and religious event in El Salvador. (Galdamez, 2023)



Resource: Photograph by Eddie Galdamez from *Holy Week in El Salvador: A Vibrant Celebration of Faith and Tradition*.

This Salvadoran tradition has pre-Hispanic and Christian roots that date back to colonial times, and it marks the start of the rainy season or winter in the country. The Day of the Cross in El Salvador is a celebration held in each house by individual families; nevertheless, some municipalities place a cross, with all the decorations and fruits, in front of the city hall building or the municipal park. (Galdamez, 2023)

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<sup>10</sup> Galdamez, E. (2023, Septiembre 20). *Holy Week in El Salvador: A Vibrant Celebration of Faith and Tradition*.

## The August Festivities in San Salvador

The August Festivities in San Salvador are from August 1 to 6 and honor Jesus Christ, the Divine Savior of the World and patron saint of the capital city, San Salvador; the celebrations include religious events and family activities.



During this time, people in the nation's capital can enjoy numerous parades, floats, games, live music events, and religious activities. Also, during the festivities, the San Salvador city hall sets up a fairground with plenty of games, food, and activities for families to enjoy. The fairgrounds are on the outskirts of the Cuscatlán Stadium.

Even though the August festivities only happen in the capital city, the celebration seems to be a national holiday. For example, August 5 and 6 are national holidays; therefore, public schools, universities, and government offices all over the country are closed. Sometimes, they might even close for the entire week. <sup>11</sup> (Galdamez, *Cultural Extravaganza: Celebrating the August Festivities in San Salvador*, 2023)

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<sup>11</sup> Galdamez, *Cultural Extravaganza: Celebrating the August Festivities in San Salvador*, 2023

## Independence Day

Independence Day in El Salvador is celebrated yearly on September 15th; this date is a commemoration of the country's 1821 independence from Spain. El Salvador observes Independence Day with other Central American nations, which declared independence from Spanish Rule on September 15th, 1821.



Celebratory activities for this national holiday take place all over the territory; they are organized by the local government of each municipality; the larger the municipality, the bigger the extravaganza. School marching bands, cheerleaders, student parades, and civic events are what all municipality activities has in common during this day. <sup>12</sup> (Galdamez, Unveiling the Splendor of Independence Day in El Salvador – The September 15 Festivities!, 2023)

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<sup>12</sup> Galdamez, *Unveiling the Splendor of Independence Day in El Salvador – The September 15 Festivities!*, 2023

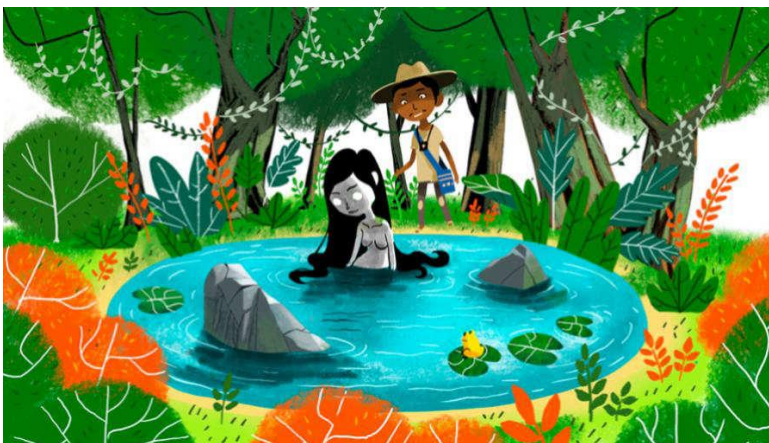


### iii. MYTHS AND LEGENDS OF EL SALVADOR

#### LA SIGUANABA

La Siguanaba, Sihuanaba, Cigua, or Cegua, refers to a ‘horrible woman,’ previously known as Sihuethuet, and is a ghost to beware of late at night. She appears in the night as a beautiful woman, in a sheer, often white dress, with long, beautiful hair. She summons men wandering in the dark, often targeting those who are drunk, conceited, and looking for a conquest, as well as men who are unfaithful to their women.

She then seduces the men who are looking to seduce her, but once they get close enough to touch – the men thinking they have just about scored – she reveals her true self, transforming into a thing of horror. Some versions say that she was so terrifyingly ugly that she was nearly deformed, while others say her face was a bare skull, and some variations even claim that she had the head of a horse! Regardless, she is such a terrible sight to see that the man who has the misfortune of laying his eyes on her will either die of fright or go completely mad!<sup>13</sup> (astadventures, 2015)



Resource: [elsalvador.com](http://elsalvador.com) n.d

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<sup>13</sup> Astadventures. (2015, septiembre 14). *astadventures*. Retrieved from *Myths & Legends of El Salvador*. (2015, 14 septiembre). AST Adventures.

La Siguanaba came to be this way when, as Sihuehuet (beautiful woman), she was married to the son of Tlaloc, the god of the rains, and had affairs while he was away at war, and became pregnant with the son of her lover as a result of these affairs. As punishment for her seduction and infidelity, Tlaloc sought out the help of an almighty god named Teotl, and together they cursed and condemned not only Sihuehuet, but her son as well. Now, Siguanaba is stuck in a state of horror and deceit, and terrorizes those who are guilty of the same crime she once committed, and is stuck to forever look for her son. (astadventures, 2015)

### **El Cipitio**

According to the Salvadoran mythology, the Cipitío (also known as Cipitillo) was the son of Sihanaba, a terrible mother, who initially was called “Sihuehuet” (which means beautiful woman).

The legend tells that this woman betrayed the Dios Sol, with Dios Lucero and became pregnant by him, so the God Tláloc condemned both (Mother and baby). The Mother was sentenced to be a wandering spirit and the child will never grow up, (His physical appearance will be always of ten years old boy, even if a long time passes)



*Resource: elsalvadormipais n,d*

The Cipitío was cursed to remain as a little boy forever, even with the passing of the centuries. The legends say that some years ago when our grandparents were younger, it was common to find footprints of a little child in the ashes of the furnace firing, somebody might think that it is a prank, but... maybe it is not, the Cipitío really loves to wallow through in ashes, and later eat it. The Cipitío is characterized for being small and paunchy, also he has a huge hat on his head. Some people had told that he has estranges backwards feet, so if you try to follow him, you will probably lose him in the beginning of the way, because he has magical powers that help him to transported to one place to another.<sup>14</sup> (El Salvador Tips, n.d.)

### **El Cadejo**

This story comes in the form of two huge dogs, one with black fur and one with white, one representing good while the other represents evil. The black cadejo is an evil spirit who appears to those who wander alone late at night, using his red – hot – coal – like eyes to hypnotize his victims in an attempt to steal their souls. The white cadejo is there to provide protection for his faithful believers – especially children. Some report to have seen a brawl break out between the two in a fight for the soul, while others claim that the white cadejo has appeared to help a drunk wanderer get home safely.

Some versions of the legend state that after realizing how many difficulties and obstacles arise for mortal humans in everyday life, some good – fortune gods decided to create the white cadejo in an attempt to offer some sort of comfort and protection to those of good will and good faith on earth; after seeing this, the devil got jealous and decided to make a black dog of his own to wreak havoc, counteracting the powers of the white dog. Regardless of the origins of El Cadejo, it's safe to say that the story inspires children to avoid wandering about after dark!

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<sup>14</sup> *El Salvador Tips. (n.d.). El Cipitío (Legend).*



*Resource: astadventures, 2015 n.d*

## 2.4.2 GASTRONOMY OF EL SALVADOR

### Pupusas

Pupusas are, by far, the most popular food in El Salvador. They are the country's national dish. If you visit El Salvador, you need to try this traditional and inexpensive meal. You can have them for breakfast, lunch, or dinner and they are basically stuffed tortillas.



The tortillas are made of either rice or corn flour, and they are then stuffed with a variety of fillings. The most popular ones are cheese, pork, fried beans, and loroco (a Central American edible flower). Loroco has a floral flavor and its taste is so unique that if it's in your food, you'll know it right away. Some people get more creative and stuff pupusas with ingredients like shrimp or chicken. Pupusas are served with tomato sauce and curtido, which is a side dish made of fermented cabbage, carrots, cucumber, and other vegetables. <sup>15</sup>(Vallejo, 2021)

### **Sopa de Gallina India (Wild Chicken Soup)**

This popular soup is made using “indigenous” or “wild” chicken. It is then mixed with rice, potatoes, and other vegetables, including cauliflower, broccoli, and carrots. Salvadorans typically enjoy this soup for lunch and it is commonly found in local markets. However, most restaurants only serve it on special occasions or on Sundays.



### **Salvadoran Tamales**

Tamales consist of a corn-based dough, or masa, which is wrapped in a banana leaf. This is then steamed for several hours. There are different types of tamales depending on how the dough is prepared and seasoned. For example, the traditional tamale is stuffed with tomato sauce, vegetables, and meat, such as

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<sup>15</sup> Vallejo, J. (2021, Mayo 17). *Exploring Salvadoran Cuisine: El Salvador's Top 25 Foods*.

chicken or pork. There are also tamales pisques, which are stuffed with fried beans. (Vallejo, 2021)



*Resource: Photograph by recetas salvador n.d*

**Corn tamales** are made out of fresh corn. The corn dough is mixed with butter, milk, sugar, and salt. However, in this case, they are wrapped in corn leaves and not in a banana leaf. To eat tamales, you can use the leaves as a plate, or you can throw them away prior to eating. (Vallejo, 2021)



*Resource: Photograph by recetas salvador n,d*

## 2.5 Strategic plan: Quality management, customer satisfaction

### 2.5.1 QUALITY MANAGEMENT



*Resource: Quality management (2022, March 28) [image] Quality Gurus*

#### i. QUALITY PLANNING

Quality planning is a structured and collaborative approach to the development of new products, processes and services. Its main objective is to integrate and involve all teams so that they assume a significant commitment in its development. The emergence of risks in production is a source of fear for most companies that handle complex products and supply chains.

At the same time, a quality plan is used to comply with legal and regulatory standards and customers to improve the use of resources in the execution of quality objectives in order to reduce the risks of errors and problems during the process. The greatest benefit of a quality plan is its ability to understand a high volume of relevant information in a simple and systematic way to streamline processes that will generate higher quality products or services.

As Adventour travels and tours Chalatenango we will take plans to help improve the quality of our services and as part of the process will be to: identify our

customers, identify their needs, develop a service that meets all those needs and develop a process in which this quality service can be produced. Always structuring everything in a document and showing it to all members of our company in order to get a commitment from each of them to help us provide our customers with high quality services.<sup>16</sup> (Quality Gurus, 2022)

## ii. **QUALITY CONTROL**

To begin to understand how our company will evaluate the quality control is important to define this term, and is that this system is adopted by companies to measure the quality of products and services, assessing whether they are in accordance with their technical specifications. It makes the production process more unified since it gives a standard and requirements to follow.

One of the milestones for the advancement of the term was the year 1956, when the American Armand Vallin Feigenbaum conceived the Total Quality Control

TQC<sup>17</sup>, as it became known, was defined by him as:

"An effective system to integrate the efforts of development, maintenance and improvement of the quality of the different groups of an organization, in order to allow products and services with more economic levels and full customer satisfaction".

For us to guarantee an excellent quality in our service will be our priority for them we will always be attentive to eliminate any failure or error that prevents us from achieving it. It is required to solve the variations that arise in the different production processes, reduce defects and also improve the standard levels of performance.

It will always be taken into account to look for different strategies in order to get more economical and quality packages to our customers, without affecting our profits and financial system.

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<sup>16</sup> Quality Gurus. (2022, Marzo 28). *Quality Management: What It Is?*

<sup>17</sup> Dr. Armand V. Feigenbaum, the developer of "Total Quality Control" concept, was President and CEO of General Systems Company, which he founded in 1968.



In recent years, the concept of Quality in the tourism sector has gained importance, which implies a series of qualities related to production and services offering the customer the best possible result. Quality implies higher and more stable levels of profitability in the long term for companies since it leads to an increase in customer loyalty and, therefore, generates productivity, competitiveness and efficiency.

### **iii. QUALITY IMPROVEMENT**

Quality improvement is one of the most important and primordial aspects to consider in a company. In making a quality improvement should be taken into account that there will be a series of activities that are not recommended to delegate and that belong to senior executives of the company or all those who make up our company and those who will conform it in the future.

As Adventour travels and tours Chalatenango, we intend to take measures that allow us to improve the quality of our services:

- Create an awareness of the need for improvement and the opportunities for improvement.
- Demand improvement, incorporate improvement in the description of tasks and functions to be performed.
- Create work groups, projects and promote facilitators.
- Always train people in our organization and future employees in terms of improvement.
- Create a reward system that helps us to accelerate the pace of improvement.
- Analyze the regular process of improvement or the activities that are being carried out.
- Analyze the regular process of improvement or the activities that are being developed.

#### iv. QUALITY ASSURANCE



Resource: Quality Assurance Definition (©copyright 2011-2021) [image] JavaTpoint

Quality assurance is the practice of assuring that a product or service meets customer expectations. According to ISO 9000<sup>18</sup>, Quality Assurance is defined as the part of quality management that focuses on ensuring that quality requirements are met.

Quality assurance as a company allows us to achieve our customer objectives and targets. To do this, it is always required to be tested if our service is being provided in the best way, testing requires reading the recommendations and experiences of our customers, with this we will know what areas to improve and how to provide a high quality service with them we will guarantee our customers, newer ones and greater profitability as a company.

Quality assurance will be a procedure to guarantee the quality of services by preventing errors and defects in the implementation and avoiding problems when providing them. We will be based on two principles:

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<sup>18</sup> ISO 9000 is a set of standards for quality management, developed as an internationally-acceptable baseline for performance by businesses and other organizations. It was created by the International Organization for Standardization (ISO) with input from standards professionals from many nations.

- Fit for purpose: the product must be fit for the purpose for which it is intended.
- Getting it right the first time: errors must be eliminated before they occur.

<sup>19</sup>(Logistic Cluster, 2022)

## 2.6 Action and improvement chart Adventour Travels and Tours Chalatenango

ACTION	RESPONSABLE	IMPROVEMENT
Digitization will be an indispensable resource for our tour operator	Marlon R.	Implementation of advertisements in social networks with greater dynamism and where the value of previous clients can be appreciated.
Study about promotions and how to exercise them	Marlon R.	Offers on services: The first 5 people to take our tour packages have 10% discount. Promotions on holidays, on Mother's Day there is a 15% discount for them.
Analyze destinies	Karla B.	Create a list of tourist recommendations that we offer to provide customers with all the offers to meet their needs.

<sup>19</sup> Logistic Cluster. (2022). *Garantía de calidad*

Research on the history and resources offered by the destinations.	Katherine R.	Have writings and analysis on tourist guides for better customer satisfaction.
Give the client in advance a list of tourist offers such as Adventour Travels and Tours Chalatenango	Katherine R.	Upload reviews of the best places to visit in Chalatenango to our social networks, whether they are Tiktok videos or other social networks that show other people's experiences.

## 2.7 Customer management

As Adventour travels and tours Chalatenango, our priority will always be our customers, offering them a quality service, responding quickly to their demands and giving them effective solutions. One of our strategies is to achieve a good relationship before, during and after providing our services.

Some of the activities that will be taken into account is how to respond quickly when someone requires our services in a respectful manner and clearly giving every detail of our services so that people feel confident with us to take them.

Building and maintaining strong relationships with customers is the ultimate goal of customer management. In this way, a company can retain more clients and continue to be successful.

We want to be a company that has stronger relationships with its customers and better business results driven by customer management, as a company we have realized that management goes beyond serving, that it is not enough to just know where customers shop and what brand of soft drink they consume, it is about knowing our customers so completely that we can create and deliver personalized

experiences that will convince them not only to remain loyal to one us but also to recommend us to others, and that is the most valuable form of advertising there is.

## **2.8 Customer satisfaction**

Customer satisfaction is the measurement of the response that consumers have with respect to a service or product of a specific brand. The ratings are benchmarks to improve the service offered to them and also to know in detail what they need.

A satisfied customer brings many newer customers to the business. When a customer feels good about their experience, it is a very powerful way to compete, as Adventour travels and tours Chalatenango we will offer our customers a special experience when they purchase our services, in this way, customers will see us as suppliers, with this we will get more turnover, more customers and above all customers who recommend us to new ones.

Selling a simple service is not the same as selling unforgettable experiences to our customers, this way we will see very positive results in our company.

A good service does not end when a purchase is finalized. Maintaining a close relationship with our customers will generate a connection that will differentiate us from other brands or competitors. A detail that we will take into account will be to send them an email asking them what they thought of our services. This will also help us to know their opinion directly and to know if we can improve on something.

Making the majority of our clients feel happy, although it requires time and dedication, will always be better than just having a long list of complaints, which in the end will only damage our image before them and their acquaintances.

<sup>20</sup>(Barnazzani, 2022)

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<sup>20</sup> Barnazzani, S. (18 de 05 de 2022). *What Is Customer Satisfaction? 5 Reasons It's Important in Service.*

## 2.9 Strategic plan

Adventour Travels and Tours Chalatenango is a company focused on providing quality experiences, giving tour operator services in the green and most beautiful areas of the department of Chalatenango, our plans and tour packages have been made in order to make known to domestic and foreign tourists these green wooded areas of Chalatenango that are little known but are full of magnificent experiences as they have high nature, flora, fauna and spectacular weather fresh and transporting to get out of the routine and create moments of leisure either alone with nature or family.

Every company must have an initial strategic plan, which should be changing over time, and as Adventour Travels and Tours Chalatenango, we will have a quarterly update in order to always seek improvements around our company to be competitive and preferred in the market.

There are two main objectives:

1. Improve the branding of our company.
  - Increase the number of fans in our social networks, making our packages and offers known.
2. Increase sales.
  - Improve the visits to our social network pages through Facebook Ads campaigns, sharing funny images or posting viral videos of people who have visited the places before.
  - Sell more quality services to our clients taking into account their opinions and recommendations.

In this way, we will have well-defined goals to follow and, above all, analyze to see if they are being achieved.

We will also evaluate more specific aspects that will help us to achieve a quality service:

- History of the company.
- Actions already carried out and results.
- Strengths and weaknesses.

- Work capacity and budget.

A very effective way to analyze all these aspects is to conduct a SWOT (strengths, weaknesses, opportunities, and threats) analysis. Based on a matrix structure, four key variables are identified for strategic planning.

This analytical approach will help us understand the real situation of our company by looking at our main weaknesses (what are the main barriers to progress in the organization? What aspects are disadvantages compared to competitors? What problems need to be solved?) and strengths (what are the sources of business value? What differentiates the company and its products from those of the competition?). <sup>21</sup>(Hernández, 2022)

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<sup>21</sup> Hernández, B. (15 de 03 de 2022). *Qué es un plan estratégico de marketing y cómo hacerlo.*

**CHAPTER III**  
**RESPONSIBILITY OF**  
**THE ENTREPRENEUR**



## **3.1 Entrepreneur profile**

### **3.1.1 ENTREPRENEUR CONCEPT**

Entrepreneur as the self-motivated, visionary individual who interprets the market, identifies and explores business opportunities and takes the initiative in the creation of a company

After an exhaustive study, we believe that being an entrepreneur is the ability to identify an opportunity and turn it into a profitable business. Also, the entrepreneur is a person who is willing to take risks and work hard to achieve success with their goals.

### **3.1.2 TYPE OF ENTREPRENEUR**

Adventure Travel and Tours Chalatenango we are a company that identifies with different types of entrepreneurs, such as entrepreneurs by opportunity and social entrepreneurs, since we are a company that was born when we saw the need to promote the tourist areas of the department, as well as, to promote the protection and conservation of the environment in the department of Chalatenango.

Entrepreneur by opportunity

They are those who undertake because they have detected a problem, deficit or dissatisfaction in the consumer market. They believe they can harness and capitalize on their creative and innovative solution ideas. Many times this process occurs from the observation that allows them to work in a relationship of dependency and other times due to random circumstances; the truth is that the

observation and detection of opportunities are skills of an entrepreneur. <sup>22</sup>(Kantis, 2013)

Most opportunity entrepreneurs tend to be individuals with some education and some kind of initial network of contacts coming from their studies, previous jobs or family, who encourage and help them in the early stages of their project. However, it often requires motivation to execute the necessary actions.

The reason why the entrepreneur was chosen for opportunity is because we realized all the natural wealth that the department of Chalatenango has and that is why with our venture Adventour Travels and Tours Chalatenango we turned them into tourist destinations for all those people who love nature and hiking.

### Social Entrepreneurs

Ventures with this profile have been gaining ground. In this category there is a variety of entrepreneurs who combine non-profit ventures, they differ in the special care they take when managing their operations and the social and environmental impacts they may generate. We also find for-profit projects, well leveraged economically and professionally managed, they are looking for partners to capitalize on them, but they are characterized by incorporating in their strategies and policies, standards of transparency, labor practices that do not violate the laws, building good relationships in the community in which they operate, as well as respect for the environment. promoting a business model with a sustainable approach. <sup>23</sup>(Boveda, Oviedo, & Yakusik, 2013)

This is also how we identify with the social entrepreneur. We believe that entrepreneurship can be a tool to generate a positive impact on society. For this

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<sup>22</sup> Kantis. (2013). *El Programa de Desarrollo Emprendedor (PRODEM)*.

<sup>23</sup> Boveda, J., Oviedo, A., & Yakusik, A. (2013). *El Programa de Desarrollo Emprendedor (PRODEM)*.

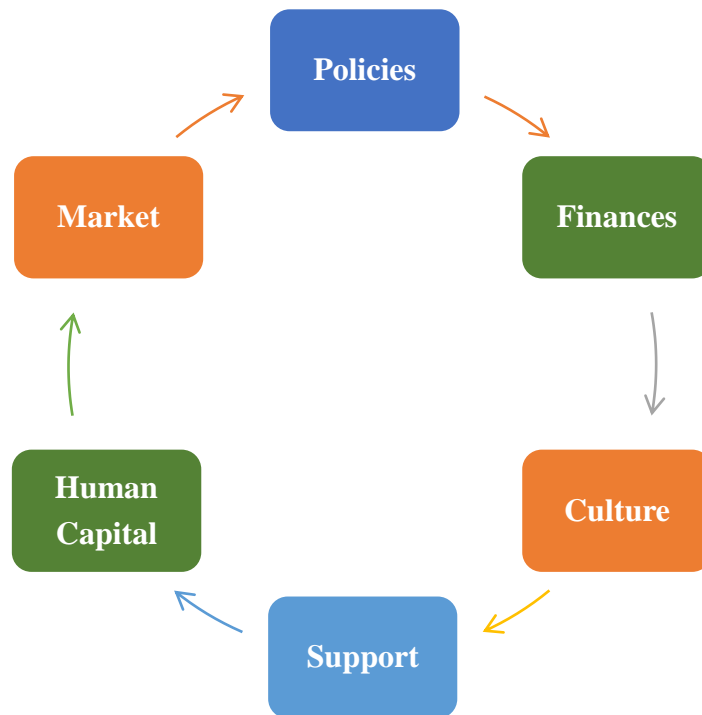
reason, we created a tourism service that contributes to the sustainable development of the department.

### 3.1.3 ENTREPRENEUR ECOSYSTEM

An entrepreneurial ecosystem or entrepreneurship ecosystem is the social and economic environment affecting the local or regional entrepreneurship. Entrepreneurial ecosystems are defined as a set of interdependent actors and factors coordinated in such a way that they enable productive entrepreneurship within a particular territory. <sup>24</sup>(Tech Startup School, n.d.)

As Adventure Travels and tours Chalatenango we present and describe our entrepreneurial system in FIGURE 1.

FIGURE 1



Source: Own elaboration

<sup>24</sup> Tech Startup School. (n.d.). ENTREPRENEURSHIP ECOSYSTEM AND ITS ELEMENTS.

### **3.1.3. Policies:**

As an Adventure Travel and Tours Chalatenango company, we are committed to the well-being of our clients, as well as, to providing quality services and professionalism, reason why we are governed by the General Regulations of the Tourism Law of El Salvador and the ISO Standards for Managing the Tourism Services.

Quality regulations of AdvenTour Travel and Tours Chalatenango, tour operator in the department of Chalatenango:

Art. 12.- Tourist companies have the obligation to provide tourists with objective and truthful information about the places of destination and about the conditions of travel, reception and stay. They shall also ensure the absolute transparency of the clauses they propose to their clients, regarding the nature, price, reservations and quality of the facilities they undertake to provide.

Art. 13.- The tourist companies, in cooperation with the public authorities, shall watch over the following aspects

Safety, accident prevention, sanitary protection and food hygiene of those who use their services.

Art. 14.- All tourist infrastructure and activities shall be programmed in such a way as to protect the natural heritage that constitutes the ecosystems and the biological diversity, and that endangered species, fauna and wild flora are preserved. The companies that develop tourist activities will be subject to the limitations imposed by the authorities, when those are exercised in particularly vulnerable spaces, such as, coastal regions, tropical forests or wetlands, which are suitable for the creation of natural parks or protected reserves.

Art. 21.- All natural or juridical persons and their tourism enterprises registered in the Registry may enjoy the general benefits that are indicated below:

a) Inclusion in the catalog of the tourist offer of El Salvador that CORSATUR prepares for that purpose;

b) Information and endorsement of the Secretariat of State before the diverse governmental offices, when the national tourist interest merits it;

c) Support of the Secretariat of State when it is requested by guilds of the sector and it is in benefit of the national tourist sector;

d) Participation in candidacies for the granting of awards and recognitions of the tourism industry that are carried out by the Secretariat of State; and,

e) Support to governmental or private entities and organisms in the creation of national parks or natural protected areas, when this has real tourist scope. (LA ASAMBLEA LEGISLATIVA DE LA REPUBLICA DE EL SALVADOR,, 2005)

ISO standards for managing tourism services:

ISO 14785

Tourist Information Offices. Tourist Information and Reception Services. Requirements.

Establishes a series of quality requirements for the services provided by tourist information offices of any type and size, whether public or private. In order to meet visitors' expectations, the offices must provide personalized attention and have incident resolution capabilities, trained staff and a variety of language options to make information accessible to all.

## ISO 21902

Tourism and Related Services. Accessible Tourism for All. Requirements and Recommendations.

Provides guidance to all businesses that provide tourism services promoting collaboration between all parties involved to improve the experience of tourists and residents, including people with disabilities. This standard also recommends providing accessibility provisions so that visitors can make the most of their visit, providing a list of hotels, activities and means of transportation that are accessible and adapted to their needs.

## ISO 18513

Tourism Services. Hotels and Other Types of Tourist Accommodations. Terminology.

This is one of the first ISO standards in the sector. It defines the terms to regulate the various types of tourist accommodation and related services. In order to achieve an optimum level of customer service, it is necessary for companies to reinforce the quality of services, such as transportation, access and communication to offer a better stay to guests. In addition, they should be concerned with evaluating the performance of cleaning operations, security, reception, sanitation, as well as the conduct of employees.

## ISO 18065

Tourist Services and Related Services. Tourism Services for Public Use Provided by Authorities of Protected Natural Areas. Requirements.

The central theme of this regulation is the preservation and care of protected natural areas such as parks, reserves, forests, lagoons, among others. In most cases, their implementation goes hand in hand with compliance with national, regional and local laws that are in force in each context. Tourists can experience the natural environment while respecting it and learning more about the importance of conservation.

## ISO 20611

Adventure Tourism. Good Practices for Sustainability. Requirements and Recommendations.

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

### **Market:**

The clients of our company will be all those people who love nature, hiking and who want to have contact with nature, as well as, artisans and restaurants or local businesses that are related to the tourism industry.

### **Finances:**

Social capital: Founders and Co-Founders of the Tour Operator Adventour Travels and Tours Chalatenango.

### **Culture:**

The staff of our company will have knowledge in different areas related to tourism and our services, that is, they will be knowledgeable about local histories of our destinations, so also, our customers will be encouraged to support local entrepreneurship.

### **Human Capital:**

Founders of Adventour Travels and Tours Chalatenango, transportation company, local entrepreneurs.

**Support:**

The department of Chalatenango, El Salvador, has significant tourism potential, thanks to its natural, cultural and gastronomic attractions. To take advantage of this potential, there are a number of governmental and non-governmental organizations working to develop and promote tourism in the area.<sup>25</sup> (Chalatenango, 2012-2015)

**Governmental Organizations:**

- Ministry of Tourism (MITUR): This is the governing body for tourism in El Salvador. In Chalatenango, MITUR has a regional office in charge of promoting and developing tourism in the area.
- Corporación Salvadoreña de Turismo (CORSATUR): Is an autonomous public institution in charge of promoting tourism in El Salvador abroad. CORSATUR has a tourism promotion program for Chalatenango, which includes participation in international fairs and events.
- Instituto Salvadoreño de Turismo (ISTU): It is a public institution that manages the country's recreational centers. In Chalatenango, the ISTU administers the Agua Fría Recreational Center.

**Non-governmental organizations:**

- Asociación de Turistas de Chalatenango (ATC): is a non-profit organization dedicated to promoting tourism in Chalatenango. ATC organizes tourism events and activities in the area, and provides training to tourism entrepreneurs.
- Proyecto Chalatenango Sostenible (PCS): A non-governmental organization that works for the sustainable development of Chalatenango. PCS promotes

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<sup>25</sup> Chalatenango, A. M. (2012-2015). *PLAN ESTRATÉGICO PARTICIPATIVO DEL MUNICIPIO DE CHALATENANGO*.



sustainable tourism in the area through environmental conservation and respect for local communities.

- Centro de Desarrollo de la Comunidad (CDC): A non-governmental organization working on community development in Chalatenango. The CDC provides training and technical assistance to local communities so that they can develop tourism activities. These organizations work together to promote tourism in Chalatenango by promoting the area's tourist attractions, training tourism entrepreneurs, and supporting local communities.

### 3.1.4 COMPETENCIES AND CHARACTERISTICS AS AN ENTREPRENEUR

Entrepreneurial competencies and characteristics are the skills and qualities that enable a person to start and manage a business successfully. These competencies can be of a personal nature, such as motivation or leadership, or of a professional nature, such as market knowledge or management skills. Personal competencies are the skills and qualities that enable an entrepreneur to be successful in his or her personal and professional life. <sup>26</sup>(Zulia, 2018)

Our competencies and characteristics as AdvenTour Travels and Tours Chalatenango are detailed in the Table 1

TABLE 1

COMPETENCIES	CHARACTERISTICS	
Linked to achievement	Customer orientation	Our clients expect to receive personalized and high quality service, and we will provide them with

<sup>26</sup> Zulia, U. d. (2018). *Entrepreneurship skills and abilities: a bibliometric study.*

		this type of service to have a greater chance of success.
	Communication skills	We will be able to communicate effectively with customers, suppliers and other team members.
	Problem solving skills	As AdvenTour Travels and Tours Chalatenango we will be able to solve problems quickly and efficiently, as any problem can have a negative impact on customer satisfaction.
	Teamwork skills	We will work effectively with other team members to achieve our company's goals.
Linked to commitments	Experience	Our staff will have experience in the travel industry, either as a travel agent, tour operator or in any other related role. This experience will help us understand your clients' needs and provide quality service.

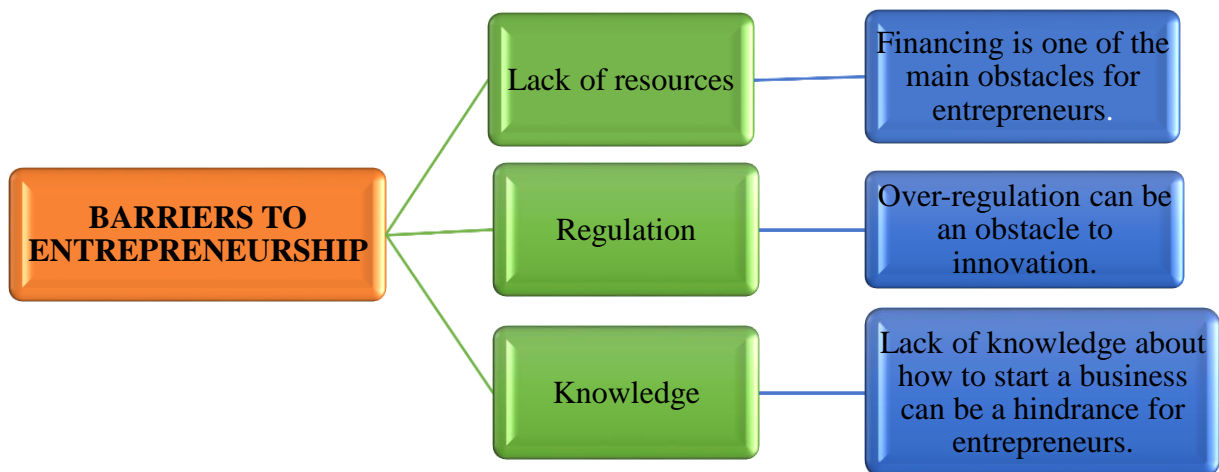
	Knowledge	We will have a good knowledge of the tourist destinations we offer, as well as the services we will sell. This knowledge will allow us to advise our clients properly and offer them the best options.
	Professionalism	We will be punctual, organized and efficient.
	Communication	We will have good communication skills, both oral and written.
	Organization	We will be organized and efficient in our work. This will help us manage our reserves, inventory and finances effectively.
	Responsibility	We will be accountable for our actions and the commitments we make. This implies complying with the deadlines, prices and conditions agreed with our customers.
Linked to leadership	Vision	Ability to have a clear vision of the company's future and how to achieve it.
	Strategy	Ability to develop and execute an effective

		strategy to achieve the vision.
	Communication	Ability to effectively communicate the vision and strategy to our employees.
	Motivation	Ability to motivate and inspire our employees to achieve the company's objectives.

### 3.1.5 BARRIERS TO ENTREPRENEURSHIP

To determine our barriers to entrepreneurship, it is important that we make an honest analysis of our strengths and weaknesses, as well as the opportunities and risks of our company, and as Adventour Travels and Tours Chalatenango we identify three of the most remarkable barriers to entrepreneurship that are detailed in figure 2.

FIGURE 2



As an Adventure Travel and Tours Chalatenango company, we are committed to the well-being of our clients, as well as, to providing quality services and professionalism, reason why we are governed by the General Regulations of the Tourism Law Of El Salvador and the ISO Standards for Managing the Tourism Services.

Barriers to entrepreneurship are a reality that all entrepreneurs must face. However, with proper planning and preparation, these barriers can be overcome.<sup>27</sup>(Java T Point, n.d.)

### 3.1.6 SUCCESS FACTORS

An entrepreneur's success factors are important because they increase the likelihood that the business will prosper and achieve its objectives. These factors can be internal, such as the personal characteristics of the entrepreneur, or external, such as the economic environment or the sector in which it operates. As Adventour Travels and Tours Chalatenango we have the following success factors:

- A viable idea: The business idea will be viable and will have growth potential.
- A solid work team: We will have a work team with the necessary skills and experience to make the project a reality.
- A business plan: The business plan will be a fundamental tool to guide our venture and make the right decisions.
- Market knowledge: We will have a deep knowledge of the tourism market, including trends, competitors and customer needs.
- Management skills: As entrepreneurs we will have the ability to manage the business efficiently, including planning, organization, direction and control.

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<sup>27</sup> Java T Point. (n.d.). *Barriers to Entrepreneurship*.

- Service orientation: As entrepreneurs we will have a customer service orientation to provide a memorable travel experience.

## **3.2 Entrepreneur responsibility**

### **3.2.1 RESPONSIBILITY AS AN ENTREPRENEUR**

As an entrepreneur, we have many responsibilities that we must assume in order to succeed in our business.

- Responsibility to customers: Total focus on our market niche, understand their wants and needs in order to provide our customers with quality services that exceed their expectations and with which they feel comfortable, thus creating bonds with customers and greater loyalty to our services.
- Responsibility with employees: To provide pleasant and peaceful work environments where respect, education and teamwork are encouraged, as well as clean and adequate spaces for them to perform their daily work with quality standards and professionalism.
- Responsibility to Society: To guarantee dignified spaces for our collaborators and to ensure the protection and conservation of the environment, as well as to promote ecotourism with our clients.
- Responsibility with the Environment: As a tourism company we know that we must promote the care and protection of the environment, that is why our customers will receive information and regulations to follow in our tourist trips which will be 100% ecofriendly.

- Responsibilities to themselves: To acquire the necessary skills and knowledge to manage our business. And, to keep updated on the latest trends and developments in the industry of our venture.

### 3.2.2 CORPORATE SOCIAL RESPONSIBILITY (CSR) IN ADVENTOUR TRAVELS AND TOURS CHALATENANGO

To obtain a CSR in Adventour Travels and Tours Chalatenango we implement a series of activities which are very important when providing our services as Tour Operator, among them:

- Total focus on sustainable tourism and ecotourism; that is, a way of traveling that has a positive impact on the environment and local communities.
- Promoting inclusion and diversity by creating an inclusive work environment and offering employment opportunities to all people without distinction.
- Support local communities. This can include measures such as investing in local economic development, supporting local charities, and providing volunteer opportunities for our employees.

Likewise, as Adventour Travels and Tours Chalatenango we know that as good corporate citizens we must be committed to the preservation and conservation of the environment.

## **3.3 Market niches**

### 3.3.1 DEFINITION

A niche market is a segment of a larger market that is defined by specific characteristics, such as interests, needs or preferences. Niche markets can be very small or very large, but they are always smaller than the overall market.

According to Kotler and Armstrong (2012), a niche market is a group of consumers who share a specific set of needs, wants, or objectives. These consumers are willing to pay a premium price for products or services that meet their specific needs.

Identifying a niche market at Adventour Travels and Tour will allow us to:

- Focus our efforts on a specific customer segment. This will allow us to better understand their needs and preferences, and adapt our service offerings to them.
- Compete more effectively. By focusing on a niche, it will differentiate us from the competition, which is usually focused on a broader market.
- Increase our chances of success. By concentrating our efforts on a specific segment, we will be more likely to meet the needs of that market and, therefore, to succeed.

### 3.3.2 STRATEGY FOR IDENTIFYING A NICHE MARKET (BLUE OCEAN)

Blue ocean strategy is the simultaneous pursuit of differentiation and low cost to open up a new market space and create new demand. It is about creating and capturing uncontested market space, thereby making the competition irrelevant. It is based on the view that market boundaries and industry structure are not a given and can be reconstructed by the actions and beliefs of industry players.<sup>28</sup>(Kim & Mauborgne, 2004)

By applying the Blue Ocean strategy, we can identify a profitable niche market for our tour operator and create a disruptive offering that meets our

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<sup>28</sup> Kim, C., & Mauborgne, R. (2004). *WHAT IS BLUE OCEAN STRATEGY?*



customers' needs. This will help us differentiate ourselves from our competitors and achieve success in the tourism market.

To identify our market niche, applying blue ocean strategies, we will apply the following strategies:

1. First, we will identify the boundaries of the current market in which our tour operator operates. This will help us understand the competitive structure of the market and the existing growth opportunities. To do so, we will conduct an analysis of the tourism industry in El Salvador. This analysis will include the following aspects:
  - Competitors: Identify companies operating in the same market as us.
  - Products and services: Analyze the products and services offered by our competitors.
  - Prices: Compare the prices charged by our competitors.
  - Distribution channels: Identify the distribution channels used by our competitors.
  - And communication: Analyzing the communication strategies they use.
  
2. Conduct an analysis of customer needs and wants. This analysis will include the following aspects:
  - Needs: Identifying the needs that customers have that are not being met by the companies operating in the market.
  - Wants: Identify the wants that customers have that could be satisfied by the companies operating in the market.
  
3. We will develop a disruptive offering that is new and different from what our competitors are offering. This offer will satisfy an unmet customer need or desire. To do this, we will brainstorm to generate innovative ideas. Once we have some ideas, we can conduct research to assess the feasibility of it.

4. Create new demand. To be successful, the disruptive offer will create a new demand. This means communicating our offer effectively to potential and prospective customers and educating them about the benefits of our service. To do this, we will develop a marketing and communication strategy that is appropriate for our target audience of nature and hiking enthusiasts.

### 3.3.3 ELEMENTS FOR CHOOSING A NICHE MARKET

- Target audience

All people who love nature and hiking and are interested in taking a tourist trip to magical places in Chalatenango,

- Problem

Lack of knowledge on the part of tourists of the department of Chalatenango and its tourist sites.

- Desired result

That our target audience manages to find us and prefer us, as well as find what they are looking for to make a successful, quality and memorable trip, considering that Adventour Travels and Tours Chalatenango will offer complete and attractive travel offers that meet their needs and expectations. Adventour Travels and Tours Chalatenango seeks to become not only a competitive tour operator in the field of tourism in Chalatenango, but also to position itself as the best to make known the department of Chalatenango as one of the best for tourism in El Salvador.

- Secret Sauce

Quality services and trained staff with extensive knowledge about the department (local history, gastronomy, etc.) and our tourist destinations. In addition, show really magical places of the department that most people do not

know, because they have not been exploited, or made known enough in the field of tourism.

### 3.3.4 NICHE MARKET OF ADVENTOUR TRAVELS AND TOURS CHALATENANGO

As Adventour Travels and Tours Chalatenango we focus on people who love nature and hiking, since our tour packages are focused on knowing and enjoying magical places full of natural beauty in the department of Chalatenango.

### 3.3.5 CHARACTERISTICS OF ADVENTOUR TRAVELS AND TOURS CHALATENANGO MARKET NICHE

1. Passionate about nature and hiking:
  - They are a growing group. According to a survey by the Outdoor Industry Association, the number of Americans who hike has grown by 20% in the last five years. This means that there is a large number of people who are interested in this activity.
  - They are a group with high purchasing power. People who enjoy the outdoors and hiking tend to have a mid-to-high income level. This means that they are more likely to spend money on products and services related to these activities.
  - They are a committed group. People who consider themselves addicted to nature and hiking tend to be very passionate about these activities. This means they are more likely to be loyal to brands that offer products and services that meet their needs.
  
2. Fans of exploring and seeing new places:
  - They are a large and growing demographic. According to the Pew Research Center, 72% of Americans say they like to travel. This number has been

increasing in recent years as people have more free time and financial resources to travel.

- They are a demographic with high spending power. People who travel tend to spend more money than those who do not. This is because they need to pay for transportation, food, lodging, and activities.

### 3. Ecotourism enthusiasts:

Ecotourism lovers possess high characteristic value in our market niche, since they possess:

- Love of nature: ecotourism lovers are passionate about nature and enjoy spending time outdoors.
- Environmental awareness: Ecotourism lovers are aware of the impact humans have on the environment and are committed to conservation.
- Varied interests: Ecotourism enthusiasts have a wide range of interests in nature, from bird watching to hiking.
- Flexible budget: Ecotourism enthusiasts tend to have a flexible budget and are willing to spend money on ecotourism experiences.

## **3.4 Customer management**

As AdvenTour Travels and Tours Chalatenango, our priority will always be our clients and to offer them a quality service. One of our strategies is to achieve a good relationship before, during and after providing our services.

Some of the actions and strategies that will be taken into account are:

- Knowing our clients, this implies knowing their preferences, needs, desires and expectations.

- Respond promptly when someone requires our services in a respectful manner and giving detailed information of our services so that people feel confident with us to take them.
- Create and maintain solid relationships with clients, constantly updating data. In this way, a company can retain more clients and continue to be successful.

We want to be a company that has stronger customer relationships and better business results driven by customer management. As a company we have realized that management goes beyond serving, that it is not enough just to know where customers shop and what brand of soft drink they consume, it is about knowing our customers so completely that we can create and deliver personalized experiences that will convince them not only to remain loyal to one of us but also to recommend us to others.

### **3.5 Strategic alliances**

Joint Venture defines strategic alliances as "when two or more individuals or companies agree to pool resources to reach a specific audience. A strategic alliance may involve investing in a new business or it may involve sharing certain assets for the benefit of both parties".

Horizontal and vertical strategic alliances are two types of strategic alliances that are differentiated according to the location of the companies involved in the alliance in the value chain.

#### **3.5.1 HORIZONTAL STRATEGIC ALLIANCES**

Horizontal strategic alliances are those that bring together companies that are at the same stage in the value chain. For example, two automobile manufacturing

companies may partner to share a production plant. Horizontal strategic alliances can help companies achieve a number of objectives, such as:

- Access to new markets: Companies can use horizontal alliances to access new markets that they would not be able to reach on their own.
- Improving efficiency: Companies can use horizontal alliances to improve their efficiency by combining their resources and capabilities.
- Development of new products or services: Companies can use horizontal alliances to develop new products or services that they could not develop on their own.<sup>29</sup> (One Strategy, 2021)

As AdvenTour Travels and Tours Chalatenango we will have the following horizontals strategic alliances:

- Individuals offering travel services.

Some of our destination areas require 4x4 vehicles, trained for the streets to be traveled, this is how we will support local people who offer this service, to reach the desired places safely and what better with people who know the streets very well.

- Other tour operators.

Partnering with other tour operators will help us to expand the scope and offer of our services because, by partnering with another tour operator, we will be able to reach a wider audience and offer a broader range of services. It will also improve efficiency and cost savings because by sharing resources and knowledge, we will be able to reduce costs and improve the efficiency of our operations.

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<sup>29</sup> One Strategy. (2021, September 13). *Vertical Strategic Alliance*.

### 3.5.2 VERTICAL STRATEGIC ALLIANCES

Vertical strategic alliances are those that bring together companies at different stages of the value chain. For example, a software company may partner with a hardware company to develop a new device. Vertical strategic alliances can help companies achieve a number of objectives, such as:

- Improve efficiency: Companies can use vertical alliances to improve efficiency by combining their resources and capabilities.
- Reduce costs: Companies can use vertical alliances to reduce costs by avoiding duplication of effort.
- Improve quality: Companies can use vertical alliances to improve the quality of their products or services by sharing knowledge and resources. <sup>30</sup>(One Strategy, 2021)

As AdvenTour Travels and Tours Chalatenango we will have the following verticals strategic alliances:

- Alcaldías.
  - Obtaining permits and licenses: Alcaldías are responsible for granting permits and licenses to tourism businesses. Working with city halls can help us speed up the process of obtaining the permits and licenses we need.
  - Promote our business: Mayors' offices can help us promote our business through their communication channels, such as websites, social networks and newsletters.

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<sup>30</sup> One Strategy. (12 de September de 2021). *Horizontal Strategic Alliance*.

- Connecting with local suppliers: City halls can help us connect with local suppliers of tourism products and services, which can help us reduce costs and improve the quality of our offerings.
- Obtain information about the destination: Mayors' offices have access to information about the destination, such as visitor demographics, market trends and development opportunities. This information can help us make strategic decisions in our tour operator.

- Hotels, hostels and restaurants in our destination areas.

Hotels, hostels and restaurants are essential to any trip, providing a place to sleep, eat and relax. By working with these suppliers, we will be able to offer our clients a complete package that includes all the services they need. Likewise, by working with them, we will be able to obtain valuable information on the best activities, places to visit and things to do. This information will help us create tours and tour packages that are attractive to our clients.

- Local entrepreneurs.

Working with local entrepreneurs will help us promote sustainable tourism and support the local economy. This can be beneficial for our tour operator, as it can enhance our reputation and brand image.

- Governmental and non-governmental organizations.

Governmental and non-governmental organizations can provide us with information on tourism destinations, regulations, market trends and other topics relevant to our business.



**CHAPTER IV**  
**TOURISTIC SERVICE**  
**COST PLAN**

#### 4.1 Adventour Travels and Tours Chalatenango Logo



City life can be stressful and exhausting, especially if we do not take time off as a fundamental part of our wellbeing. The Adventour Travels and Tour logo positions us as a tour operator that will not only be in charge of ensuring that our clients have a good experience in their tourist destinations, but also these are a memorable moment where resting from the day to day is the most important thing.

As a tour operator we will provide tourist experiences that allow them to disconnect from the environment, connect with nature and clear their mind of daily worries.

#### EXPLANATION OF THE ELEMENTS

Graphic elements:

1. **Sun and mountains:** Chalatenango has places where nature stands out on a large scale, that is why the sun represents the incredible landscapes and views that can be observed in this beautiful department, the sunrises and

sunsets give it a very special characterization, and also the high and mountainous areas.

2. **Hamaca:** It is an element that refers to the rest of the day to day, where thanks to nature we can leave aside the daily stress and live magical and unforgettable moments, living a unique, relaxing and memorable experience.

### **Colors:**

1. **White:** Symbolizing peace, white is a calm and relaxing color. For us, white inspires our customers to feel calm and serene, being a color that helps to achieve a more spiritual feeling with nature.
2. **Yellow:** Associated with happiness, joy, optimism, energy and motivation, keywords that define our company as the best option to acquire unforgettable trips.
3. **Black:** A color that characterizes us for the elegance, prestige, exclusivity, power and sophistication that we have as a tour operator, since providing a 100% quality service is our main objective.

### **4.2 Slogan**

*“YOUR DREAMS, OUR REALITY”*

As a company we are responsible for fulfilling the dreams of our customers, from knowing the magical places of Chalatenango, to meeting each of their expectations.

## **4.3 Mission, Vision and Values**

### **MISSION**

To offer unforgettable tour memoirs that inspire our customers to explore Chalatenango, promoting sustainable and responsible tourism.

### **VISION**

To be a leading tour operator in Chalatenango, offering unique and unforgettable experiences, taking into account sustainable development and environmental protection.

### **VALUES**

#### **1. Responsibility.**

Be responsible with our clients, the tourist services we offer and the experiences they will have.

#### **2. Honesty.**

It is a fundamental tool to promote our tourist offers based on what we can achieve for our clients traveling with us.

#### **3. Professionalism.**

As a company we strive to provide quality services, with a lot of creativity and commitment to our clients.

#### **4. Innovation.**

We focus on learning and continuous improvement of our tourism services and being able to provide unique and unforgettable experiences to our clients.

## 5. Teamwork

Integration and joint commitment to achieve objectives and success as a company, as well as work with local tourist guides in order to support the local development of our destinies.

### 4.4 Tourist Service Cost Plan

	<b>ELEMENTS</b>	<b>COSTS ACCORDING TO TYPE OF IDENTIFICATION</b>	<b>COST BY TYPE OF BEHAVIOR</b>
SERVICES OR SUPPLIES	MARKETING AND ADVERTISEMENT	DIRECT	VARIABLE
	PURCHASE OF FIRST AID KIT	DIRECT	VARIABLE
WORKFORCE	MEMBER SALARY	DIRECT	FIXED
	SALARY FOR FOOD SUPPLIERS	DIRECT	FIXED
OTHER INDIRECT COST	STAFF TRAINING	INDIRECT	FIXED
	TRANSPORT	INDIRECT	VARIABLE
	RENT OFFICE	INDIRECT	FIXED

<b>ELEMENTS</b>	
MARKETING AND ADVERTISEMENT	It will be executed by social networks such as Facebook, Instagram and Tik Tok. It will be carried out by members of AdvenTour travels and Tours Chalatenango.

PURCHASE OF FIRST AID KIT	These will be purchased by boxes of 75 pieces with everything essential and necessary for first aid.
MEMBER SALARY	3 Members of AdvenTour travels and Tours Chalatenango.
SALARY FOR FOOD SUPPLIERS	Two people will be hired in the region where the trip will take place.
STAFF TRAINING	Staff must have knowledge in customer service, first aid and history of trips.
TRANSPORT	A coaster will be rented.
RENT OFFICE	A office will be rented to store equipment, supplies and to be in contact with clients.

To elaborate our plan, we have taken into account all the costs that as Adventure Travels and Tour Chalatenango we will have to be able to provide quality and professional tourist packages.

**CHAPTER V**  
**BIBLIOGRAPHY AND**  
**CYBERGRAPHY**

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