

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



TITULO:

TOURIST PRODUCT: MY ASTRONOMICAL CIRCUIT

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SPECIALIZATION PROFESSOR

**LICENCIADA FRANCISCA HORTENSIA DE LA SANTISIMA TRINIDAD
AGULLÓN**

GENERAL COORDINATOR OF THE GRADUATION PROCESS

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Abstract.

The present work which is a tourist product with the name of my astronomical circuit, is being worked on for the purpose of creating a product which must be innovated, competitive, environmentally friendly that exceed the expectations of tourists which can be nationals or internationals people. By reading this document many people will feel motivated and interested in investing time and money in tourism and they will see this area with another different perspective. As well as this work has been created with the intention of presenting a new touristic product which is called my astronomical circuit ". This touristic product can be described as a new place to visit if people enjoy watching the stars at night or just to escape from the city and have a breath in a small town away from it. This place is specifically located in San Juan Talpa; department of La Paz. Finally, we will show the product cost as well as the calculation to stablish a price per tour; which is the service we will provide to our customer, it is important in all type of entrepreneurship that we take in to account all the direct and indirect costs for the facilities to be in good standard; along with it, we will present the logo and the name which have been carefully studied to attract the interest of tourist as this makes a strong first impression and it is the foundation of a brand identity, must be memorable, separates you from the competition and fosters brand loyalty; at the end, this work will help us taking our first steps to create a new service that can become in a great one.

Key words: tourism; entrepreneur; economy; product; innovation.

Introduction

In the following work which is focused in the area of tourism as the main element to be studied and presented. We are going to explain the steps to show a touristic product in the side as seller or entrepreneur, besides that we are going to mention all the legal permissions we need to take into account at the moment of launching our project to be considered in the market. However, this work contains important information specially for people who have in mind to start a new business related in the area of tourism; due the aims we chose and developed as an unit in this same work.

In the chapter I, which is called touristic product profile, this describe step by step how is created our product, it includes the process we have to follow in order to have success at the moment of present our new service; we investigated about new entrepreneur to have ideas. Also, we describe the importance our product has for the public, especially tourist people who likes enjoying new adventures. Nevertheless, in this chapter we describe the location of our product, it is helpful for foreign people who do not know this country. Finally, we show our vision and mission to start our business which is really important because we see how it works in some years later. Our mission and visions are focused on responsibilities and challenges we have in our mind to fulfill with the expectation of our clients.

In the second chapter, we talk about tourism history in El Salvador which is interesting for people who want know about culture. However, in this chapter we describe our strategic plan to follow in order to keep clients and also make new clients. Some important things we mention in this chapter are quality, which is priority at the moment to start a new business, also we mention the treatment we will offer our clients in order to make them feel comfortable. Besides that this strategies are indispensable in the area of business because it helps us to grow as entrepreneurs.

The chapter three is called responsibility of the entrepreneur, in this chapter we show our compromise as entrepreneur people; it must be not only with the environment, but also with our employees. We have in mind taking care of the environment because we see the way our planet is being affected for the pollution, so we think in

strategies to avoid all kind of damage to our planet that we can cause with our product. Also, we have expectations about our futures employees who will have good benefits with us, for example health insurances, team work, good social environment and others, as we consider employees are important to keep business afloat.

In the chapter 4 we mention our costing plan and describe the possible prices about our touristic product which is based on the currently economy situation in El Salvador. We have taken into account all the details to start and keep our touristic product, so in this way we will have an idea on how much people must pay to enjoy “my astronomical circuit” having this, we can measure our profits and we can decide the salary we can offer our employees and also taking into account that it must be affordable for people; finally it is very important not to only think in our costumers pocket but also in ours employees’ salaries which should be according to the product or service offered by us.

CHAPTER I TOURISTIC PRODUCT PROFILE

Objectives.

General objective.

To create a profile about a touristic service which is called my astronomical circuit.

Specific objectives.

- To mention each step to present a tourist product, following the instructions studied during online classes and also taking into account the recommendations provided by entrepreneurs.

- To show the importance of tourism in this country by showing our own touristic product.

- To describe through this document how any people can start their own tourist business and the benefits it brings to foreign people.

Justification.

There are several products that can be considered in the area of tourism; however, few people are interested in taking advantages of local tourism that El Salvador has. This work is based on motivated people to visit a place which is not taking into account as the most beautiful places in this country. Through this document we can change the life style of many people who used to visit the same places during their vacations.

People after visiting this place will be able to experiment all the things, they can do there, for example watching the stars and felling the sensation that this place experiments. The objective of this touristic product is offering an alternative for people who like visiting different places and at the same time getting profits per each person who would like to experiment this place. Many times, foreign people want to visit a new place to do a lot of things such as taking pictures or enjoying of the environment that this place offers.

Product description.

Product name: my astronomical circuit.

In San Juan, we can see colonial constructions mixed with modern ones are observed in the first place.

One of the first places to visit when arriving in San Juan Talpa is its beautiful parish church which was built in 1670 with a view of the sea. This church has many stories, legend has it that around the year 1700 a skull entered by jumping from the cemetery to the main altar of the church. Then, the residents say, the remains of the skull were sanctified and kept inside the temple, by the father. Currently the skull is in the church in a glass case.

The main attraction of this circuit is because In San Juan Talpa there is an important Astronomical Observatory called "Doctor Prudencio Llach" and it represents an excellent opportunity to observe the stars and spend a different day.

In San Juan Talpa there are also quite interesting options such as the fascinating Cueva del Pistolero, full of stories and legends, the Rancho Zope and the Rio Amapula. The place has a path to calmly explore its beautiful crops, a pleasant and pleasant climate to spend with the family, it has tables and a grill to cook your food. In la Cueva del Pistolero you can observe great landscapes of said municipality.

NAME OF THE SERVICE RESOURCE OR ATTRACTION	CLASSIFICATION	DIRECTION	
Municipal Hall	Travel services	Town hall	Main Street
Puma fuel station	Travel services	Fuel station	Autopista Comalapa
PNC	Travel services	Security	Main Street

Municipal park	Municipal park	Recreation	Main Street
Virgen de la O Church	cultural and religious heritage	Church	2nd west street
Cueva del pistolero	Natural resources	Hiking	Las colinas Cologne
Amapula river	Natural resources	Rivers	Autopista Comalapa
Pupuseria	Gastronomy	Traditional gastronomy	Autopista Comalapa
Talpa´s kri kri	Gastronomy	Traditional gastronomy	downtown neighborhood
Las tias restaurant	Gastronomy	Traditional gastronomy	Main Street
Santa Fe pharmacy	Travel services	Medical services	Main Street
Astronomical Observatory	Travel services	Recreation	Las colinas Cologne

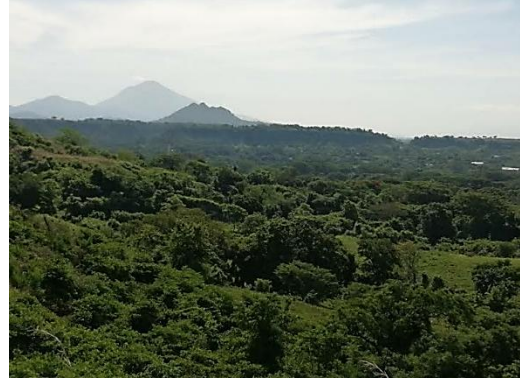


Illustration 1: Observatory of El Salvador - Astronomical Observatory Dr. Prudencio Llach]. Recovered from <https://www.google.com/maps/place/Observatorio+Astron%C3%B3mico+Dr.+Prudencio+Llach/@13.4950387,-89.0840606,3a,75y,90t/data=!3m8!1e2!3m6!1sAF1QipMFJzxm2g-50UFcSK>



Illustration 2: Municipal park of el salvador. Own source



Illustration 3: Virgen de la O Church. Own source.

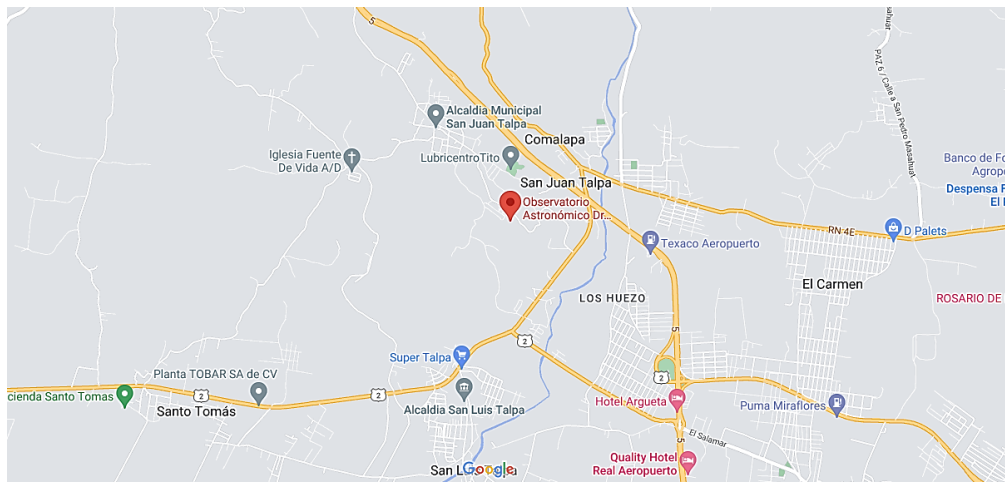


Illustration 4: kri kri talpa's. Own source.

Location: San Juan Talpa City, department of La Paz.

The cardinal points of San Juan Talpa place it next to Cuyulitán, to the north and east, and with Olocuilta to the west. It is located 33.5 kilometers from San Salvador; and 18.5 kilometers from the sun and beach route.

San Juan Talpa is a privileged place for astronomical observation, it has an astronomical observatory and is ideal due to its geographical location and climate, located far from the city lights and with an excellent horizon, characteristics that make this an ideal place. To carry out astronomical tourism, and enjoy amateur astronomy.





Target audience.

The feeling of security and solitude that the countryside provides is being key in the search for relaxation and disconnection for people who are looking for an outdoor experience and comfort. For people in search of recreation and relaxation, it is intended to cover this need through relaxing activities surrounded by nature. Ideal to be with friends and family, seek relaxation and be in contact with nature, for people who love the stars and green spaces who seek to get away from everyday life and thus experience new things, fans willing to enjoy starry night skies.

Strategies for human development and sustainability.

Optimizing the resource of social networks is intended to improve the conditions of identification and recognition of the tourist circuit, removing it from anonymity and obtaining the attention of consumers. An economical and sustainable form of communication design for our tourist circuit

It is an eco-friendly so its development will not affect the environment, on the contrary by appreciating the environment we can make consumers aware of the importance of taking care of it, this makes our tourist circuit environmentally sustainable, it does not generate any cost waste control and disposal.

The age range of the consumers towards which the tourist circuit is directed is very wide, ideal for family tourism, which makes it sustainable over time, since it will be shared by the little ones with their children and this tourism will improve the economy and development in San Juan Talpa this guarantees us that the circuit always improves and has new things to offer, this makes the life cycle of our service sustainable.

Business plan design

Product's name: My astronomical circuit

Vision: Our vision is to be innovators, leaders and creative in the concepts of travel, positioning our circuit tourist in the market within the best astronomic tourism, being recognized for our professionalism and high quality.

Mission: Our mission is to contribute to the development of the tourism industry in the municipality with the main objective of helping it to grow competitively and in a balanced economic, cultural and sustainable way.

Values:

- Respect: Recognize the legitimacy of others, taking into consideration the diversity of ideas, opinions and perceptions of people, as the basis of healthy social coexistence.
- Responsibility: Comply well, on time and with commitment each of the functions and obligations.
- Respect for life and the environment.
- Sensitivity towards the environment.
- Promotion of knowledge and appreciation of the country's natural and cultural heritage.

CHAPTER II CONDITIONING ELEMENTS FOR THE DESIGN OF THE TOURIST PRODUCT.

Theoretical framework.

History of tourism in El Salvador

1924: The tourism sector in El Salvador begins. During the administration of Dr. Alfonso Quiñonez Molina, on June 20 of the same year the government became aware of the importance of tourism in El Salvador.

In 1939: they decide to create a Board of Ornament. It was decided that it was necessary to have the collaboration of all to create a Board of Ornament in each of the 14 Departments of the Republic, whose main function was to watch over tourist areas, access roads and public gardens, which They were dependencies of the Ministry of Public Works.

1948: tourism center Network. The construction of a network of tourism center throughout the country begins, in order to provide a place for healthy recreation to Salvadoran families.

1961: Salvadoran Tourism Institute (ISTU). The Salvadoran Institute of Tourism (ISTU) was created as the governing body of the government.

1973 – 1978: were considered the "golden years" of tourism since the hotel infrastructure was greatly improved. A high return on this type of investment was identified and the credit facilities offered to the sector were quite attractive. It is in this period that tourism took off and began to position itself as an activity capable of generating foreign exchange and employment.

1975: Miss Universe. In El Salvador it hosted the Miss Universe pageant, the stage was considered one of the best in history. The development of the coastal zone was promoted. More infrastructure was built that benefited tourism. Comalapa International Airport was built.

1980: Armed conflict (1980-1992). The hotel industry was affected in the first years of the armed conflict. Violence erased El Salvador from the international tourist map.

1996: after the war new tourist companies emerged, however, an image of the country as a tourist destination had not been achieved.

1998: Creation of the Salvadoran Tourism Corporation. The Salvadoran Tourism Corporation (CORSATUR) was created; that year 387 thousand visitors and 74.7 million dollars entered

2005: Tourism law. The tourism law was created, which offers fiscal incentives to new investments in the field.

2009: Start of the Pueblos Vivos program. Pueblos Vivos was born in 2009 as a pilot program, in which about 56 municipalities participated, but due to its success it is already part of the government strategy to promote "sustainable tourism" on an internal scale.

Sustainable development policies in El Salvador.

After two years of debates, analysis and consultations between different actors in the country in the National Council for Environmental Sustainability and Vulnerability (CONASAV), El Salvador has a plan for sustainable development.

The Sustainable El Salvador Plan assumes the vision of conservation and restoration of nature with the challenge of finding a formula that promotes economic and social development in harmony with nature.

This new instrument indicates four priority aspects: Strengthening of the institutional framework in environmental matters, Transformation of the productive sector towards levels of greater efficiency and competitiveness, with fewer externalities to the environment; Promotion of education and culture for sustainability; and a genuine understanding of the risks linked to climate change and natural events to incorporate them into public and private planning.

Its main axes are: Comprehensive risk management for disaster reduction and climate change; Knowledge management and culture of sustainability; Promotion of productive transformation; and Strengthening of public institutions.

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the environment; Promotion of education and culture for sustainability; and a genuine understanding of the risks linked to climate change and natural events to incorporate them into public and private planning.

The Sustainable Development Goals are a global call to action to end poverty, protect the earth's environment and climate, and ensure that people everywhere can enjoy peace and prosperity.

Natural resources found near the location.

(San Juan Talpa, and surroundings in the department of La Paz)

History of the region.

The past of this region and the identity of its people have allowed cultural and gastronomic expressions to be maintained, as well as ancestral practices of artisanal and agricultural production.

Hiking and Nature.

Ruta de Paz has beautiful landscapes, crystal clear rivers and impressive waterfalls that make it unique and special.

Camp and picnic.

Ruta de Paz has safe areas where you can camp, such as: El Cerro de la Alegría, La Cascada El Cañaveral or Camping y Pozas Los Manantiales.

Viewpoints.

In the different circuits of La Ruta de Paz, there are viewpoints with spectacular views, such as in the Raíces Lencas Circuit, History Between Mountains Circuit or the Monseñor Romero viewpoint in the Memory and Landscapes Circuit.

In San Juan Talpa there are also quite interesting options such as the fascinating Cueva del Pistolero, full of stories and legends, the Rancho Zope and the Rio Amapula. The place has a path to calmly explore its beautiful crops, a pleasant and

pleasant climate to spend with the family, it has tables and a grill to cook your food. In la Cueva del Pistolero you can observe great landscapes of said municipality.



Figure 8: *Virgen de la O Church view.*
Own source.



Figure 9 :*Cueva del Pistolero. Recovered from:*
<http://vergavilaelguanaco.blogspot.com/2012/07/a-mi-gran-amigo.html>

Cultural identity and study of the idiosyncrasy of San Juan Talpa, La Paz. History.

Population of pre-Columbian origin, its toponym or vernacular name Talpah means in Nahuatl language "Tierra Vermeja", "Tierra de Remedy", "Earthy Place". In 1770 it belonged to the parish of Olocuilta and in 1786 it was included in the district of the same name. Since 1852 San Juan Talpa finally belongs to the department of La Paz.

Villa Title.

By Legislative Decree of March 31, 1894, the title of town was granted to the town of San Juan Talpa.

Myths and legends.

San Juan Talpa and the history of the human skull that occupies a special place inside the Santa María de la O church

The human skull is protected in a wooden urn on the right side of the church, next to the image of Saint John the Baptist, a few meters from the main altar. According to the locals, he reached the church by jumping from the local cemetery.

San Juan Talpa is located 34 kilometers from San Salvador, in the department of La Paz, a small municipality that bases its economy mainly on agriculture and commerce. There, as in almost all the towns of El Salvador, is the Catholic church next to the park and near the municipal mayor's office.

The town's patron saint is Santa María de la O, whose image is located in a special place in the church that was built in 1670 and that since February 15, 1978 was declared cultural heritage by legislative decree number 457. On the right side inside the temple, in a wooden chest, rests part of a human skull that gives life to the urban story of an event that occurred many years ago, according to the locals

The current residents say that the skull came jumping into the interior of the church on December 18, but nobody knows what year. The history or legend of the skull says that after the human part entered the church, the priest on duty who was officiating the mass came down from the pulpit, took the skull with a handkerchief, took a coin that he was carrying between his teeth and He put it in the piggy bank that was under the image of Santa María de la O. At the end of the homily, they took it to the local cemetery, but the skull returned to the church as it had done the first time. The skull was kept in a chest, but over time it was placed and displayed.

Both those in charge of the church, priests who have passed through the place occupying the position of parish priest, as well as the house of culture of the place and the popular voice have almost the same version of why that human skull is in a place close to the main altar of the church. Today, the chest where it rests even has a small padlock to prevent it from being stolen or damaged, and at the bottom of it there is a writing explaining the reason for its existence.

It narrates what the popular voice has been transmitting from generation to generation and recognizes the existence of the skull and belonging to the place, as it appears in old writings that are in the archives of the Santa María de la O church, which in decades past years it was called Santa Maria de los Océanos. With 352 years of existence, the church keeps a lot of history and thousands of people from past generations have paraded through it who have been in charge of transmitting history.

Juan Antonio Méndez, sacristan of the church of San Juan Talpa says that several tourists come to see and learn more about the history of the skull, and that when he is there, he tells them where it is and explains that in the lower part There is a document on the chest that explains the reason for its permanence inside the church.

The document written by the priest José Heriberto Funes, has as its main elements the promise and faith. "The Bible has 30,000 promises, some have already been fulfilled and others, such as the Parousia or second coming, have not yet", says one of the paragraphs.

Rafael Salazar, head of the local culture house, said that the story of the skull continues to be told in cultural events. "One day before Ash Wednesday (Holy Week), there is an act in San Juan Talpa, in which there are various cultural and religious activities. Then, the priest arrives and gives the religious version, while we tell the popular version, the one that the ancestors have been counting", he commented.

Today, there are 33 steps to access the temple, but according to paintings in the local culture house, access to the church atrium has been modified over time. The current structure has a total of 13 pairs of wooden columns divided into three naves, more details on the ceiling, decorations in which the colors green, red, yellow and white stand out, a kind of chains and full and half circles, as a sea shell or sunflowers.

There are several churches in the world that have human skulls inside and others even complete skeletons of monks. The Church of Kutna Hora, in the Czech Republic, and the Church of Our Lady of the Conception, located on Via Veneto, Rome, are some of them. Churches around the world also serve and have served as cemeteries.



Figure 10: the skull - Real photo taken at the San Juan Talpa church. Recovered from: <https://www.laprensagrafica.com/cultura/San-Juan-Talpa-y-la-historia-del-craneo-humano-que-ocupa-un-lugar-especial-en-el-interior-de-la-iglesia-Santa-Maria-de-la-O-20220706-0063>

The legend of the woman in white who visits the prisoners in San Juan Talpa.

“Every night a woman in white arrives at the cellars dragging a coffin and asks who wants to go with her. Since no one answers her, she points it out and that is the one who dies the next day,” says an inmate who remains in the cells of the San Juan Talpa police station (La Paz).

The fear of the lady in white is so great that inmates have asked the agents in charge of the cells not to let them inside the cell, because they fear that the woman will take him away. Due to this, in San Juan Talpa they have died from different ailments, but they assure that the deaths are the product of a bacterium or virus that has established the cells, the inmates assure that this is due "to a fright".

"You can't see the woman's face because her hair is disheveled, but she scares everyone," say the inmates, who remained seated on the ground, without raising their faces.

The agents of the police post say that at night the inmates scream and hit themselves against the walls without apparent justification.

The inmates said that in the little cells there was an open door to hell, which was not closed by some inmates who played Ouija board.

“Some inmates comment that there (inside the little bars) inmates hit the walls, they say they see ghosts and that once a door came out open and the devil entered... And that is because they supposedly played that (the Ouija board), but we never we have seen nothing (...) as the compartments are assigned, sometimes we do not know what they are doing. It can be invented by them as well”, said an agent of the bartolinas on that occasion.

Relatives of the inmates affirm that on the occasions that they have had communication with their relatives, they have also told them that in the small cells they are frightening and that the woman in white does not let them sleep.

“One can't help but believe, if bad things exist, and everyone says they see it. That's horrible, all the boys are scared,” said the mother of one of the I imprison them.



Figure 11: The woman in white. Recovered from: <https://www.laprensagrafica.com/elsalvador/La-mujer-de-blanco-que-visita-a-los-reos-de-San-Juan-Talpa-20160531-0043.html>

Festivities and heritage

Patron saint festivities

Are from December 9 to 18 in honor of the Virgin Maria de La O, patron saint of the Sailors.



Figure 12: Virgin Maria de La O. Recovered from: <https://cyberspaceandtime.com/J7GbKVjqcZU.video+related>

Astronomical observatory

In this municipality is the first astronomical observatory of El Salvador of the Salvadoran Association of Astronomy, ASTRO



Figure 13: Observatory of El Salvador - Astronomical Observatory Dr. Prudencio Llach]. Recovered from <https://www.google.com/maps/place/Observatorio+Astron%C3%B3mico+Dr.+Prudencio+Llach/@13.4950387,-89.0840606,3a,75y,90t/data=!3m8!1e2!3m6!1sAF1QipMFJzxm2g-50UFcSK>.

Tuesday of carnival.

It is a celebration where the inhabitants of the town gather carrying eggshells filled with confetti or other materials to burst them on the heads of their friends, this It usually takes place 40 days before Palm Sunday, so it is a moving date and varies every year.



Figure 14: eggshells filled with confetti - tuesday of carnival. recovered from:
<https://cyberspaceandtime.com/J7GbKVjqcZU.video+related>

Colonial church

The work dates from the 17th century. In the east access it has writing that it was built in 1670.



Figure 15: Virgen de la O Church. Own source.

Strategic plan of the tourist product.

Quality of a tourism product.

The term “quality” defines “an essential, or distinctive characteristic, property, or attribute; character with respect to fineness, or grade of excellence; superiority; excellence”. The term quality does not have the popular meaning of “best” in any absolute sense, it means best for certain target groups of customers; if a product or service meets expectations, then the quality has been achieved.

According to ISO 9000, quality is “a set of interrelated or interacting elements that organizations use it to formulate quality policies and quality objectives and to establish the processes that are needed to ensure that policies are followed and objectives are achieved”.

Tourist satisfaction has a significant influence toward tourist loyalty; based on theory, tourist satisfaction directly and positively affects tourist loyalty, it affects tourism service quality and tourism product availability indicators. Is necessary to improve the service quality of tourism to generate tourism satisfaction and loyalty.

Customer management.

The definition of customer management is the processes, practices, systems, and applications that a company uses to manage its relationships with existing customers and new prospects.

there are three essential aspects of a customer management strategy that you should keep in mind:

Understand your customers' journey

Focus on the user experience

Remember your customers are people — not numbers.

My astronomical circuit will be different to the competence because it will include promotions which costumers should take advantage to enjoy with their family or with

a special person may be boyfriend, girlfriend, husband and wife, but it will depend on the month they decide to go. for example:

February: if costumers go to visit “my astronomical circuit “they can enjoy with a drink and a piece of cake totally free, due that it is the month of love and friendship.

May: costumers can enjoy of “my astronomical circuit “and they will pay only half of the real price if they go with their mother.

June: men who have children will participate in a raffle about a motorcycle.

Another characteristic that our touristic product will be is that we are going to use social media: Facebook, Instagram, and also, we are going to use e-mail to publish our promotions.

We focus on the costumer experience, offering an experience according to their needs, according to the season, a special and unique experience in El Salvador. The costumer is the most important thing, that they feel comfortable, happy and satisfied.

Quality of my touristic product.

My astronomical circuit will include a wide parking for people who have vehicles and it include private security, which means that people should not be worried about their vehicles and motorcycles. Inside of that place our costumer can find restaurants which are really important for people who wish stay there during a long period of time. This place is completely clean all the time due that there are people in charge of cleaning.

Since costumer enter to visit this wonderful place, they will be being guided by us. It means that they will feel comfortable and with a high attention of quality.

Our quality proposal:

As quality proposal my astronomical circuit will offer transportation from any place of El Salvador to this place (San Juan Talpa) with an additional cost depending of the

place. It will benefit people who do not have their own transportation and wish to enjoy in this place.

Our quality policy is to offer the best service, our concept of quality extends to all aspects of the service, offering a pleasant experience together with a staff of dedicated and committed workers, thus achieving customer satisfaction throughout our astronomical circuit.

To develop our quality policy, we decided to periodically formulate quality objectives, reviewed annually and consistent with compliance with our quality policy, in order to:

- Provide a specialized service.
- Analyze and follow the entire process and evaluate the satisfaction of our customers.
- Evaluate the satisfaction of our staff.
- Promote collaboration with different local entities to achieve greater social awareness.

Our treatment with the client:

We want to show that all our clients are important through our gratitude; through messages of thanks, giving a gift at the end of our tourist circuit or a small welcome gift in order to show them that our priority is their well-being; having empathy with our customers; We will treat our customers as we would like to be treated. improve our relationship with them and lay the foundation for a long-term bond between us.

In order to keep our costumers and make new costumers day after day we are going to implement techniques that help us to know what is wrong and what is good in our product, to do this we will use a survey which costumers have to complete before leaving the place, this survey will include questions related to the level of satisfaction the costumers had and possible suggestion they have.

Strategic plan.



Figure 16: My astronomical circuit. - own source

Our business plan:

Product name: my astronomical circuit.

Location: San Juan Talpa City, department of La Paz.

Values:

- Respect: Recognize the legitimacy of others, taking into consideration the diversity of ideas, opinions and perceptions of people, as the basis of healthy social coexistence.
- Responsibility: Comply well, on time and with commitment each of the functions and obligations.
- Respect for life and the environment.
- Sensitivity towards the environment.
- Promotion of knowledge and appreciation of the country's natural and cultural heritage.

Product analysis: The main attraction of this circuit is because In San Juan Talpa there is an important Astronomical Observatory called "Doctor Prudencio Llach" and it represents an excellent opportunity to observe the stars and spend a different day.

NAME OF THE RESOURCE OR ATTRACTION	SERVICE OFFERED	CLASSIFICATION	DIRECTION
Municipal Hall	Travel services	Town hall	Main Street
Puma fuel station	Travel services	Fuel station	Autopista comalapa
PNC	Travel services	Security	Main Street
Municipal park	Municipal park	Recreation	Main Street
Virgen de la O Church	cultural and religious heritage	Church	2nd west street
Cueva del pistolero	Natural resources	Hiking	Las colinas Cologne
Amapula river	Natural resources	Rivers	Autopista comalapa
Pupuseria	Gastronomy	Traditional gastronomy	Autopista comalapa
Talpa's kri kri	Gastronomy	Traditional gastronomy	downtown neighborhood
Las tias restaurant	Gastronomy	Traditional gastronomy	Main Street
Santa Fe pharmacy	Travel services	Medical services	Main Street
Astronomical Observatory	Travel services	Recreation	Las colinas Cologne

Target audience: The feeling of security and solitude that the countryside provides is being key in the search for relaxation and disconnection for people who are looking for an outdoor experience and comfort. For people in search of recreation and relaxation, it is intended to cover this need through relaxing activities surrounded by nature. Ideal to be with friends and family, seek relaxation and be in contact with nature, for people who love the stars and green spaces who seek to get away from everyday life and thus experience new things, fans willing to enjoy starry night skies.

Marketing strategic.

- Advertising: to show our product is necessary keep contact with ministry of tourism which helps us to make new costumers if they propose my astronomical circuit with foreign people.
- Improve services: In some years later we are going to hire tourist guides with the objective of improve our services and expedite the time for costumers who hate waiting their turn to be guided
- Prices: The prices will be checked twice a year in order to be according to the economy people are facing in the moment.
- Costumer attention: our costumers will have an insurance inside of the place, it means that they suffer an accident inside the place they will have medicine without additional cost.

Concept Map.

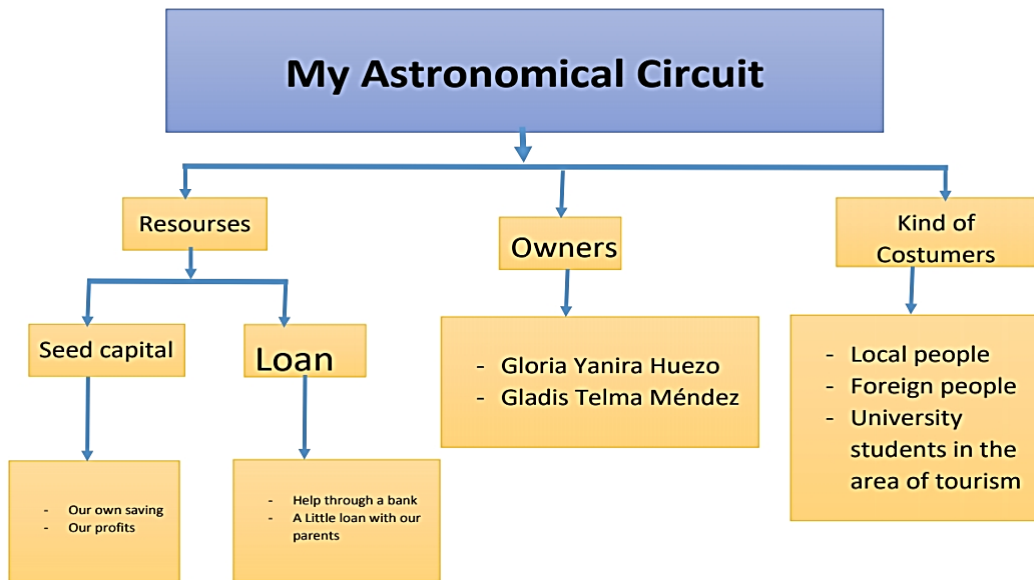


Figure 17: My astronomical circuit concept map. - own source

CHAPTER III RESPONSIBILITY OF THE ENTREPRENEUR.

1. Entrepreneurial Profile

1.1 Concept of entrepreneur.

A person with ideas, visionary and who is not afraid to take risks; in addition to being positive in the face of any obstacle you find in your way.

1.2 Type of entrepreneur.

Entrepreneur by necessity and visionary.

- In El Salvador there is a need to move forward and improve people's quality of life, not only the quality of life of the entrepreneurs themselves but also of the people around them.
- Visionary is an entrepreneur who sees an opportunity where no one else has seen it and is willing to implement each of the ideas; the ideas and vision of how I could turn my business into a reality.

1.3 Entrepreneurial ecosystem.

Our cultural environment and human capital make my ecosystem an entrepreneurial ecosystem.

The existence of qualified labor is essential for our ecosystem since human capital will be first-hand related to our customers, it will maintain a good ecosystem with respect to human capital, it will guarantee offering a quality product and satisfying customer needs.

Optimizing the cultural environment of the area is key to offering a differentiating experience, so that our clients find experiences like nowhere else in our venture, which is why it is important that it be part of our ecosystem.

Competencies and characteristics as an entrepreneur.

Creativity, passion, positivism, enthusiasm, leadership and confidence are skills that characterize us as entrepreneurs. In addition, we consider as an important characteristic not to be afraid of failure and to find an opportunity to continually improve from each "failure".

1.5 Barriers to entrepreneurship.

The inexperience in the sector and the little financing.

As a consequence of the type of social environment, one of the barriers is the inexperience of undertaking in this sector, since there is no record of a similar undertaking on which we can base ourselves, that is why the human factor is key, which will provide us with the experience we need in together with their abilities to overcome this barrier. With regard to financing, each venture needs the economic factor, but with the help of digital marketing and like many ventures, it is intended to go from less to more to overcome this barrier.

1.6 Success factors.

Innovation: openness to new ideas and a clear will to learn, self-confidence, courage to fight, absolute certainty about the validity of the idea, long-term vision, being aware of the implications of being an entrepreneur and enjoying being one

Constancy: Projects are not usually successful on the first try. You have to learn from mistakes and keep trying, because only through perseverance can you build a solid product.

Passion: Success is achieved with passion, as this feeling drives projects and makes entrepreneurs continue fighting despite adversity

Creativity: talent, inspiration and creativity to generate new ideas.

Sociability: ability to be sociable and communicative to meet new people and create new networks.

2. Responsibility of the entrepreneur.

One of our responsibilities as an entrepreneur is to meet customer needs all the time, give our best and also treat our customers well in order to create customer loyalty and also make more customers over time. Another important point is to maintain the quality of my service, which means standing out from the rest of the competition and not neglecting my product at any time.

As an entrepreneur, we consider responsibility towards the environment important, which is why the necessary measures must be taken, such as avoiding the accumulation of garbage in my place, avoiding the excess of plastic bags and keeping the whole place clean.

Inclusion is also important for us as entrepreneurs, for example, being inclusive when hiring my collaborators: Men and women. And having a social responsibility with our human capital since it is one of the key factors for us. Committing ourselves to their salaries, this includes punctual salary, vacations, insurance, and good treatment that every employee deserves.

Be fair with employee salaries: agree to the salary that is currently maintained to be fair to the employee.

The benefits that we will obtain by implementing these responsibilities as entrepreneurs are:

- Increased efficiency of customer service.
- Greater efficiency of customer service.
- Improved customer diversion.

- Greater satisfaction and loyalty.
- Motivate staff to work harder and better
- contributes to creating a peaceful workplace climate and higher productivity.
- Promotion and protection of local culture.
- Empowerment of women and youth.
- Profitability of local economic activities.

3. Quality regulations within tourism.

In Central America there is the standard of quality and sustainability for tourist accommodation by the

Integrated Central American System of Quality and Sustainability (SICCS) which is the seal of tourist quality of the Central American region With Date of issue: 01/31/2018

The work to develop the Central American Integrated Quality and Sustainability System has been framed within the dimensions of sustainable tourism development, which has required working under three fundamental principles:

Ecological sustainability, guaranteeing that the system favors the Maintenance or implementation of operational processes in companies Aligned with the principles of environmental preservation. Social and cultural sustainability, guaranteeing that development is compatible with the culture and business values of the communities involved and contributes to maintaining and strengthening the identity of the Companies. Economic sustainability, guaranteeing that the companies involved Have a factor that enhances their value and therefore improves their Positioning in the market while providing useful Guidance for the management and provision of services. Which is divided into three operational areas related to the environment and social responsibility

The objective of SICCS, as an important instrument of action on sustainable tourism consumption and production, is to promote continuous improvements in customer management, environmental behavior and the social responsibility of organizations

The SICCS standards establish the minimum requirements to have an integrated operational, environmental and social management system. The system rewards the progress made, recognizing the different levels of achievement. It is motivated towards the acquisition of new levels progressively, for which three levels of certification have been defined:

- SICCS Green Distinction: high level certifies the implementation of a very solid management system
- SICCS Red Badge: Intermediate level certifies the availability of a consolidated management system.
- SICCS Blue badge: low level means that the company has a basic management system

CHAPTER IV COSTING PLAN FOR THE TOURIST PRODUCT.

Logo.



Figure 18: My astronomical circuit logo. - own source

Mission.

For the next year, to be the most popular and prestigious place to visit in El Salvador; contributing to local tourism and improving our services over the years, giving our clients the opportunity to live exciting experiences knowing San Juan Talpa from an adventure perspective, created to be part of memorable moments. Supported by the professionalism and experience of our human resources and the continuous improvement in the quality of services.

Vision.

Position ourselves as a leading company in astronomical tourism at the regional level, providing a new option to people who like to visit different places in El Salvador, offering quality in our product and generating trust through our good treatment. Always having as paramount the values and friendly practices with the environment for the improvement of green areas and the sustainability of the environment.

Values.

- Respect: Recognize the legitimacy of others, taking into consideration the diversity of ideas, opinions and perceptions of people, as the basis of healthy social coexistence.
- Responsibility: Comply well, on time and with commitment each of the functions and obligations.
- Respect for life and the environment.
- Sensitivity towards the environment.
- Promotion of knowledge and appreciation of the country's natural and cultural heritage.

Costing plan.

Direct raw material*	Direct cost*	Indirect cost*
Transportation.	Astronomical Park rental.	Electricity.
	Tour guides.	Water.
		Feeding.

Note:

It is intended to make a tour of 20 people per tour so the unit cost will be **\$25**, you can bring food or buy it in the restaurants around too. Besides that, if you have a telescope, you can bring it.

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