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SCHOOL OF ARTS AND SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES



TOPIC:

XTREME KAYAK SUMPUL

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ABSTRACT

The creation of new and innovative tourism products in El Salvador has become a fundamental pillar for entrepreneurs in these times, because people are getting interested more in how the entrepreneurs redesign and give another perspective in business. The project is located in the department of Chalatenango in the municipality of La Palma where the Sumpul's River and kayaking are the main sources to develop the activity. This document shows how the project take in consideration different items to assure success such as, the creation, alliances, government support, environmental responsibility, sport, marketing, logistics, values, ethic, laws and regulations. The main objective of this project is to be a new option of tourism in El Salvador that boost economy in the community, to transport the people to a different place where they can be in contact with nature, fun and traditions in an educational sense to preserve hydric resources in the county.

Keywords: Entrepreneurs; tourism products; kayaking; tourism; environmental responsibility.

INTRODUCTION

This document presents the information for the tourism product based on the information received in the course that helped to create, design and launch a tourist product on the market. Which would be new and innovative, for the branch of tourism in our country, having as the main objective to benefit the communities of the area and increase tourism by offering a new product such as kayaking.

The creation of a tourism product involves different stages of planning and development of the idea for the final product, which attracts the attention of more people to practice sports and get new experiences. The initial chapter describes the profile of the product and the initiation of the idea of Kayaking in rapids in a national river located Chalatenango in the municipality of La Palma, this place was chosen as it has the natural resources needed to practice kayaking.

The second Chapter shows the items that might provide an influence in the development of the product and its idea. However, entrepreneurs are directed to the originality, viability and profitability of the idea that wants to become a tourist product. In El Salvador, it is important to take into account the legal standards that must be allowed: such as the ISO and Country laws that regulate the use of natural resources for tourist purposes while respecting the environment as much as possible.

Also demonstrates the human value in business that entrepreneurs should have in mind when developing a project and the preservation of natural resources, as a socially responsible entrepreneur, at the same time the cultural field, that is a wonderful hook to explore deeper the culture, traditions and geography.

Finally this file provides the importance of planning and setting expectations, advertising and marketing strategies that should be implemented to invite the entire public to consume a sample product taking advantage of the cultural and natural diversity mentioned before.

GLOSSARY

CONAMYPE	National Micro and Small Business Commission
CAT	Centers of Friends of the Tourist
CDT	Tourism Development Committee
CORSATUR	Salvadorian Tourism Corporation
ISTU	Salvadoran Tourism Institute
ISO	International Organization for Standardization
MIPYME	Micro Small and Medium Enterprises
MITUR	Ministry of Tourism
MOP	Ministry of Public Works
OMT	World Tourism Organization
ONGD	Non-Governmental Organizations for Development
POLITUR	Tourist Police

CHAPTER 1

**TOURISTIC PRODUCT
PROFILE**

1. TOURISTIC PRODUCT PROFILE

OBJECTIVES

General:

- Present the tourism product profile.

Specifics:

- Show The Xtreme Kayak in Sumpul's river as a new option of tourism in El Salvador to develop a new local destiny through the sport in the river, views and gastronomy. .
- Boost the local economy with sustainable development through creation of alliances and jobs for local people to improve their living conditions.

JUSTIFICATION

Tourism in El Salvador has become one of the most important items in the national economy that generates local investments, jobs and development for Salvadorians. However, there are some areas that have not been developed due to the lack of resources and poverty such as the people that live near Sumpul's River, specifically from La Palma's town and San Ignacio in Chalatenango which is one of the highest areas in the country.

The tourist product that was created based on the previous criteria of profitability, the Xtreme Kayak Sumpul, with the objective of providing a new experience to both international and national tourists. Since it was observed that people were looking for new activities, the product comes to break with the traditional scheme of a tourist trip, making it more risky and reckless, creating intense moments and lasting in the memory of people.

The project will have support from diverse areas such as the local government of La Palma, strategic alliances with the surrounding restaurants and hotels to take advantage of La Palma village because it is considered as a reference in the tourism government project Pueblos Vivos. The relationship between collaborators and staff will create the involvement and inclusion for everybody that would like to join the action plan to develop even more the tourism in the location.

As a conclusion, the tourist product will be an innovation in the area, achieving economic development and opening new possibilities when using natural resources such as the Sumpul's river. On another hand, the product could become a popular sport and would create a competition that makes this touristic product attractive for investors and customers.

1.1. PRODUCT DESCRIPTION

The name of this project is Xtreme Kayak Sumpul, which is located in El Salvador, Chalatenango, municipalities of La Palma and San Ignacio Rio Sumpul. This project will search to be recognized first in El Salvador as a unique event that could be developed just in this river to then be recognized across the world such as the first country in Central America that teaches and practices the olympic sport such as the Kayak in circuits.

Also will be supported by touristic inventory such as La Palma town, Artisan market, San Ignacio's Forest, Local Farms, Hotels and Restaurants. The product will be focus on people who seek new experiences and practices sports between the ages of 20 and 40, who enjoy a cool climate and tourist sites in the mountainous area of El Salvador.

The place has nice weather and beautiful views due to the forest and mountains. Also, naturally this area offers a river that could be profitable if people are motivated to use this natural resource to develop the local trade. Also, sports or extreme activities are interesting for the audience therefore the Kayak is an international sport recognized worldwide that was selected to create a plan to create alliances between businesses in the area and government to improve in a long term the local infrastructure.

Additionally, The Xtreme Kayak in Sumpul's river will Promote national and international tourism by visiting La Casa de La Fresa (Strawberry House) to learn the planting and harvesting process in Miramundo's hill. This product will be one of the

main attractions in Chalatenango to grow the number of tourists that visit the area and improve the quality of life for local people.

CHAPTER 2

**CONDITIONING FACTORS FOR
THE TOURISTIC PRODUCT**

2. CONDITIONING FACTORS FOR THE TOURISTIC PRODUCT

2.1. HISTORY OF TOURISM IN EL SALVADOR

This document will provide information about the creation and development of tourism in El Salvador showing the most important actions to transmit the knowledge to new generations to generate interest. The readers could use this document as general culture or resource for an investigation.

El Salvador is a country that invests in tourism to create employment and incomes but this is not a new practice. Always has been a strategy to reach different objectives along the time. Since the beginning, political characters have been important for the development of tourism even when tourism was innovative. Some actions may have never been thought of as tourism and how they could become important for the country because the context at that time was very different and some other actions were made just for adaptation.

Alfonso Quiñones Molina, president of the republic, made the first initiative of tourism in 1924. He created The Agricultural and Industrial Tourism Board to motivate people to do tourism. (Reyes, Alvarado, Hernandez, Granados, 2013)¹.

Subsequently, Pio Romero Bosque in 1930 created an initiative pro- tourism that benefits the economy in San Salvador. This measure facilitated the transit of tourists in popular districts or important places.

¹http://www2.uca.edu.sv/sociologia/media/archivo/359dd1_evolucionydesarrollodelturismoenelsalvador.pdf

Also, the Ornamental Boards were created in 1939 to manage roads, spas and public gardens of each jurisdiction. It is unclear what the functions were when it comes to tourism but it meant the National board was closed. However, it seems these entities did not comply with their responsibilities and were substituted by the National Department of Tourism in 1946.

This was an archaic period where the country did not have the infrastructure to handle visitors even in the most important cities. There was a lack of hotels and information about destinations in the country. The transportation was not prepared to receive a massive influx of tourists and even there were no stores to sell daily life products.

A relevant measure developed by Coralia de Lemus promoted family trips along the territory as a measure to promote social inclusion from 1956 to 1960. This political practice inspired people from each district or neighborhood to visit the most important parks created by the government such as Parque Balboa , Cerro Verde or Puerta del Diablo in Panchimalco. Aquatic parks were available for tourists such as Los Chorros , Apulo, Ichamichen and Atecozol that were created in less than a decade between 1948 and 1956.

The creation of parks allowed the family trip policy to be more popular.

Although there was no lodge service, people spent a lot of time in these places, having fun with relatives and friends. The majority of people concurred in this place because there was not a restriction for people with limited resources. (Barraza, 2011²)

² <https://icti.ufg.edu.sv/doc/14501perspectivas.pdf>

The social situation in El Salvador was struggling; politicians were debating the power and mandate of the country. In the middle of this fight, the population was expecting a change in the legislature and tried to live as usual. Jose Maria Lemus was elected as president in 1956 but he was a unique candidate during elections. He was president until 1960 when he was overthrown due to the collapse of coffee and the economy. (Pineda, 2014)³

After the overthrow of Jose Maria Lemus, president of El Salvador, new leaders thought La Junta de Turismo needed to be independent from the government due to the continuous changes of legislation in the country. A law was established in 1961 to create the Tourism Salvadorian Institute ISTU , this institution should grant the projects be efficient during its performance. The ISTU created conditions to develop tourism such as the hotels categories by stars from 1 to 5 which was a strategy of industrialization in the country.

The ISTU was in charge of regulations, development of projects, reports and touristic heritage .During 1960 and 1970 the industrialization was boosted in El Salvador due to the new technologies and access to modernization. One example of this was the improvement in public transportation, the massive creation of routes, restyling of parks and important cities based on incomes generated by the exportation of agricultural goods such as high quality indigo, cotton and coffee.

In the 70's the private business sector invested to build numerous hotels along the most important cities and destinies. Over this period there was an increase of

³ <https://ecumenico.org/el-marxismo-en-el-salvador-anos-1944-1956>

tourists coming from the United States and Mexico matching with the Miss Universe celebration in 1975. Also, beaches such as Costa del Sol , Garita Palmera and a new airport in Comalapa were created.

However, the country was in the middle of civil conflicts that were growing due to the repression and power abuse from the government against disadvantaged people due to the militarism. This social aspect triggered the boom of the civil war in El Salvador from 1980 to 1992, which was a dark era where tourism did not have any improvement because there was an international warning when visiting El Salvador.

The civil war ended 1992 due to the peace agreement between the guerilla and government. This was the end of a difficult time for tourism because no one would like to visit a country that suffers an internal war. However, the peace agreement helped to start the flow of visitors in the country and the flow grew year by year. This allowed visitors to explore the country in different areas such as the beach and mountain. (Francisco, 2022)⁴

The country needed to find a strong item to generate incomes and generate social development because exportation was not profitable as in previous decades. The government bet on tourism due to the increasing fluency of tourists in El Salvador and this is how the Tourism Salvadorian Corporation (CORSATUR) initiated operations in 1997.

The post war period in El Salvador was very interesting because along the way the infrastructure was rebuilt to connect towns and cities in a faster way. Also, there was

⁴ <https://www.elsalvador.com/opinion/editoriales/turismo-cultural-986265/2022/>

a social movement that was interested in escalating the ladder to get incomes. For example, the north region of the country was immersed in the past in violence due to the social conflict but they found a way to be independent due to the local entrepreneurship.

There were towns such as La Palma, Chalatenango, Suchitoto, Lempa's River that are surrounded by mountains with such beautiful views where the people started to value the relationship between tourism and nature. Locals started to offer services such as lodgings and exploration of nature. (Francisco, 2022)⁵

CORSATUR organized and developed the information related to tourism in the country, gathering information for resources and destinations for leisure. In addition, the creation of routes, management of utilities, administration of recreational centers and publishing of reports of incomes boosted El Salvador internationally.

2000's were very important for Central America because there was an increase in tourism due to alliances between countries in the region. According to CORSATUR the rural , adventure and ecological tourism campaign , helped to attract more visitors to El Salvador. Since the country needed more acceptance towards international visitors the government decreed the creation for the Ministry of Tourism in June 1st of 2004 that manages the compliance of politics and marketing related to tourism in the country. (Barraza, 2011)⁶

⁵ <https://www.elsalvador.com/opinion/editoriales/turismo-cultural-986265/2022/>

⁶ <https://icti.ufg.edu.sv/doc/14501perspectivas.pdf>

2009 was crucial for the development of tourism, The Ministry of Tourism in El Salvador created the project Pueblos Vivos to attract more visitors through cultural tourist attractions. Municipalities were enhanced showing their values such as gastronomy, history and culture to create employment opportunities locally.

In other words, the purpose was to create a strategy for local tourism to discover destinations taking into consideration the history from El Salvador and at the same time promote the plan internationally. The project was launched with 56 municipalities participating in a contest selecting 3 winners with a prize given by the government that includes wooden gazebos, billboards and promotionals. (Anonymous, 2012)⁷

According to the report from MITUR, Statical Report of Tourism 2010 ``the International tourism had a strong recovery in 2010`` arrivals grew to 8.3% more compared to 2009 which motivated the government to keep Pueblos Vivos running and included more municipalities on this program.

The creation of routes was very systematic and friendly, this allows tourists to visit El Salvador in an organized way. Until 2013, there were 8 routes, 3 circuits and 3 tours subscribed in Pueblos Vivos program. In 2013 was created the Tourism Police to provide protection to the visitors when they perform activities in towns or touristic destinations. (MITUR, 2014)⁸

⁷ https://pueblosvivosudb.blogspot.com/2012/09/historia-de-pueblos-vivos_23.html

⁸ <https://drive.google.com/file/d/1ArBs7qmh2Rj9MNZznsI68V1aCkTHvJlx/view>



Source: elsv.info

2015 there were modifications to reach more audience when it comes to marketing. The bet was to stimulate visitors with the country brand “El Salvador Impressive”, this campaign had success due to the increase of visitors that look at El Salvador as an accessible destination. There were important events related to sports such as tournaments of Beach Soccer, Volleyball and Surf.

At the same time was launched the campaign of “Vive Tu Pais” where the target was Salvadorians that live outside of the country. Additionally, efforts were made to develop the “stop over” culture, which means tourists would visit El Salvador between escalations with a cheaper price on tickets. (Gálves, 2014)⁹

⁹ <https://www.diariocolatino.com/vive-tu-pais%c2%85-el-salvador-tu-mejor-destino/>



Source:wordPress

Since 2019 digital marketing has been crucial in tourism campaigns such as the one that was performed in Surf City, promoting the environment in the coast with the quality of waves which is one of the bests in the world. The tournament Surf City El Salvador ALAS Latin Pro-2019 and Surf City El Salvador ISA World Sup and Paddleboard Championship was shown with international participation with surfers ,security climate and at the same time the gastronomy and culture.



Source: mitur.gobierno.sv

The bitcoin law was approved by the legislation as an economic strategy to seduce international investors and tourists that use crypto currency in 2021. (BBC NEWS, 2021)¹⁰

¹⁰ <https://www.bbc.com/mundo/noticias-america-latina-57373067>

In 2022 Sunset Park was created to boost the coast in the country, this is the first theme park in Central America. The park was built in the area of the port of La Libertad (MipaisSV, 2022)¹¹. Also, a new road network was created to become a renovated country with different projects to connect people from distant areas.

This network will help tourism because it will be possible to go through the country in a faster way (MOP, 2021)¹².

Nowadays, there is a very important increase of infrastructure due to the sustainable policies that have been performed to generate incomes. Projects such as Surf City, Sunset Park, recovering areas such as Centro Historico, creation of tours, modernization of transportation, facilities for entrepreneurs as the access to educational finance, the creation of a bank for entrepreneurs, social integration, lodging and new routes with new destinations. El Salvador has a lot of values and strong bases for tourism that have been explored hand by hand by the government support and the entrepreneurs that bring creativity to the tourism.

2.2. SUSTAINABLE DEVELOPMENT IN EL SALVADOR

These are the policies for Sustainable Tourism:

1. PLANNING, ORDERING AND SUSTAINABLE MANAGEMENT OF THE TERRESTRIAL, COASTAL AND MARITIME.

¹¹ <https://mipaissv.com/sunset-park/>

¹² <https://www.mop.gob.sv/mop-anuncia-ejecucion-de-importantes-obras-viales-durante-el-2022-2/>

2. POLICY OF INTEGRATION AND STRENGTHENING OF THE PARTICIPATION OF TOURISM IN THE INSTITUTIONALITY FOR THE PLANNING, ORDERING AND SUSTAINABLE MANAGEMENT OF THE TERRITORY.

3. POLICY OF IMPLEMENTATION OF INFORMATION AND MONITORING SYSTEMS FOR PLANNING

4. TOURISM TRAINING POLICY FOR SUSTAINABILITY

5. POLICY TO PROMOTE INNOVATION, RESEARCH AND DEVELOPMENT IN TOURISM (Ministerio de Turismo de El Salvador (MITUR), 2021)¹³

The purpose of sustainable development in El Salvador is to eradicate poverty, environment protection and relief of climate change through different actions that create inclusion on different levels in society. The spectrum of actions is too big to be focus just in one action , in other words the development should be perform as a chain of actions such access to education and alphabetization, access to food and water, new sources of energy, responsible consumption, access to technologies , alliances and overall creation of awareness with new ideas. (NACIONES UNIDAS, n.d.)¹⁴

In El Salvador the government is trying to facilitate sustainable development policies to promote the economy in society with generation of knowledge to perform the best practice to protect nature when manufacturing products. The main items for this

¹³ <https://cidoc.marn.gob.sv/documentos/politica-de-turismo-sostenible-de-la-republica-de-el-salvador/>

¹⁴ <https://elsalvador.un.org/es/sdgs>

policy are the economy, ecology and social resources with the agenda 2030 which is the national plan for a sustainable economy. Also, it boosts the main principles such as respect for the environment and not wasting natural resources in the country.

Sustainable development agreement looks for the protection of hydric resources and eradicates their pollution by private and public companies in nature. The protection of hydrics will allow the recovery of ecosystems of nature, additionally; the government will invest in public work for hydric regulations, protection, reforestation and management of policies. This will help people that live or use hidrics to subsist.

The plan is to allow people to be informed about how waste should be disposed of and how they could adopt new practices to do it but this is an intergenerational issue that represents a challenge as a nation. The action plan is to share information, share advantages and disadvantages of waste resources and how this affects the environment and finance. (CONASAV, 2022)¹⁵

These policies can be transported to tourism when it comes to the implementation of a new strategy that conserves nature. According (Reyes, Alvarado, Hernandez, Granados, 2013)¹⁶ "Sustainable Tourism is one that meets the needs of current travelers and host regions, while protecting and fostering opportunities for the future". This thought seeks to protect the environment for future generations while business practices are performed with a lucrative sense that allows people to change life conditions.

¹⁵<https://www.coursehero.com/file/155933499/0e82a-version-completa-plan-el-salvador-sustentablepdf>

¹⁶http://www2.uca.edu.sv/sociologia/media/archivo/359dd1_evolucionydesarrollodelturismoenelsalvador.pdf

2.3. NATURAL RESOURCES FROM SAN IGNACIO, CHALATENANGO

Located at Chalatenango, El Salvador to 8 kilometers from La Palma, there is the highest mountain from the country to 2,730 meters above sea level and 7 districts:

Las pilas, El Centro, El Carmen, Rio Chiquito, El Rosario, Santa Rosa, El Pinar.

Its weather is very pleasant and cold, there is an increase of hotels and hostels where it is possible to visit the forest, rivers, farms of agroindustry, restaurants and small businesses. The area is optimal to plant strawberries, coffee, tomatoes, cabbage, carrots, peach and others. Also, there are a lot of artisans and farmers.

Cerro EL PITAL

The highest point of the country that contains a forest full of biodiversity where tourists can enjoy the connection with nature by camping, hiking, biking, etc.



Source: MiPaisSV

MIRAMUNDO

This hill is located at 13 km from La Palma , a lot of people visit this hill due the the impressive view can be enjoyed there mixed with its cold weather. This hill is located at 24,000 meters above sea level.

LAS PILAS

This zone is used for agriculture and plant different types of vegetables and fruits that are commerce in the country. This area is used to do agro tourism, which shows people the process in agriculture and its production. (Alemán, 2011)¹⁷



Source: [Cabañas en las pilas, Chalatenango | Francisco | Flickr](#)

Lempa´s River

This river is one of the most important in El Salvador due to its extension and the big riverbed that goes from the north of the country to the south. It provides fishery products and electricity through the hydroelectric dams.

¹⁷ <https://chalatenango.sv/san-ignacio>

Sumpul's River

This river is 77 kilometers long, offers fresh water, cold weather and the view between the mountain and river creates a connection with nature. Sumpul means "in the summit of water", it is 75 meters deep to the surface in some zones. This river supplies water to plantations, local people and fishery products. In some zones is the border between El Salvador and Honduras.

This river has a cultural legacy due to its history, The massacre of Sumpul in 1980 performed by military force that killed people that wanted to emigrate to Honduras . They killed around 900 civilians at the beginning of the civil war.



Source: TurismoSV

This river is one of the less polluted in the country due to the geography and even some parts have not been explored. Different types of birds visit the river that migrate to the zone. Also, there are a lot of different types of fish in the river. (TurismoSV, n.d.)¹⁸

¹⁸ <https://turismo.sv/rios/sumpul>



Source: Google Maps

RUTA FRESCA

This touristic route pretends the tourists visit 3 different towns in Chalatenango which are full off surrounding mountains with a cold temperature between 10°C and 18 °C , full color, handcrafts , gastronomy and views.

The first municipality in the route is La Palma, where it is possible to enjoy the sunset in the middle of the mountain. The local holidays are celebrated from February 13th to the 21st.

LA PALMA

La Palma was one of the first towns that helped to organize the first traits of peace for the civil war in El Salvador. Also, it is full of art due to the legacy of Fernando LLort that created art based on biodiversity and lifestyle from the people that live in the town influenced by Pop Art.



Source: ElSalvadorViajar

La Palma has a Central Park in the municipality and also a Crafts Market where tourists can purchase different products such as souvenirs, clothes, hamacas, quilts, etc.

SAN IGNACIO

The second municipality in the route is San Ignacio where our project is located.

Is the highest municipality in the country becoming one of the main destinations of the route. This place has colonial architecture in houses and streets, beautiful views of mountains where it is possible to do ecotourism such as hiking, ecological tours, canopy, cycling, climbing and camping in El Pital, Miramundo and Las Pilas.



Source: ElSalvadorViajar

CITALA

The municipality of Citalá is the last destination of Ruta Fresca that is located 47 kilometers from Honduras and 95 kilometers from San Salvador city. This place has Pre-Columbian history due to the Mayan fortress which was led by the Mayan chief, Galel de Copan.



Source: Alchetron.com

The church of Citalá is one of the most antiques in the country because it was built in 1804 and has a neoclassical style. (Hdez, 2022)¹⁹

¹⁹ <https://elsalvadorviajar.com/rutas/fresca/>

2.4. CULTURAL IDENTITY AND STUDY OF IDIOSYNCRASY

When referring to cultural identity there are norms, values, customs, beliefs, religions, food, among other aspects in our country. El Salvador has a very particular cultural identity since the people belong to ethnic crosses between indigenous people and Spaniards. In the same way the indigenous population that still exists is considered as part of the national identity, on the other hand we have patriotic symbols such as the national bird that is the Torogoz, the flag with the respective colors that are blue and white with the national shield, the izote flower, the maquilishuat tree.



Source: pinterest sv

Also, El Salvador has representative songs entitled Los chapetones, El carnaval de San Miguel, El carbonero, El Torito Pinto sounds composed by typical instruments such as drums, the marimba, the snail, the pito, chinchin, ayolt, tunkul, the ocarina, the chirimia and some others.

In the cultural identity it is important to mention the gastronomy in which Salvadorians have the popular food such as pupusas considered as a delicacy, atol chuco, chilate, nuegados, dulce de panela, pumpkin in honey, tamales and many more.



source: prensa-latina

Cultural identity is also based on architecture since are various archaeological sites such as; Joya de Ceren, the ruins of San Andres and Casa Blanca. This places where can be discovered the origin of our ancestors. Also arise myths or legends such as; the legend of The cipitio, cadejo and siguanaba , and some other modern legends like La Carreta Chillona, The headless father, Chasca the virgin of the water, and the monkey, myths and legends that have passed from generation to generation keeping culture and folklore alive.



source: leyendasdelsalvador.com

Additionally, there are religious celebrations and festivities as part of identity since Los farolitos in Ahuachapan, La bajada del Salvador del mundo that is very popular in central america (Ramon D. Rivas, 2015).”The celebration of the August festivities in San Salvador is not only a popular event, focuses on the liturgical calendar of the Catholic Church. The 6 august is, according to that calendar, the celebration of the transfiguration of Jesus Christ, significant event that occurred on Mount Tabor, in the lands of Palestine. The celebration is based on the biblical story that says that, Jesus arriving at the foot of the mountain, the Lord chose three of his disciples: Saint Peter, Santiago and San Juan, to accompany him and witness one of the most glorious moments in his life as a human”.



source: diario la hueya

Some other religious activities such as April 10th. Palm Sunday is not a public holiday; it is a religious holiday. According to Christian beliefs, Palm Sunday commemorates Jesus Christ’s triumphal entry into Jerusalem. This day marks the start of Holy Week and always falls on the Sunday before Easter Sunday.



source : diario colatino

April 14th. Maundy Thursday, Maundy, Thursday is a religious holiday that memorializes Jesus Christ's institution of the Eucharist during the Last Supper; this is described in the Christian scripture. This is a national holiday, government employees and schools are closed.



(Resource: *El Salvador info.net*)

April 15th. Good Friday Good is a Salvadoran national holiday. It is a day off for the majority of Salvadorans. On this day, schools, governmental offices, and most

businesses are closed. Good Friday is a religious holiday that commemorates Jesus Christ's Passion, crucifixion, and death.

April 16th. Holy Saturday is a national holiday according to the Christian bible, is the day when Jesus Christ was laid to rest in the tomb after his death.



Source: El diario de hoy

April 17th. Easter Sunday In El Salvador, Easter Sunday is not a national holiday. Since it falls on Sunday, most businesses follow regular Sunday opening hours.

Source: elsalvador.com



We have some other celebrations, May 10th. Mother's Day. When it comes to the El Salvador holidays, this day is one of the most popular and celebrated days in the

country. Obviously, Mother's Day is to show appreciation towards mothers and mother figures in El Salvador. This is a National Holiday, government offices, schools, and many businesses are closed.



Source: ediariodehoy.com

June 17th. Father's Day is a celebration to honor all Salvadoran fathers and father figures across the nation and the world. It is a special day when Salvadorans give thanks and appreciate the effort of fathers, who selfishly try to get a better future for their kids and family.



source : elsalvador.com

June 22nd. Teacher's Day Salvadorans dedicate teacher's day to the thousands of teachers in the country. These teachers, every day, are responsible for providing the

necessary tools to new Salvadoran generations. It is not a national holiday; nonetheless, it is a day off for schools, colleges, and public institutions.



Source: mipais.sv

July 17th to 26th. The July Festivities The July festivities are not one of the National Holidays in El Salvador. Nevertheless, they are included here because of their popularity. (*El Salvador info.net*)



Source: santasv.blog

September 15 is Independence day, a National Holiday in El Salvador; this daymarks the commemoration of the freedom and sovereignty of the Republic of El Salvador from Spain.



Source: wordpress.com

October 1st. Children's Day is an observed holiday in honor of all Salvadoran children. Also, it is a celebration that seeks to encourage children to strive for much more. Furthermore, on this day, recreational activities are organized to motivate children to enjoy their childhood.



Source: guanacos.sv

November 2nd. All Souls Day in El Salvador or All Saints Day is a festive day used to pay respect and remember those relatives and friends who have passed away. On this day, in cemeteries all over the country, you will witness religious events such as mass and other festivities such as Mariachi singing ballads. (*El Salvador info.net*)



Source: eldiariodehoy.com

The San Miguel Carnival. Last Weekend in November is a weekend party that includes live music, parades, and dancing. It takes place on the last weekend in November; it is part of the celebrations in honor of the San Miguel patron saint.



Source: diario el mundo

December 24th. Christmas Eve In Salvadoran culture, Christmas eve is the most important day of the Christmas season. This is the time when families get together to be with each other, and celebrate the holiday. Christmas in El Salvador is pre-eminently a family affair. Generally, the main events, and the main meal, take place on Christmas Eve, usually after 10 pm. Salvadorans stay up late, even all night, talking and celebrating with other family members, December 25th. Christmas Day is a National Holiday. Now, since in the country the main celebration is on the 24th. The 25th is a day to simply relax and recover from the night before 01/09/2022. (El Salvador Info, n.d.)²⁰



source : diario el salvador

²⁰ <https://elsalvadorinfo.net/category/culture/>

2.5. QUALITY OF A TOURISM PRODUCT

Tourism is a very important element in humanity since it allows people from all over the world to move in a temporary and voluntary way in different parts of the world. Since they discover different cultures of different countries, especially it is very important in the social, cultural and economic point of view since this element increases the investment of infrastructure construction and generates a remarkable level of development in the areas in which a product and services are being generated. Unemployment is a factor that affects society; however, with tourism the unemployment rate has decreased generating a source of employment in different tourist places, beaches, mountains, etc. In the cultural field, it is a wonderful idea to practice tourism as it allows tourists to appreciate culture, traditions and geography.

A product in the tourism field covers very important elements and that must be taken into account since it is a set of material and immaterial resources, such as natural, cultural and anthropic resources, intentions, services and something very important the different activities around a specific area of interest since it represents the marketing objective that generates a tourist adventure. The product that will be provided simply must be involved with nature, agriculture, that is, the different activities that characterize El Salvador and in that way the product will be complemented, marketed and especially enjoyed by tourists. The tourism product is the result of all the strategies that were used to launch what type of service will be provided, it is very important to emphasize that through originality this project will grow.

When talking about quality, it implies an organized process of personalized and technical services. However, the client not only demands quality in the provision of services but also in the ability to respond to any problem.

Tourist quality depends on a series of elements that characterize offering an unforgettable adventure to national and foreign tourists, in order to make it a unique experience and above all to enjoy a free space with the product that is being offered and to explore the diversity of benefits that it offers. Within the quality of a product or project there are two types of variables that are independent, meaning that are uncontrollable since the client or the tourist can create them according to what he perceives to the environment that is being exposed and assumes what he will receive. On the other hand there is the dependent variable that is the service received in a few words as representatives of that service must be give a unique attention, that is, provide what the tourist wants.

Extreme kayaking is widely practiced in other countries but unlike El Salvador because it is not, then generate that product that can be enhanced to generate tourism, of course the product must have the quality and conditions to respond to the needs of the people who are going to acquire the service. Extreme kayaking will undoubtedly be an innovative project since it will allow national and international tourists discover how beautiful El Salvador is. In addition provides a unique attention and of course an unparalleled adventure, in the creation of this project it is estimated that it must depend on many policies, that is, provide the tourist with security and above all comfort, taking into account a series of techniques that benefit

the tourist over consumer law. For an immediate and effective attention this project will have people specialized in the product. That is to say with experience and knowledge about this product that will be offered, in this way tourists will feel safe to visit this place full of adventure, on the other hand this cultural space will have a totally safe area where they can leave their belongings and that way they can enjoy every moment with the extreme Kayak, without a doubt there will be a lot of security for tourists, it will also have a safety kit for each person who decides to relax ExtremeKayak in this way we take care of the safety of each person.

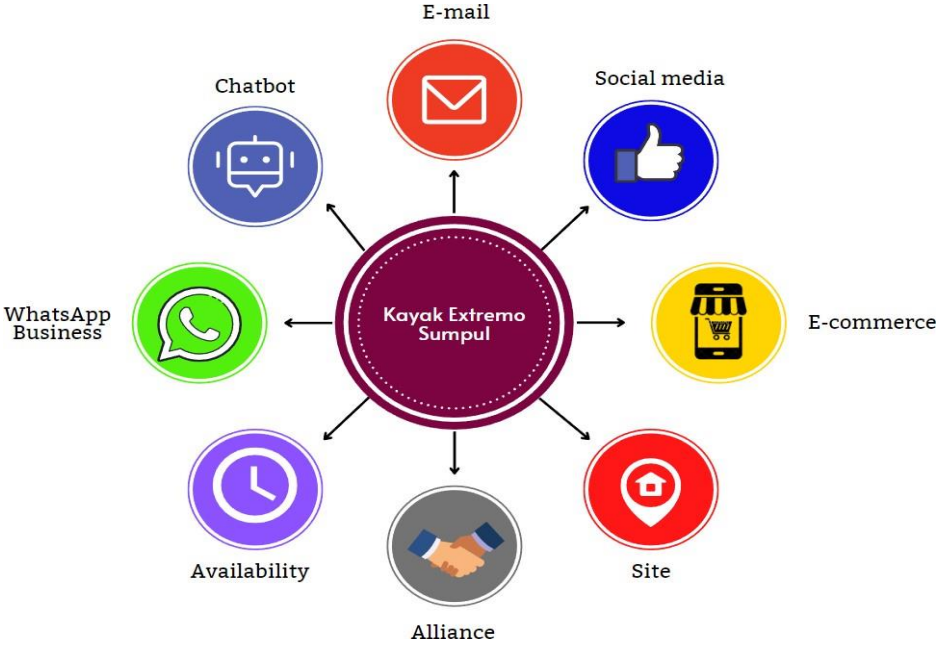
2.6. CUSTOMER MANAGEMENT

At present, the client is a central factor in the business strategy, since he has ceased to be a taxable person whose only role was to buy to become a protagonist of the integral management of the company. This change in the conception of the client has demanded the development of a new set of professional competences related to the management of the strategic concepts of client management, social media platforms and executive management focused on customer management. The development of these competencies is essential to face increasingly complex challenges due to the demands of customers because a change is required in the way in which they have traditionally performed this type of management.

In other words, the trend requires considering a new perspective that modifies the approach with the client and, from a relational model that allows us to deepen our knowledge of it. For example: What motivates the customer to choose the product

and not others equal or of better or lower quality? Would the product be a good investment in the future? Is it possible to make alliances with this new product?.

Customers and investors ask such questions when they are presented with a new product, and it is the obligation of entrepreneurs to create that atmosphere of trust so that they do not have doubts when choosing the product that is being offered. So it is necessary a new paradigm change to no longer see the customer only as a sales statistic, but as a being who seeks the quality and the best offer of the product, for this, it's mandatory study it thoroughly and see their likes, interests, reactions and so on. Because of this phenomenon, it is necessary to invest in advertising on social networks: Facebook, instagram, whatsapp and to achieve even more expansion for the product in an online store to generate a greater reach to future customers.



(Source: Own Authorship)

Bearing in mind the above, it is imperative to adapt to the new technologies and address them in our favor. Customers would feel that every question they have about the product is answered as soon and as clearly as possible generating a positive impact in the product through photos, advertising, good reviews, as they are the perfect bridge to promote and publish the product, as well as living with the customer in a more dynamic and simple way. Thus, will be able to measure more accurately the needs and points to improve our product, what type of customers our proposals are aimed at and if it is the same group, in which it was thought from the beginning. With all this in mind it will be easier to segregate certain key points that will give us more information about who the product is directed to, its level of availability, age range, preferences, how much you are willing to pay for the service.

2.6.1 PRODUCT QUALITY

The touristic product has to meet all expectations generated in the customer, that your experience is the most risky, always respecting safety guidelines to be able to honor the name extreme kayak. In order to measure the satisfaction and quality of the product, it is best to ask a series of questions as a survey that can be used through the apps or social platforms (amazon, leal app, gmail, facebook).

2.6.2. SUSTAINABLE POLICY TO CREATE A BOUND BETWEEN THE CUSTOMER AND XTREME KAYAK SUMPUL

The project pretends to add value with a sustainable tourism policy by sharing information about the historic legacy in Sumpul's River. Provide a speech about the history of Massacre Sumpul in 1980 when the violence peaked due to the civil war and how people profit from the river by keeping it without pollution.

On the other hand , it will be offered for regular clients that join kayaking a card where they will receive a set of redeemable points for food. This food will be cooked by local restaurants for tourists to generate local employment. In Addition, Xtreme Kayak Sumpul will use 5% of their own profits to provide food or essential materials to communities or people in the surrounding areas who are in extreme poverty.

A survey will always be sent a day after the tour, directly to the main email given by the customer or, through the loyal application which would be a recurring survey if you own the application on your mobile.

CHAPTER 3

**ENTREPRENEURIAL
RESPONSIBILITY**

3. ENTREPRENEURIAL RESPONSIBILITY

3.1. PROFILE FOR THE ENTREPRENEUR

An entrepreneur is a person who discovers an opportunity and on their own initiative takes economic and emotional risks to invest in the creation of a product or service to generate profits. In principle, being an entrepreneur is a lifestyle, and beyond its definition, it's a matter of attitude and aptitude. The entrepreneur is the one who has been able to observe his environment well to find opportunities and innovative solutions to problems that others do not see or have not been able to address. (Own authorship)

3.1.1. ENTREPRENEUR TYPE

Innovative entrepreneurship: Innovation refers to an individual or organization creating new ideas, such as new products, workplace processes, and upgrades to existing services or products. In business, innovation can promote growth, help ensure the organization can compete with recent market trends, and help generate profit. Implementing innovative ideas can help a company become a successful organization in its industry. (Indeed Editorial Team, 2021)²¹

Our business matches directly with the type of innovative entrepreneurship since our product would be a pioneer as a reference to kayaking, thus innovating the tourist

²¹ <https://www.indeed.com/career-advice/career-development/innovative-entrepreneurship>

attractions that we consider extreme, providing an unforgettable experience in the same way.

3.1.2. ENTREPRENEURIAL ECOSYSTEM

According the Team Study Mafia(2020)²², *“The Entrepreneurial Ecosystem is a blend of social, economic, cultural, and political components within a region. Further, an improved Entrepreneurial Ecosystem is created with the help of various elements to support and develop which is helpful to grow the business startups that are being commenced.”*

The Entrepreneurial Ecosystem for Xtreme Kayak Sumpul is linked to collaborators and creators that are students from the University of El Salvador that present this document. The students will provide part of the start-up budget and will look for financial support such as investors or financial corporations that provide loans to entrepreneurs. The company will make alliances with the local mayor's office to get permissions of functionality and performance of the project. Also, local businesses will provide mentoring and information about training for companies that provide a service in tourism. Professionals such as financial accountant, lawyer and experts in marketing, will provide different services to assure the success of the product in market with the objective of reaching:

- Economically self-sustaining
- Profitable environment to have better incomes
- Create new employment and growth opportunities

²²<https://101entrepreneurship.org/entrepreneurial-ecosystem/#:~:text=As%20it%20is%20mentioned%20earlier%2C%20the%20Entrepreneurial%20Ecosystem.grow%20the%20business%20startups%20that%20are%20being%20commenced.>

3.1.3. CHARACTERISTICS AND COMPETENCES

Part of the success of a company or small business is based on measuring and comparing the competences and characteristics with those another business in market. In this way we will know if our project or idea would be successful or not, and in the same way, know the impact that we could generate, Monetarily speaking, to obtain visibility over improve areas and generate greater income, however, very important points taken into consideration for the success of Xtreme Kayak Sumpul will be broken down below.

Sense of Negotiation: Being an entrepreneur implies having a good sense or ability to negotiate. This is a discussion process that is established between the parties, through representatives if they are groups, and whose objective is to reach an agreement acceptable to all, in our case establishing strategic alliances with different businesses.

Seizing Opportunities: The entrepreneur identifies needs, problems and trends of the people who live around him and tries to conceive alternatives of satisfaction or solution as the case may be.

Learning capacity: Successful entrepreneurs recognize that they are always acquiring new knowledge and that they can learn from everyone every day. Not being willing to listen and learn is to deny yourself many opportunities.

Vision: Another quality that is usually found in successful entrepreneurs is business acumen. They have the ability to spot business opportunities that others can't see, and the ability to differentiate between real opportunities and mere business

possibilities to undertake it is necessary to have that ability to discover an opportunity where no one has done it.

Tolerance for uncertainty: All entrepreneurs take risks, tolerate uncertainty, and keep the possibility of failure in mind. They know that every business opportunity carries a risk no matter how much analysis or planning is done, so when faced with an opportunity they try to minimize all possible risk, and then act despite the risk that may still exist.

Perseverance: It is too common to see people with many illusions and projects at the beginning, but little by little they abandon them and leave them halfway. Successful entrepreneurs have enough clarity and perseverance to overcome any obstacle or unforeseen event that may come their way, keep going no matter what, and not give up until they have exhausted all possibilities.

3.1.4. BARRIERS TO ENTREPRENEURSHIP

Financing: Many entrepreneurs will identify themselves at first, and it is one of the barriers that may face. Having great ideas that require large investments is something that can hold many people back.

Lack of contacts: Many entrepreneurs initially face another of the most common barriers, which is not having a network of contacts. It can be complicated to start a business without having a relationship with certain entities. (www.emprender-facil

The procedures: Most entrepreneurs are inhibited when it comes to starting a business because they already know that they have to register their company, get a

few requirements, and wait for a whole process that in certain countries can be very cumbersome. Unfortunately, a very real limitation has stalled many entrepreneurs. (Polo, 2020)²³

3.1.5. SUCCESS FACTORS

Offer of a different service: Our product will be a pioneer in this field, it will be an innovative attraction in which tourists will be able to experience a new sensation full of adrenaline in a healthy environment, providing all security and first aid measures.

Sustainable development: Our product will have an economically sustainable development by fostering alliances with local businesses such as hostels, restaurants, farms that provide services to tourists to teach and sell their crops, in this way we will form a support network offering to all the tourists different alternatives so that they can have a unique experience.

3.2. ENTREPRENEUR RESPONSIBILITIES

Our responsibility as entrepreneurs is to be trained, to have the necessary knowledge to avoid accidents or incidents. The staff will be trained in kayaking, provided by Costa Rica Kayak School, first aids and courses for lifeguards to ensure the tourists are safe and secure in order to offer an excellent product with a high level of responsibility.

²³ <https://www.emprender-facil.com/barreras-del-emprendedor/>

Responsibility to my collaborators

The collaborators are one important part of this project because they support us to make it better.

Responsibility to the tourist

Bringing always a new experience as more enjoyable as we can that could be a great point for the developing of the product.

Environmental responsibility

The river and the surroundings offer one incredible trip and it is our responsibility to preserve and avoid the pollution as much as possible because it is our primary resource.

Responsibility to other entrepreneurs

Just as we need support to grow, so we need to help others, if possible provide support to do so in order to create good alliances in the future. (Kondinero, 2022)²⁴

3.3. QUALITY REGULATIONS

The tourist product is based on current laws of El Salvador and International Organization for Standardization, for having a legal framework that regulates every activity in Kayak Extremo Sumpul in order to have a limit that allows the entrepreneurs to be legally protected against any eventuality.

²⁴ <https://www.kondinero.com/blog/emprendimiento/caracteristicas-de-una-persona-emprendedora>

ISO 18513 Tourist Services. Hotels and Other Types of Tourist Accommodation. Terminology. This law is based on the fact that nowadays tourist activities have become each day more and more important event such as social, cultural and economic . (ISO, 2021)²⁵

ISO 18065 Tourist Services and Related Services. Tourist Services for Public Use Provided by the Authorities of Protected Natural Areas. This law allows the use of natural resources with the permission of the local government for the use and development of tourist activities. (ISO, 2019)²⁶

ISO 20611 Adventure Tourism. Good Practices for Sustainability. Requirements and Recommendations. This ISO regulation provides requirements and recommendations for providers of adventure tourism activities on good practices for sustainability (environmental, social and economic aspects) for adventure tourism activities. (ISO, 2018)²⁷

Law on Tourism

DECREE 899 II. - The territory of the Republic is endowed with resources whose geographical location and their cultural, historical, and natural characteristics, have great potential for tourism development, the rational use of which will contribute to improving and diversifying the tourist offer, the creation of new workplaces, this means higher levels of employment.

Law on Tourism

ART.2. For the purposes of this Act:

²⁵ <https://www.iso.org/standard/77685.html>

²⁶ <https://www.iso.org/standard/61250.html>

²⁷ <https://www.iso.org/standard/68548.html>

a) Tourism or tourist activity: The activities carried out by people during their travels in places other than their usual residence, for a consecutive period of less for one year for recreation or rest.

b) National Tourist Resources: All recreational, archaeological, and cultural and natural resources that are within the country and that are considered developed as tourist attractions.

c) Tourism Industry and Services: The activities of producers of goods for tourists and service providers for tourist activity, as well as public and private institutions related to the promotion and development of tourism in El Salvador.

d) Tourist: Any person staying at least one night away from his usual place of residence and tourist activity. (GOBIERNO DE EL SALVADOR, 2005)²⁸

²⁸https://www.transparencia.gob.sv/system/documents/documents/000/191/653/original/Ley_de_turismo.pdf?1500380031

CHAPTER 4
COSTING PLAN

4. COSTING PLAN

4.1. NAME OF SERVICE (LOGO)



4.2 MISSION VISION AND VALUES

MISSION

Get more people interested in the sport of kayaking in a healthy and safe way by implementing all security measures and promoting the practice of the values to generate consciousness in society.

VISION

To be pioneers in the development of kayaking as an extreme sport in El Salvador, for those who are looking for a new experience full of a lot of adrenaline, unique and unforgettable through sport and nature, appreciating the beautiful landscapes that we have in the Sumpul River.

VALUES

Equality, respect, and solidarity, thus helping to conserve our ecological resources.

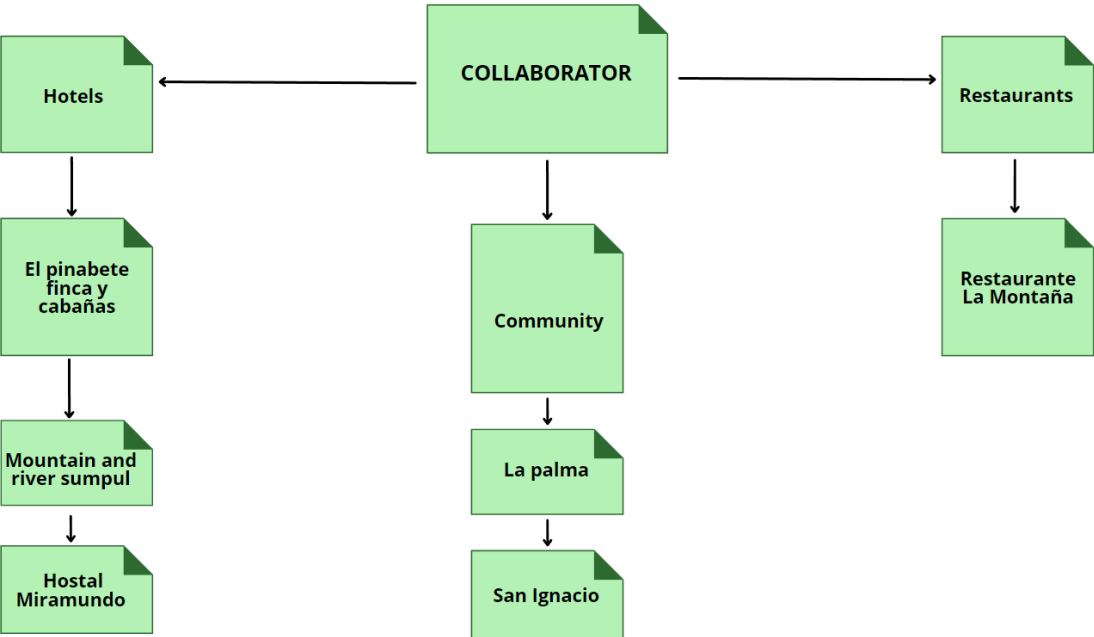
4.3. ECONOMIC PLANNING

Considering the costs previously calculated on the final price of the product (\$20.00) and the cost of the operation is estimated at \$2,075.00. It was considered to take into account certain scenarios that could be harmful to the product such as, the phenomenon of supply and demand. It would be the first major challenge to be addressed to have a solid base and not be affected in the first months of the project. It was considered to multiply the operating costs by 3 so that in those 3 months of operation that would be the most difficult, have a solid operating capital of about \$6,225.00 which will be counting to solve operational expenses and to solve any type of loss. Taking into account the acceptance and time in which the product can develop and mature, to such a degree that it begins to have a greater reach in people and is increasingly attractive to the type of people to whom we are addressing.

As a main objective we have to attract more and more people to the practice of this sport since it is a new experience that can be lived, making the most of the natural resources of the area to carry out different activities that have as their final objective to make the tour by kayak. For the beginning of our operations would count with 6 individual kayaks and 2 kayaks for duo, in terms of transport will have 2 units pick-ups or minibuses, alliances with 2 hostels for accommodation and a restaurant.

At the end of the year it is expected that the number of our services will increase by 50%, the projection expected at the end of the year would be 12 individual kayaks and 4 kayaks for two, in order to offer the service for 20 people.

4.4. COLLABORATORS



4.5. MARKETING PLAN

4.5.1. OBJECTIVE

The objective of our campaign will be to be a nationally recognized brand and then transcend to be an international reference in the service of kayaking in the river.

4.5.2. DIRECTION

Our project is aimed at young people between 18 years and adults max of 40 years who enjoy the search for new experiences and adventure in contact with nature.

4.5.3. COMMUNICATION CHANNELS

Extreme kayak Sumpul will be launch through social networks such as instagram, facebook, tiktok,Whatsapp to reach the selected segment in addition to paid advertising spaces on different social networks.

4.5.4. COST MANAGEMENT

Starting in December 2022 with the following budget:

Launch cost	Outlay
Purchase of kayaks and equipment	\$5,000
Training of swimming in rivers	\$50.00
River exploration	\$50.00

COST MANAGEMENT			
Supplies	Elements	Costs according to the identification	Costs according to its behavior
	Electricity	Direct	Changeable
	Advertising	Direct	
	Kayak purchase	Direct	Fixed

COST MANAGEMENT			
	Safety equipment	Direct	Fixed
Workforce	Membership salary	Direct	Fixed
	Lifeguard salary	Direct	Fixed
	Salary of a lifeguard instructor	Direct	Fixed
	Assistant	Fixed	Fixed
Other indirect costs	Staff training	Indirect	Changeable
	Transportation	Indirect	Fixed
	Maintenance of sports equipment and safety (kayak)	Indirect	Changeable

Actions for the development of the project								
2023	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
Exploration of the river and work area								
Purchase equipment								
Search for strategic alliances <ul style="list-style-type: none"> • Transportation • Tour Operators • Hotel mountain and river • La casa de la fresa 								
Training of kayaking of the human capital								
First Aid Certification (Red Cross)								
Certification in safety measures (MITUR)								
Training of the legal framework for the realization of extreme sport								

Actions for the development of the project								
2023	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
<ul style="list-style-type: none"> • Legal documents • Disclaimer of liability 								
Financial training MIPYMES								
Management of advertising on social networks								
Data collection for analysis and projection								

4.5.5. ASSESSMENT OF INCOME AND EXPENDITURE FOR THE FIRST 6 MONTHS

-Customer reference recognition through survey.

-Looking for trends in the extreme sport market.

-Success of the advertising campaign through BIG DATA analysis.

-Definition of new objectives and action plan for the next 6 months.

CHAPTER 5
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V. BIBLIOGRAPHY

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ANEXES

SATISFACTION SURVEY

From 1 to 5 being 5 the highest note and 1 the lowest rate the tourist product provided

1. Did Sumpul Extreme Kayak meet your expectations?

1 2 3 4 5

2. Would you recommend extreme kayak sumpul with your friends and acquaintances?

1 2 3 4 5

3. Did you ever feel unsafe inside the premises or during the tour?.

1 2 3 4 5

4. Rate the tour by kayak

1 2 3 4 5

5. Rate beginner classes (Beginners only)

1 2 3 4 5

6. Rate the most demanding tour (Experts only)

1 2 3 4 5