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INTRODUCTION

The tourism activity in the international environment reports important incomes for the various destinations worldwide. Those tourist destinations undergo many development stages determined by their demand's magnitude and growth, just as their supply's situation and articulation, all of which establish, together with some other facts, the perceived image of them. In this matter, Central American region is starting to stand out, which represents significant growing expectations, with higher rates than many destinations considered mature.

Central American Governments, conscious of the synergy that joined efforts bring, bet on integration that, effectively, contemplate the Region's tourism development. However, Central American tourism destinations show heterogenic resources' situations, infrastructures, human capital, and some other key facts that determine their position at the tourism entries and incomes ranking.

Such differences must be transformed in order to get a really integrated global Central American destination, and also each country individual positioning in the International Market. Therefore, the Region's countries become, at the same time, strategic partners and competitors in the same race towards their tourism destinations' development and consolidation.

El Salvador stands out in this area, offering politic and economic stability, moreover, multiplicity and richness of resources and appeals, which give to the country large competitive advantages in tourism. Tourists' arrivals to El Salvador are evidence of this, close to one millions visitors annually, and presenting, moreover, significant inter-annual growth rates.

Nowadays, tourism activity in El Salvador represented 3.8% of the Internal Gross Product in 2005. However, its weight in the joined Salvadoran economy will be undoubtedly increased, under the positive perspectives of tourism development estimated for Central American Region in general, therefore, it will be the same, particularly, for El Salvador.

Weighing El Salvador tourism demand, the magnitude of effective tourists' arrivals can be highlighted, as it was mentioned. However, the country shows weakness signs regarding the average stay as well as to the carried out expense. This situation denotes that the tourism appeal of El Salvador is innate, for the volume of tourists that it receives, although the tourist system existent in the country must be promoted in order to maximize the benefits of the above mentioned situation.

The progress of the mentioned tourist system brings the achievement of joined efforts of the Public Administration as well as the private sector. In this sense, there is a valuable good will that both spheres of the tourist activity show.

In the governmental environment, it is necessary to emphasize the approval of the New Law of Tourism prepared in order to regulate and to normalize the tourist sector. The above mentioned Law of Tourism contains the incorporation of fundamental elements for it self's growth. Nevertheless, it also grants a bigger responsibility to the Administration, for what the need to strengthen the newly created Department of Tourism and his assigned institutions is observed

It turns out to be necessary to highlight the role that the above mentioned Department must have in the planning and arranging of the sector, the various tools and competences that it will use to achieve the established goals on this matter are of vital importance.

In this sense, it is necessary to quote the Record of Tourism that is established in the frame of the new law, which must be reinforced by means of the correct and suitable definition and classification of the diverse typologies of tourism companies, in order to promote the decrease of informal establishments in the country and to create, also, an tourism offer oriented to the satisfaction of the tourist.

However, it turns out to be fundamental to indicate that the important work of the tourism administration, it will have to be taken in entire coordination with those entities that influence either direct or indirectly in the activity. The above mentioned work of coordination must establish formal mechanisms that allow the consensus and the participation of all the agents involved.

In the governmental environment, either in the national or the local level, it is considered opportune to revalue the tourism activity. The Department of Tourism is a key fact to reach a preponderant position in the set of State and Cities policies, to reflect the transcendence of the tourism in the economic, political, and social stability of the country.

The tourist development that El Salvador could face depends exceedingly of the achievement of a big diversity of tasks that, impelled by the Department, have to be provided with the assistance of other instances of the public sector and much especially of the private sector. It is necessary to highlight the contribution that the tourism companies will continue to take up in the configuration of a competitive destination. The degree of cohesion between them will be fundamental to reach the quantitative and qualitative goals in the tourism development.

To correctly set the above mentioned goals it is necessary to value that the tourism offer of El Salvador, in a general way, presents a high potential in despite of an articulation level that must be improved. The above mentioned improvement will have to be oriented to the expected results and 6 needs of the real and potential demand of the country in order to propitiate a tourism development in the short, average and long term that the sustainability of the destination assures, either in the environmental or in the economic and social ambience.

The size of the country and the streets and highways network allow the interconnectivity of the different products, resources and tourism zones in an easy and comfortable way. The above mentioned resources and appeals are rich and varied. Fundamentally, their richness is based on the big natural and historical-cultural patrimony, the first one being translated in beaches of different types, mountains, volcanoes, lakes, rivers, etc., and the second one in archaeological places, colonial cities, crafts, gastronomy, etc. Also, San Salvador, its Capital City possesses a strategic location and the aerial accessibility to have meetings, conventions, congresses and other types of events.

Nevertheless, the valuation of the above mentioned resources denotes certain weaknesses, due to the fact that it does not offer a tourist product with sufficient appeal that gives value to the tourist. The exploitation of the mentioned resources must be carried out in a singular way in order to create competitive advantages in El Salvador that answer to various tourist motivations.

Nevertheless, the task of adapting the offer to the demand does not turn out to be simple. Nowadays, the tourist wishes an experience that answers to his specific needs and he claims products that suit him. Also, the quality is positioned as a decisive factor in the tourism activity. This must take shape so much in the service that the tourist receives as in the environment that he will enjoy. The environmental care and the territorial arrangement acquire for that reason a big weight in tourism politics of any destination. Also, the safety is located as an element of big transcendence; the destination ought to assure the well-being of his visitors.

El Salvador must, therefore, empower the multiplicity of the tourism motivations as a differentiator of its offer, ensuring quality facts of itself. The main goal lies in the configuration of a tourism destination not bulked and with a superior quality that it would not be like the conventional destinations that target to any market segment.

The new creation of a country-brand will have to contemplate this aspect in order to recreate a sustainability image, quality and personalize of the tourist experience. This image will have also to harness the competitive advantages that El Salvador has and those that will assume in the future, creating a lasting and eloquent brand.

In this sense, results of vital importance that efforts be carried out to repair the image from the country with respect to the security. The I finish security refers so much al own welfare of the tourist, cited before, like al of the environment that is enjoying for which the sustainability of fragile destinies, the cleaning of the beaches, the image of the establishments, etc. they should reflect likewise said prevailing condition.

Also it fits to stand out that, except for the capital, San Savior, where they concentrate the establishments' high-quality and greater capacity, and of some recent initiatives in you determined zones of the seaboard, themselves not evidence the existence of an offering

of lodging that quantitative and qualitatively can adapt to a possible increment of tourists that demand an offering improved. Such increment should be produced, therefore, of way continued, avoiding to cause by means of an energetic promotional starter, a sudden

and massive growth, that compromise the satisfaction of the expectations of the tourist. In this sense, is recommended to establish objectives of coherent evolution with the rhythm of development of the offering, that permit an express train but gradual adaptation of the destiny.

It emphasizes, nevertheless, the dynamism of the private sector that grows year after year although with certain difficulties, especially as for the financing, the promotion and the training of its human capital. Problematic happiness is observed

especially in the microcomputer, small and medium business, that represent a high percentage of the business weaving. Of the initiatives that be directed to support and to promote the progress of this type of businesses will result, without doubt, an increment of the quality of the destiny. Likewise, it fits to indicate the fears observed in the markets foreign investors, owed a risk that perceive in certain environments. The entrance in vigor of the new Law of the Tourism, as well as another support initiatives series to the investments, they should provide a greater security and confidence in the country, for which said initiatives should be favored and communicated efficiently.

With respect to the efforts you promote them and informative to carry out, turns out to be important to establish that these will be successful in the measure in which they be focused correctly. The work of promotion there will be themselves to center, therefore, in those niches of market that have been adequate measured and prioritized. In this sense, the tourism of meetings and business exceed him by being a certainly important niche due to their degree of development currently, mainly in the city of San Salvador. Its consolidation can produce true benefits in the short one and half a time limit, for which becomes a segment from market to promote.

Nevertheless, it fits to indicate the need to adapt the receptive capacity from the country to a possible increment of tourists as well as the creation of a complementary offering of quality that impact in an increase of the stay average as well as of the tourist expense. Besides, it will turn out to be beneficial to pursue a better territorial distribution of this typology of tourism, seducing to segments of less well-known market in El Salvador, that combine playful and professional motivations, as is the case of the trips of incentive. The success, therefore, of the development of the tourism of meetings and business, in its more extensive concept, should be complemented with the boom of other tourist products, concretely those connected with the offering of purchases, of spas, of golf, etc. Likewise, they should be reckoned essential aspects that conform the expectations of this type of demand, among the ones that emphasizes the availability of a Bureau of Conventions. This company will owe, therefore, to be seen fortified. Also in the short one and half a time limit, the value is observed that contributes the tourism of sun and beach, the tourism of nature as well as the cultural tourism, which present and to certain indications of development and they do not require a rank of investment as high as other segments. With all, the important hereditary resources of the country should be promoted by means of an integral development of the offering tourist associate. The city halls as well as the pertinent institutions, like the Department of Environment and Natural Resources and Concultura, they will be seen involved in said development, for which should be established lines of effective contribution. Likewise, the strengthening of the Committees of Tourist Development in the local environment turns out to be vital, for which wise their regularization is estimated in order to channel through these a great proportion of the efforts to carry out.

Finally, the impulse of the tourism of cruisers and the nautical one, including in this the sports fishing, they will report doubtless benefits to El Salvador, should to set in this sense, goals to middle and long time limit, due to the magnitude of the investments and necessary improvements. In final, and as it has been indicated, El Salvador presents some highly competitive private characteristics that will permit its positioning like tourist destiny of great importance in the central American environment. An opportunity that for conveniently to be taken advantage of, requires the systematization, coordination and convergence of an assembly of strategies and specifications. It is for all it that, al protection of the reflections and contributions of the referring documents to the Politics and National Strategy of Tourism - turned out, at the same time, of the consensus and agreement of the Salvadorian tourist agents - is proposed the National Plan of Tourism 2014 of El Salvador that is detailed in this document.

2. VISION

In the framework of a National Plan of Tourism, the vision becomes the cornerstone of the strategy that is designed for the destiny. In fact, to large characteristics, the General Strategy of Tourism in El Salvador will remain defined for two large elements:

1. What we want, we desire and we aspire to achieve in the temporary horizon defined; the identification of the meaning and contribution of the tourism in the year 2014 for the assembly of the Republic of El Salvador.
2. The positioning of our tourist destiny in the market; that is to say, how do we desire that El Salvador, as soon as that tourist destiny, be perceived, understood, characterized and, in everything possible, desired. The first one of the elements is the Vision. A key concept for the design of the strategies and specific actions of this National Plan of Tourism 2014.

In the case of El Salvador, the definite Vision is the following one: "In the year 2014, the tourist activity in El Salvador there will be itself consolidated as an indispensable instrument for the revitalization and the welfare of all the Salvadorians, it put in value and conservation of the resources as well as for the strategy of dinamization of the economy and the employment in the country. El Salvador will be a referring competitive tourist destiny in Central America, in whose market will be positioned like the leader in those segments in which, by its singularity, can promote a significant differential advantage. A country that adds to the path of a greater tourist projection for every Central America and that, supported by an image of mark-country recognized, is presented like integrative destiny of thematic tourisms specialized in the framework of a recognized economic, social, and political stability".

Aspects synthesizers of the Vision: _ Indispensable Instrument for the improvement of the competitiveness of its economy, the employment, welfare and social integration of the population.

- _ Positioning of El Salvador in the assembly of central American destinies.
- _ Image of mark-destiny of the definite country.
- _ Destiny differentiated and of recognized stability
- _ Presence in the market with an offering of thematic tourisms specialized.

3. MISSION

In the framework of the National Plan of Tourism 2014 of El Salvador the concept of Mission should refer al field of basic activity of the public so much organizations and private with activity or competence in the tourist sector. Consequently, the Mission of the tourist sector serves of general guide for as many actions they should they carry out in order to achieve the objectives that are contemplated in this National Plan. Since these prior considerations, the statement of following Mission is considered: "The tourist companies of El Salvador, so much public as private, they adopt the Mission to position to El Salvador as mark and leading tourist destiny in the central American Region, by means of the tourist ordering of the territory, the qualitative and quantitative improvement of the offering, as well as it put in value and sustainability of the tourist resources, causing participate, by means of the sensitizing, formation and information, to the Salvadorian community, where want This reside."

Consequently, the Mission declared previously writes down on the following fundamental pillars looking al National Plan of Tourism 2014 that is proposed.

Pillars in which the Mission of the Tourist Sector is supported:

- _ Tourist Ordering of the territory.
- _ Coordination and cooperation of the private and public agents.
- _ Promotion of the tourist quality as competitive and differential factor.
- _ Firm commitment with the conservation and put in value of the resources.
- _ Vocation to integrate and to do participants to all the Salvadorians.
- _ Formation and information for a tourist culture to level of country.
- _ Vocation of mark and destiny of reference in every Central America.

4. PRINCIPLES AND GENERAL CRITERIA OF PLANNING

The principles constitute the assembly of values, paradigms and experiences that orient the action of planning as well as the model of development and promotion of the destiny; an assembly of principles formulated al protection of the reflections and contributions of the National Strategy of Tourism, result, at the same time, of the consensus and agreement among the tourist Salvadorian, so much public, as private agents. Thus

therefore, in this National Plan of Tourism of El Salvador, according to the definite Vision for the setting 2014, the actions that are proposed they are supported and they define in base al system of values and principles that subsequently is exposed:

_ **SUSTAINABILITY**, paradigm of full world acceptance and base without which is not possible to define a setting and reasonable model of tourist competitiveness for El Salvador. A general principle that integrates the perspective to social, environmental and economic and that is erected like starting point and permanent reference of the tourist development of the country.

_ **PROMOTION OF THE WELFARE AND THE SATISFACTION OF THE TOURIST**, so that the optimum fulfillment of its former be favored by the expectations and of its perception of the quality about the destiny from a global point of view.

_ **PROFIT VALUE**, framed in the need to optimize the performance produced by the tourist activity in the country and to generate the maximum possible value added of associated form to the tourist offering of the country.

_ **PROACTIVITY**. The actions that are defined in this National Plan they should facilitate the proactivity and permanent adaptation to the changes of the environment that be produced in the international tourist setting; that is to say, should be flexible and should contemplate the necessary mechanisms for an efficient detection of the fluctuations and structural changes that they may be being produced in their environment of market, so that useful answers can be given and.

_ **DEFENSE OF THE IDENTITY AND THE SALVADORIAN CULTURE**. The Plan becomes an instrument useful that espresso and defines the commitment in the defense, put in value and promotion of the ethnic and cultural wealth of the country.

_ **COOPERATION OF THE PRIVATE AND PUBLIC AGENTS IN THE TOURIST DEVELOPMENT**. The planning should be undertaken leaving from the implication, consensus and maximum participation of the private and public sectors.

-**QUALIFYING OF THE HUMAN CAPITAL**, as strategic factor and key of the model of competitiveness and tourist sustainability that is removed of this National Plan.

_ **CONTRIBUTION AND STIMULUS OF THE NATIONAL COMPETITIVENESS**, favoring thus the integration of the tourist activity in the assembly of the domestic economy. From the assembly of definite principles, the formulation and execution of the contained actions in this National Plan should keep in mind, like elements guidance counselors of the action, the

following assembly of criteria:

_ **ORDERLY DEVELOPMENT**, to favor the lasting exploitation of the tourist, cultural, and environmental resources, in its entirety, of harmonious way with the present needs and welfare of the population, as well as of the future generations.

_ **SINGULARITY**. Promotion and put in value of resources and singular attractions.

LOCAL PARTICIPATION. Promotion of processes that favor a greater commitment, capacity and participation in the tourism of the private and public agents in the municipalities and local tourist spaces; all it, al object to favor a development and management based on a better knowledge and proximity to the tourist needs, potentiality and specific capacity of each environment.

_ **PERFORMANCE**. Sustainable optimization of the socioeconomic performance of the tourist activity.

_ **CONTRIBUTION OF KNOW-HOW AND KNOW HOW OF EXTERIOR AGENTS**. The Salvadorian tourist industry should be shown dynamics and receptive with respect to the contribution of investment, knowledge and know how of external agents that contribute with their financing, experience, technology, commercial or productive capacity al development of the sector.

_ **INNOVATION AND PROFESIONALISM**, of the tourist industry as middle to favor the competitive positioning of El Salvador in the international tourist context.

_ **CONTINUOUS IMPROVEMENT**. Application of objectives, strategies and procedures that permit the continuous improvement in the production and installment of the tourist services.

5. OBJECTIVE

The objectives in this National Plan conform the assembly of aspirations and put clearly identifiable, objective and measurable, in their case, that should guide and to orient al sector in the execution of the actions. The objectives proposed in function of its contribution are identified subsequently and relation with the tourist Vision of the activity for the assembly of El Salvador

(General objective), distinguishing, at the same time, between Qualitative and Quantitative objectives. Quantitative objectives The general quantitative objectives that should orient the operating and strategic action in the respected period on the base of their attainment al final of the period of execution of this National Plan, are the following.

OBJECTIVE 2014:

2 million Tourists

Such objective has been established keeping in mind the criteria of planning cited in the previous chapter and, especially, impacting in the need to guarantee the sustainability of the tourist development of El Salvador; a sustainable development that, by the own definition and conceptualization of the term, should be intrinsic united al of visitors reception capacity – or capacity of load - of the. In this way, the priority has been established, as can be observed also in the not so much, following objectives in terms of an exponential increase of the number of visitors received, but in the capacity that should develop to negotiate reasonably.

Said volume; a management of the destiny with the quality guarantee duty in the installment of the tourist services, that impact in the economic and social performance generated by the activity and, therefore, in its contribution al increase of the national wealth, of the employment and of the fair distribution of said wealth among the Salvadorian population. As reference for the analysis and general acceptance of this objective, in 2005 the n° of tourists that were registered in El Salvador elevated to the quantity of 1,154,386 people. An objective that will be conditioned, if the circumstances of the international environment permit it, to the attainment of an annual average of growth coded in: Objective 2014: Average of upper annual growth al 8% annual in the period 2007-2014 in relation to the aspiration to improve considerably the contribution of the tourism to the national wealth, itself concrete the following objective: Objective 2014: Reaching the threshold of contribution of the tourism with a 6% of the GDP of the Nation.

A contribution established in terms of participation of the before identifying tourist incomes in relation al GDP of the Nation. Though it is certain that the contribution al GDP registered in 2005 was of the 3,8%, the favorable perspectives of growth

Tourist it generalized in the Region, they contribute to consider as probable and reasonable the attainment of this goal. For the fulfillment of the previous, at the same time, will be precise to keep in mind the specific strategic objectives that are quantified subsequently: Objective 2014: Reaching in 2014 a stopover average/ tourist over 7 days The last data that fits to consider as reference al respect is the obtained for 2005, that

reaches the figure average of 6 days. The practical possibility to reach this objective has a direct and narrow relation with the nature of the tourist behavior of the main environments of market in which central - especially

- this National Plan its effort; of a side, the tourism of meetings and, of another, that of vacation type and of nature.

Objective 2014: Reaching in 2014 an expense daily average over 140 \$ / Day To reach the desired level of development in the tourist

activity, El Salvador should do a special effort by enlarge considerably –al less to the figure indicated in the objective – the volume of tourist visits. Nevertheless, the criterion of sustainability, like paradigm that is assumed in the model proposed, and as substantial criterion of planning, obliges to consider that said growth should be substantially appreciable in the performance connected with said activity. That is to say, that the profit value of the visits carried out should be more than proportional than the increase registered in the volume of such visits.

Therefore, the public profile considers the objectives demanded witch are being exposed, these guard a stretch relation with the desired increase in the tourist rent ability. If in 2005 it states that the average per day is 91.6\$ per person a day, consequently the achieve of this goal is centered in the amount of 140\$/day becomes a indissoluble requirement connected with nature and the profile of the demand that should be treated in a specific period; this tourist demand with its historic profile and motivation is explained ahead.

Following are the details of these objectives, the objection of gaining tourists due to the international geographic area of precedence:

Objectives 2014

Relative to the pick up of tourists according to areas of the international scope:

- _ N° Tourist of the area of Tourist North America equal or superior to 45%
- _ N° of the area of Central America, non superior to 40%
- _ N° Tourist of Tourist Europe superior to 10%
- _ N° of South America, the Caribbean, Asia and the Australian Continent equal or superior to 5%

- Europe: 2.65%
- South America, the Caribbean, Asia and the Australian Continent: 3.07%.

As continuation and complement of the previous one, settle down:

Objective 2014: To obtain in 2014 a distribution according to the profile of following main motivation:

- Equal or greater to 35% in the segment of businesses and meetings.
- Equal or smaller of 65% of tourists with vocational motivation, leisure and recreation and the denominated VAPs (visits to friends and relatives).

In this sense, the information to begin considering is with the object of the evaluation on the attainment of the awaited result corresponds with the data of exercise 2004:

- 21.6% in tourism of businesses and meetings
- 78.40 in vacacional, leisure and procreative or and VAPS. All this joint of objective you, clearly centered in the scope of the demand and the contribution from the tourism the Nation, requires a substantial modification of the parameters that compose the basic tourist icons supply of serv. Concretely, these parameters give rise to the following aspirations and goals for the period:

Objective 2014: Pick up of, at least, 1,000 investments directed to impel the creation of tourist and complementary basic supply.

This objective or of pick up of, at least, 1,000 investments - identified according to the frame normative or of incentives fiscal you of the General Law of the Tourism - who facilitate and impel the creation of a supply of lodgings, complementary restoration and services is totally agreed with objective you, delimited products and strategic tourist territories in this National Plan.

Despite and, in accordance with the general model of sustainability, growth and yield of the sector contemplated in this National Plan of Tourism, the investment in the creation of Nuevo to supply of lodgings must center its attention of particular form in following objective specific you of supply: _ nominal Increase of the supply in more than 200 establishments, of which 90%, correspond, at least, with a category "boutique/echo-lodge/hotels with enchantment" of average capacity, considering this one, no inferior to 20, nor superior to 50 rooms by establishment frame normative or of incentives fiscal you of the General Law of the Tourism - which they facilitate and they impel the creation of a supply of lodgings, restoration and complementary services are totally agreed with objective you, delimited products and strategic tourist territories in this National Plan.

- _ Duplication of the present hotel supply - that goes up to around the 5,000 rooms - until altogether surpassing the total amount of 12,000 rooms

_the supply of new establishments and rooms, has to allow a potential cover superior to 5 million per notations. New to tourist supply that has been considered will give rise, in synthesis, to the following impact approximated on the sector: of the sector contemplated in this National Plan of Tourism, the investment in the creation of new supplies of lodgings must center its attention of particular form in following objective specific you of supply:

_ nominal Increase of the supply in more than 200 establishments, of which 90%, correspond, at least, with a category "boutique/echo-lodge/hotels with enchantment" of average capacity, considering this one, non inferior to 20, nor superior to 50 rooms by establishment frame normative or of incentive fiscal you of the General Law of the Tourism - which they facilitate and they impel the creation of a supply of lodgings, restoration and complementary services are totally agreed with objective you, delimited products and strategic tourist territories in this National Plan.

For all it, good part of the set of strategies and actions that are identified in this Plan require an important intensity in the promotional action of the Salvadorian tourism. Translated to concrete objectives, the promotion of the image that marks the country, this is attractive to the tourist, their thematic supply, its interest to ensure potential investment, needs.

Objective 2014: Investment in tourist promotion superior to 0.5% of the tourist income generated in El Salvador an amount that, coherent with the fiscal correspondence derive accepts of the new legislation, would have to allow the public sector to undertake the promotional effort and of image that needs to compete in the wished markets and to obtain the yield staged in the preceding paragraphs.

- than 4,500 new uses generate more in the hotel sector directly.
- More than 30,000 generated, direct and indirect uses, as a result of the greater dynamism of the tourist sector.
- More than 200 million \$USA destined to the direct investment in the creation of the new plant of lodgings.

Qualitative objectives

1. Consolidate El Salvador between the three main tourist destinies of Central America. To position El Salvador as first destiny of businesses and meetings of the Central American Region.
2. To provide a supply of tourist services of quality that adapts of permanent form to the expectations and level of satisfaction of the client.
3. To define and to consolidate the notoriety of the image of market of El Salvador and its singularities like attraction elements and tourist differentiation.
4. To foment the sustainable development of the tourist sector in El Salvador as well as the coordinated intervention of the agents implied deprived public and.
5. To promote the professionalism and qualification of the human resources implied in the tourism and to harness the intervention of the Salvadorans in the model of development, within the framework of a tourist culture.

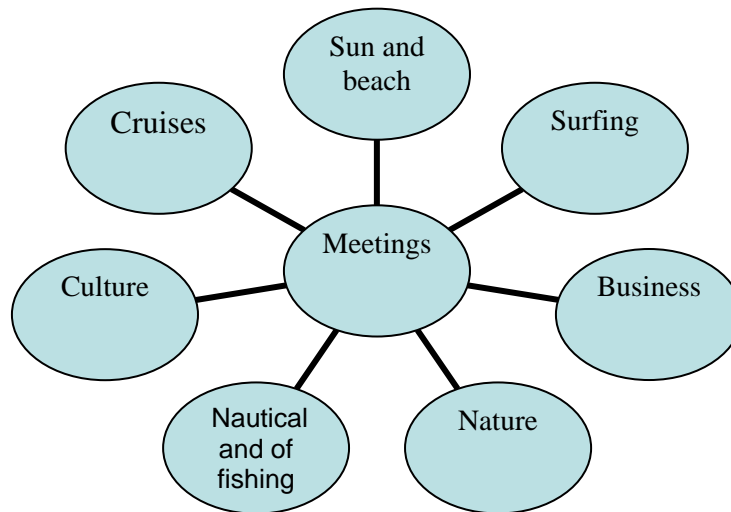
6, GENERAL STRATEGY OF TOURISM

In El Salvador for the sake of providing a competitive advantage that offers the Salvadorians to fulfill objectives fixed to you and therefore, to reach the Tourist Vision after year 2014, settles down next the factors that define the general strategy of the country their tourist developing.

6.1. Strategy of competitive positioning of tourist products

El Salvador emphasizes by the existence of multiple resources and attractions witch correctly articulated will offer a great tourist product diversity able to respond to an example varied with motivations. Although the long term goal is to position El Salvador as a multi thematic destiny competitive or, said objective or seems attainable solely by means of the correct priority of the segments of market to develop and to harness, in order to fortify the benefits of the country with respect to the other Central American destinies. This priority is centered in tourist products of niche will later allow to a correct arrangement of the performances to bring to end in the territorial scope. In this sense, taking into account the degree of development of identified tourist products, the environmental, social and economic impact of such, its potential growth and the tourist supply of the rest of Central American countries, the suitability is observed to establish the tourism of meetings and businesses like motor of tourist development of the country. Consequently, the goal fixed major key for year 2014 is the positioning of El Salvador as main thematic Central American destiny in this tourist one. This niche of market, that at the present time is centered mainly in the capital, San Salvador, had to intensify and to be ramifying to other areas of the country. In addition, diverse typologies of trips that can be framed in the segment of meetings will allow complementing motive professional action with others of recreation and leisure. The height, therefore, of this niche will be complemented with the development of other segments that, also, will be constituted as thematic tourism of weight. In this sense, it is possible to emphasize the tourism of sun and beach, nautical tourism of nature, tourism of surf, tourism and of fishing sports, cultural tourism, tourism of businesses and cruises. The development and growth of other thematic tourism will have to start off of its inclusion in the experience of trip that sets out. Also, the sun resources and play to that it presents/displays E Salvador must be located as much in fundamental place of the tourist development of the country and to that they offer a tourist scene attractive or for the arrival of tourists like of investors. The coast of El Salvador grants the opportunity to develop areas for tourist typologies that have to be taken advantage of and to be valued in

their measured joust. In this sense, he appears in addition to the traditional sun and play, the tourism nautical and of fishing sports to, tourism of cruises and tourism of surf.



Thus, with general character, the strategy of presence in the markets of each one of different tourist products from El Salvador corresponds with the basic strategy of growth based on the specialization or concentration.

El Salvador must look for maximum possible differentiation in those segments of the demand in which it concurs with the supply of other competing countries. Even though the Central American strategy of tourist promotion contemplates the possibility of proying sector to the markets denominated "products multi destiny", El Salvador will have to find specific hollows or niches in each market to denominated the object to even create "new ace tourist categories" using, for it, techniques of lateral marketing in the conception and advising on new tourist routes or circuits to commercialize.

This form, in today as generic products as the denominated tourism of nature, El Salvador will deal and articulate a supply singular and differentiated to the one from other destinies of the region that and to have experience in the product commercialization of thematic happiness. The mentioned supply, supported and impelled by the sector a strategy that must find its orbital center in the supply and capacity for the tourism of meetings and businesses and, in second instance, the vacational tourism.

1º) To turn the comparative advantage based on the resources to the development of niche products.

2º) To turn products of niche to the "unique and singular tourist experience" enterprise, will be directed to satisfy motive singular actions that force, consequently, to impel active under protection of leisure very determined a comparative advantage to cradle in unique resources.

Thus, for example, an option to contemplate will be the denominated "scientific tourism", related to the generic tourism of nature, but distinguished clearly of this concept and to conventional, when we centered in experiences of approach in depth to the study and investigation of the elements and dynamics of the natural surroundings. This sense system of El Salvador's volcano can be turned with a product with one particular comparative advantage; determined to a great extent by the accessibility to the places where one concentrates the supply of lodgings and services that the "tourist of investigation" requires - the Salvadoran capital, in our case - the investigation of the potential markets - experts in volcanoes, geologists, investigators experts in great natural catastrophes, university professors and public organisms, for example - around this segment niche, as well as the promotion and sale of related supplies to this type of tourism will give rise, convenient, to a sustainable and competitive products all at the same time.

Therefore, the general strategy to follow will be the one to identify and /or within the framework to create opportunities for products of niche of great products generic segments already identified. It is what a strategy of growth is denominated based on the competitive positioning by products specialized and not by territories. This differentiation is not opposite to desire and necessity to count on products perfectly articulated in its territory and inspired by the comparative benefits that this one offers.

6.2. Product identification/markets with greater competitive capacity.

Within the framework of the general strategy of positioning, defined in previous epigraph, the identification of the competitive capacity of different thematic tourist products from El Salvador in the present and/or potential markets, in order to define the strategic lines of intervention that assure the optimal development such.

It is come, taking like reference the diagnosis previously made, to the determination of the thematic tourism identified in the destiny of El Salvador, that are mentioned:

- _ TOURISM OF MEETINGS and BUSINESSES
- _ Sun and Beach
- _ Cultural Tourism.
- _ Tourist Products
- _ Tourism of Nature
- _ Tourism of Cruises
- _ Tourism of Nautical Surf.
- _ Tourism and sport Fishing

Also, the object of being able to formulate a strategy of intervention differentiated tourist, has considered the segmentation or divisions of the market in sub-groups of greater similarity, process for which has been considered like basic criteria the place of origin as well as the own characteristics of behavior of the following groups of market:

- _ Internal Tourism- Population of El Salvador.
- _ Regional Tourism - Central American Countries
- _ International Tourism - North America, Europe and other regions
- _ Ethnic Tourism - Salvadorian resident in the exterior.

TOURISM OF MEETINGS and BUSINESSES

In the segment of meetings and businesses identify two differentiated products:

Tourism of Meetings (Conventions, Congresses, Incentivates you and other typologies: that a set of activities generates tourist ideas as a result of the organization and accomplishment of voluntary encounter in a chosen destiny, whose motive turns to you about professional, values, likings or interest shared, or that they are originated as a result of to have reached determined enterprise goals or results.

Tourism of Businesses: that in which the main reason for displacement on the part of the tourist is in the development of tie professional activities to the world of the businesses.

Tourism of Meetings

the following puts the different segments and corresponding profiles from objective public for the market of meetings and conventions, to orientative way.

MEETINGS MARKET SEGMENTS

National PROFILE

- _ Professional Associations
- _ Nongovernmental Organizations
- _ Public Institutions
- _ Federations and cameras
- _ National Corporations.

Regional PROFILE

- _ Governmental Organizations
- _ Nongovernmental Organizations
- _ Corporations of Central American capitals.

The International Profile

- _ Great multinational companies
- _ Gremials Associations
- _ Multilateral financial Institutions

Agencies of Ethnic international cooperation

- _ Associations of Salvadorans in the outside

Using the matrix model of Ansoff for the tourism of meetings, settles down the strategic line of intervention the development of this thematic product for all the segments of the market, by means of the extension and improves of the present supply, to which El Salvador's object is to become as soon as possible the "Meeting Place" of Central America.

MI: International Market MR: Regional Market MN: National Market ME: Ethnic market San Salvador becomes the center of distribution of tourists of this category towards other zones of the country, in such a way that, the arrival of groups of limited size not only intensifies that and at they arrive at El Salvador, but, in addition, is caused, by means of a quantitative and qualitative improvement of the product, meetings of greater reach and manifold I interest (Congresses and Conventions). In this context, it is necessary to harness the paper of the existing Bureau of Conventions, valuing the possibility of perfectly articulated a narrower public-private cooperation and, on the base to become, not only in a directed organization to catch meetings but, similarly, "to make"

singular supplies and experiences that they have, in the factor "meeting", its nexus of union with other thematic products of niche. To such aim, it will be precise to suitably value the creation of a physical space that, added to the existing one at the SUN and BEACH SEGMENTS OF MARKET PAIS United States PROFILE _ present time, allows San Salvador to have the greater and more modern Convention center of Central America.

Also, the present positioning of the tourism of meetings raises like development strategy the innovating product involution that assures the attraction new niches of market and allows to diversify to the maximum the supply of the denominated tourism of meetings of complementary way to other thematic tourism.

INTERVENTION ASPECTS - TOURISM OF MEETINGS Line: PRODUCT DEVELOPMENT

- _ Creation, improvement and diversification of facilities and centers apt for meetings
- _ Adjustment of the fairground of San Salvador to welcome a Center of Congresses and Conventions, in order to increase the quota of market of the segment, specially in referred to the celebration of great meetings of international character
- _ Activation of the paper of the Bureau of Conventions
- _ Increase of the capacity of welcome of meetings in the rear area
- _ Promote the improvement and advantage in the national territory of the flows generated by the market of meetings
- _ Foment the joint of a supply of complementary activities (golf, purchases, spas, cultural circuits, etc.)
- _ Quantitative and qualitative Improvement of the complementary supply of lodging in San Salvador and the rest of the national territory.

_ Establishment of a frame of cooperation and public-private promotion with the different agents from intermediation and managers of the supply that operates in the segment of meetings _ Development of a mark image specifies for this thematic segment that helps to the positioning of El Salvador like "Meeting Place" of Central America _ Development of programs of professional qualification _ Foment the creation of OPCs companies (Organizing Professionals of Congresses).

Line: INNOVATION/PRODUCT DIVERSIFICATION

_ Integration of the product "meetings" with other thematic products. For example: tourism of meetings in colonial cities, sport events of surf and fishes, trips of incentive to be developed in establishments of sun and beach, etc.

Tourism of Businesses

On the other hand, the tourism of businesses, by their own nature, tour around general the economic activity and the possibilities of growth does not depend, directly, of the promotional action that is made. In this sense, the hotel supply, of restoration and other services in the Salvadoran capital is, in general, adapted well to the exigencies of competitiveness of the market, although the complementary supply of leisure, as much of the capital as of next zones, had to be improved, in order within the framework to optimize the results in the markets national, regional and international in which already it works, of a strategy of penetration of the market.

MY: International Market MR: Regional Market MN: National Market ME: Ethnic market

In relation to the intervention of the ethnic market in the tourism of businesses, is due to abroad foment the participation of the resident Salvadorans in projects and enterprise initiatives of the country, tourist or non tourist, in order to develop a new segment of market that results as well in economic benefits for El Salvador.

INTERVENTION ASPECTS - TOURISM OF BUSINESSES

Line: PENETRATION IN the MARKET

- _ Impulse of the commercial relations
- _ Improvement of the climate of investments
- _ Improvement of the security real and perceived of the country
- _ Fortification of the complementary supply of leisure in San Salvador and zones that it influences
- _ Projection of the dynamism and professionalism of Salvadorians competitive advantage.

Line: DEVELOPMENT Or EXTENSION Of the MARKET

- _ Foment of investments of Salvadorian residents in other countries.
- _ Promotion and improvement of the relations in tie organizations to the Salvadoran Community in the outside.

TOURISM OF SUN and BEACH

the amplitude of the market of tourism of sun and beaches in El Salvador makes possible its geographic segmentation in regions and emitting countries, and as it shows as follows:

SUN and BEACH

SEGMENTS OF MARKET	country	Profile
national	El Salvador	<ul style="list-style-type: none"> _ Middle-class and upper class _ Motivation of rest alternating with recreational activities _ vacations and weekends.

SEGMENTS OF MARKET	country	profile
International	United States	<ul style="list-style-type: none"> Age of 25 to 45 years _ Residence in the great cities of the Atlantic coast and central zone of the country _ Search of beaches and lodgings of quality _ Minimum stay of 7 days _ Complemented with sport supply and leisure.
	The International European Countries	<ul style="list-style-type: none"> _ Age of 25 to 45 years _ Residence in the main European capitals _ beach Search and lodgings of quality _ average stay of 7 to 8 days _ Travel in pair or group of friends _ tourist packages
Ethnic	Mainly the U.S.A. and Central America	<ul style="list-style-type: none"> _ Residence in American capitals, greater concentration in the State of California _ mainly from la Union, Cabanas, Morazán, San Miguel and Santa Ana _ Motivation to rest and enjoys the climate and the beach of their place of origin _ Visiting relatives and friends.

At the moment, the demand of sun and beach in El Salvador is carried out mainly by the markets national, regional and ethnic. The strategy to follow is based on the development of the product of sun and beach to by means of the extension and improves of the supply of basic and auxiliary tourist services, the adjustment of beaches and the optimization of the accesses. In order to increase the demand in the national market one may need tourist culture and a "Motivation Plan". Also, the promotion of this product in the segments will be due to intensify regional and ethnic. MI: International Market MR: Regional Market MN: National Market ME: Ethnic market the strategy of product development defined in the matrix for the markets national, regional and ethnic, will allow in addition to facilitate the commercialization of the product sun and beach of El Salvador in the international markets. Particularly, in the scope of the supply of lodging the suitability is observed to consolidate the incipient supply of establishments of ample capacity and superior quality, in its majority affiliated with international hotel chains, that could act in benefit of a substantial increase of tourist arrivals in this segment and to affect the tourist notoriety of the country positively.

However, it is possible to emphasize the importance of focusing the development of the sun segment and play to, specially in the international scope, towards the satisfaction of niches of market of high spending power that look for inalterable scenes and a customized service of superior quality, reason why the product strategy must promote the joint of a supply of establishments of

average capacity, type Boutique Hotel, specially in those zones that has not even been operated tourist like, for example, Bay of Jiquilisco or the Icacal.

All it, will have to facilitate the promotion of supplies singular, centered in the resource of sun and beach, but integrating of other complementary thematic products, like the cultural tourism - through radial excursions -, the tourism of nature, the tourism of surf or the tourism nautical and sport fishing.

INTERVENTION ASPECTS - TOURISM SUN And BEACH

Line: PRODUCT DEVELOPMENT

- _ Conservation and cleaning of beaches and zones of the coast
- _ Development and improvement of the supply of lodging, restoration and leisure
- _ Establishment of a plan of publish-private investments
- _ Promotion of the national and foreign investments in tie assets to the basic supply of this segment
- _ Improvement of the accessibility to beaches
- _ Sensibility of the receiving population. Amiable treatment and hospitality
- _ Professionalism of the sector in the coastal zones. Capacitate personal.

Line: INNOVATION/DIVERSIFICATION PRODUCT

- _ Optimization of the aerial accessibility, specially from Europe.
- _ Configuration of tourist packages for markets of average-long distance
- _ Creation of Hotels of Luxury/Boutique in zones of the coast not operated
- _ Establishment of a supply of recreational singular activities of associated leisure and to resources as much of the coast as of the rear area
- _ Improvement of the internal transport
- _ Advantage of the flow of tourism of meetings towards zones of the coast.

CULTURAL TOURISM

In the cultural scope, El Salvador presents/displays historical resources of Mayan civilization and the colonial architectonic patrimony. In order to reach the wished competitiveness of the cultural tourism in El Salvador, the inclusion needs the supply in the international market by means of its integration in commercial products consolidated of regional scope such as the Mayan Route or the Colonial Cities.

CULTURE	
MARKET SEGMENTS	PROFILE
International	<ul style="list-style-type: none"> _ Elevated educative level of income and _ Lodgings of upper middle and high class _ couples without children _ lodging for a long period of time _ Knowledge acquisition like main motivation

In the case of the archaeological cultural tourism one treats, therefore, to turn the set of resources an authentic product cultural, susceptible to benefit from the current of international tourism motivated by the culture May a; a current that finds its Maxima today expression in Mexico and Guatemala. Since the present supply

it does not present/display the sufficient level of putting in value for its tourist use, is possible to speak, therefore, of creation of a product directed to the international market through the traditional channels of commercialization of the circuits of Mayan tourism.

MI: Market The International MR: Regional Market MN: National Market ME: Ethnic market

Also, will serve like supply complementary for the tourism, regional, as much international, that arrives at El Salvador with another type of motivations, such as I interest vacation, recreational and of leisure, between which it emphasizes the sun and beach to On the colonial cities, with its Maxima expression in Suchitoto, is possible to make a reflection similar. Nevertheless, the colonial cities will be able to be established, also, like singular supply for the development of the tourism of meetings, being able to welcome in means and length term groups of limited so large, and the idiomatic tourism.

INTERVENTION ASPECTS - CULTURAL TOURISM

Line: PRODUCT DEVELOPMENT: PRODUCT DEVELOPMENT

- _ Sensibility of agents implied in the management of cultural resources
- _ Assure the sustainability the resources establishing use parameters and enjoys

- _ Put in value the patrimony and adjustment of its surroundings
- _ Improvement of the services for the welcome of visitors
- _ Knowledge acquisition on the historical-cultural patrimony on the part of the tourist agents
- _ Integration of the product in the Central American cultural circuits. Line: INNOVATION/PRODUCT DIVERSIFICATION
- _ Creation of a supply of tourism of meetings to develop in the colonial cities.

NATURE TOURISM

the supply of traditional nature directed to a public motiv I accept by the benefit and "encounter" with the natural resources, even representing an important strategic line for the positioning of El Salvador as competitive multithematic destiny in the long term, is complementary in the global tourist scope of the country, specially due to the existence of strongly consolidated Central American destinies in this niche of market. Therefore, it turns out interesting to develop a supply of specialized nature that leans in identifiable and comercializables competitive advantages.

NATURE TOURISM		
SEGMENTS OF MARKET	Country	PROFILE *
International	the U.S.A	<ul style="list-style-type: none"> _ average Stay: 17.7 nights _ Motivation: beauty of the landscape, flora and exotic fauna, visits to natural parks _ Hotels not necessarily luxurious _ look for: Excellent local guides, reduced groups and zones non saturated
	Spain	<ul style="list-style-type: none"> _ Age: 20-39 years _ university Education _ they make contracts for the trip with international travel agencies _ look for: visits to national parks, contemplation of landscapes, observation of wild fauna. _ determining Factors in the election: local gastronomy, price, cleaning and security.
	Italy	<ul style="list-style-type: none"> _ Age: 20-59 Professional years _ determining Factors for the election: contact with local people, excursions with guide and information.
	France	<ul style="list-style-type: none"> _ Age: 35-59 liberal Professional years _ individually organized Trips _ look for: To discover protected natural spaces, to make sport activities, observation and fauna and flora
	Germany	<ul style="list-style-type: none"> _ Age: 30-59 years, and the majority between 40 and 49 years _ Middle-class and upper class. _ university Education _ Prefer small lodgings of local property _ individually organized Trips _ look for: food, the premises, hospitality.
	The England International	<ul style="list-style-type: none"> _ Age: 35-54 years _ high social Class with university professions _Activities: to visit primitive places, to see nature and fauna _determining Factors in the election: to know the population local

*The contributed data correspond to the profile of the ecoturista defined by the World-wide Organization of Turismo (OMT).

The United States and the European countries constitutes the main markets of reference in the international scope for the nature tourism. Despite the positioning in this market it requires a strategy of innovation and diversification, that is to say, it is necessary the singular creation of a tourist supply from quality and products.

Within the framework of the thematic tourism of nature he is feasible to differentiate diverse slopes based on the main motivation from its practice, between these is possible to mention the volcano tourism, the scientific tourism, the photographic tourism, agroturismo, ornithological tourism, etc.

Although, the physiographical and geologic characteristics of El Salvador determine a greater potential of development of the following ones:

- _ Volcano Tourism
- _ Scientific Tourism
- _ Agroturismo.

The geologic characteristics of El Salvador determine the important potential of development of the Volcano Tourism. This one responds to a specific motivation of visits, observation and even study of the volcanic zones. The volcanic resources constitute attractive tourist in themselves when containing a high landscaping value, to which a flora and fauna of great singularity are associated. Also, the Scientific Tourism begins to appear like an emergent tendency in those countries that they look for to promote one more a more direct and participative way to involve to the people in the knowledge of the natural world. The scientific tourism responds to displacements by interests of study and investigation of the physical and biological processes that are developed in Salvadoran geography. The profile of the scientific tourist, in main lines is characterized by a high level of rent, accommodations and cost average. The intervention model to follow in the case of the scientific tourism is in the creation of a new product, diversifying the supply and catching a market with great potentialities, through identifiable groups in channels easily specialized (associations of experts, scientists, organisms public of environmental, ecological, geologic investigation, etc.).

Also, the product of scientific motivation presents/displays a high degree of sinergia with the tourism of meetings, given the possibility of attracting or of fomenting the celebration of events destined to investigators and scientists.

The Agroturismo defines an emergent sub segment in El Salvador, comes motivated by the taking of steps in rural and/or natural means. It includes/understands the integration of the tourist in the receiving population and the intervention of the same one in the own daily workings of agricultural zones.

The Salvadorans resident in the outside constitute the group with greater motivation for the taking of steps related to the agroturismo. It appears related to the interest to perpetuate the traditional agrarian practices as well as other associated ethnographic values.

The strategy to follow to position to the El Salvador in this market is to develop a competitive product on the basis of the improvement of the supply, by means of the putting in value of the existing resources, like the coffee plantations and properties, as well as through a promotion directed to the associations of Salvadorans in the outside, and to that it is a motivated potential public and to.

MI: Market The International MR: Regional Market MN: National Market ME: Ethnic Market MY MN MR ME PRODUCT: TOURISM OF PRESENT NATURE NEW NEW PRESENT MARKET Penetration in the Market Product Development Development or extension of the market Innovation Diversification

INTERVENTION ASPECTS - NATURE TOURISM

Lines: Tourist PRODUCT DEVELOPMENT

- _ Use and order of the natural spaces
- _ Creation of services of interpretation that allow to the putting in value of the natural resources
- _ Joint of diverse typologies of attractive resources and of nature; creation of routes and circuits
- _ Improvement of the tourist supply of lodging, restoration and leisure
- _ Creation of one supplies complementary of active tourism and contact with the nature: strolls to horse, senders, etc.
- _ Put in tourist value of the coffee plantations.

Lines: INNOVATION/PRODUCT DIVERSIFICATION _

- Foment the potential of volcanoes like elements of differentiating tourist attraction
- _ Creation of a supply of lodging that offers a customized and highly qualified service (Eco-lodges).
- _ Joint of a supply of complementary activities and services with high level of specialization associated to natural resources
- _ Promotion of the segment in specific channels highly specialized.

TOURISM OF CRUISES

The objective market for the tourism of cruises is in great shipping or the international operators who commercialize cruises by the Pacific Ocean.

CRUISES	
MARKET SEGMENTS	PROFILE
International	International operators and shipping corporations who commercialize: _ Cruises that leave from the United States (the Angels and San Diego) and _ makes routes by the coast of the Pacific until Rich Coast Cruises that combine scales in ports of the Atlantic and the Pacific and that makes the passage through the Panama Canal

At the present time, the tourism of cruises positions like a segment of high potential in a horizon to short and long term. Its development requires the beginning of a diversification strategy/innovation by means of the creation and harbour infrastructure preparation, as well as the configuration of an associate supply of services.

Both constitute conditions indispensable for the intervention of El Salvador in cruises of average distance.

MI: Market The International MR: Regional Market MN: National Market ME: Ethnic Market PRODUCT: PRESENT TOURISM OF CRUISES NEW PRESENT MARKET Penetration in the Market Product Development or extension of the market Innovation Diversification MI

The suitability of this segment, in present situation of growth, is evident, specially due to the next inauguration of the new port of the Union. Its beginning anticipated for year 2008 supposes an opportunity for the acquisition in the short term of a greater knowledge on this segment of market and the creation of a tourist image of the country guaranteed by articulated multi thematic product.

INTERVENTION ASPECTS - TOURISM OF CRUISES

Line: INNOVATION/PRODUCT DIVERSIFICATION

_ Knowledge acquisition on operators of cruises that take part in the international scope _ Creation and preparation of the harbour infrastructure (Cutuco Port and Acajutla Port) _ tourist product Joint that adapts in time and content to the characteristics of this segment of market for the hiking. SURF TOURISM the resident tourists in the United States or Mexico define themselves as main objective markets of this segment that they have as main motivation for the trip the practice of surf. These countries present/display a high volume of fans to surf, contributing to him also to interest like emitters their geographic proximity with El Salvador.

The suitability of this segment, in present situation of growth, is evident, specially due to the next inauguration of the new Union Port. Its beginning anticipated for the year of 2008 supposes an opportunity for the acquisition in the short term of major knowledge on this segment of market and the creation of a tourist image of the country guaranteed by a articulated multithematic product.

INTERVENTION ASPECTS - TOURISM OF CRUISES

Line: INNOVATION/PRODUCT DIVERSIFICATION

- Knowledge acquisition on operators of cruises that take part in the international scope.
- Creation and preparation of the harbor infrastructure (Cutuco Port and Acajutla Port)
- Tourist product joint that adapts in time and content to the characteristics of this segment of market for the hiking.

SURF TOURISM

The main objective markets of this segment are tourists residing in the United States or Mexico that have as main motivation for their trip the practice of surf. These countries present a high volume of fans to surf, contributing to it an interest like emitters their geographic proximity with El Salvador.

SURF

MARKET SEGMENTS

The International (EE.UU and Mexico)

PROFILE

- Age between 20 and 49
- Spending power upper middle.
- Complementary activities related to the sea practice (diving, aquatic ski, etc.)
- They make learning courses.
- Demanding with the services specialized associated to the practice of surf.

The tourism of surf in El Salvador is sustained in the development of the supplied product, by means of the improvement of the supply of services specialized under quality parameters that they attract a segment of market of spending power upper middle. Also, it is necessary to direct to the means promotion and associations specialized in this activity. The celebration of any sport events - international championships, or encounter of professional sportsmen, for example - can favor a faster positioning of this product in the American and Mexican markets.

PRODUCT: SURF TOURISM			
MARKET		PRESENT	NEW
		PRESENT	Penetration in the Market
NEW	Development or extension of the market	Innovation / Diversification	

MI: International Market MR: Regional Market MN: National Market ME: Ethnic Market.

INTERVENTION ASPECTS - SURF TOURISM

Line: PRODUCT DEVELOPMENT

- Conservation and cleaning of beaches and zones of the coast
- Qualitative development of the tourist supply in order to attract an upper middle segment of spending power.
- Joint of a supply of specialized services (schools of surf, stores, repair shops, etc.)
- Improvement of the complementary supply of leisure as much for surfers as for their companions
- Supply of restoration based on coastal products.
- Professional qualification specifies for the fulfillment of the expectations of this segment.
- Impulse of sport events and competition related to the practice of surf.

NAUTICAL TOURISM And SPORT FISHING

Next it is exposed the profile of the identified segments of market in the nautical tourism:

NAUTICAL AND SPORT FISHING	
MARKET SEGMENTS	PROFILE
REGIONAL	Proprietors of boats of 30' to 55' of length: <ul style="list-style-type: none"> • 70% are greater of 45 years. • 49% are professionals • 67% earn more than 100.000 \$USD per year

	<ul style="list-style-type: none"> • Travel with family and friends • 95 nautical miles of average to the day travel. • 10% use paid crew. • 205 \$USD of cost daily average by person during the passage.
NAUTICAL AND SPORT FISHING	
MARKET SEGMENTS	PROFILE
INTERNATIONAL (EE.UU.)	Proprietors of boats up to 55´ of length: <ul style="list-style-type: none"> • 88% are greater of 45 years. • 56% are retired • 56% earn more than 100.000 \$USD per year • Travel with family and friends • 78 nautical miles of average to the day travel. • 24% use paid crew. • 248 \$USD of cost daily average by person during the passage. Proprietors of towed boats: <ul style="list-style-type: none"> • 60% are greater of 45 years • 82% are married • 59% are professionals or own a bussiness • 63% earn more than 75.000 \$USD per year • Travel with family and friends • 80% navigate less than 50 nautical miles of average to the day travel.

The sport creation of a supply of navy and ports in the country for the practice of nautical sports and the dockage of boats, in its majority originating of the diversification of the tourist supply from El Salvador, and the access to a new market. In addition, this segment would have to produce a multiplying effect in the global economy of the country due to the necessity to establish a complementary supply highly specialized.

PRODUCT: NAUTICAL TOURISM AND SPORT FISHING			
		PRESENT	NEW
	PRESENT	Penetration in the Market	Product development
MARKET	NEW	Development or extension of the market	Innovation / Diversification MR MI

MI: International Market MR: Regional Market MN: National Market ME: Ethnic Market.

In addition, the practice of the associated sport fishing to the nautical tourism supposes an important niche of market, which can be harnessed, also, by means of the organization of singular events that facilitate the encounter of regional and international public.

INTERVENTION ASPECTS - NAUTICAL TOURISM

LINE: PRODUCT INNOVATION / DIVERSIFICATION

- Creation of network of navy and sport ports of tourist use.
- Promotion of the national and foreign investments in this scope.
- Creation of a tourist offer of superior quality that could provide loyalty to this segment.
- Joint of a basic and complementary offer of associated activities, located in the zones of harbor influence.
- Joint of an offer of specialized services (stores of equipment, repair shops, etc.).
- To favor the practice of the sport fishing by the simplification of the procedures to obtain the pertinent licenses.
- Improvement of the security and marine rescue.
- Specific professional qualification for the fulfillment of the expectations of this segment.

- Certification of guide-companions of sport fishing.
- Organization of events. Championships, aids of sport fishing, etc.

THE SUSTAINABLE AND ORDERED COMPETITIVENESS LIKE POINT TO BEGIN WITH.

Using like reference the model of sustainable competitiveness of Ritchie and Crouch, the strategy is identified next to follow in El Salvador for its tourist-territorial development, in order "to land" in the diverse zones of the country the strategic lines based on the competitive thematic product configuration.

For this aim, so and as it has been aimed previously, the cooperation between the public sector and prevailed it is absolutely precise. The tourist development is not possible if it is not promoted, orders and institutionalizes this relation as necessary and habitual route for the decision making arranged between both sectors.

In addition to the important work which they must carry out the public organizations, it emphasizes the role that the enterprise weave plays in the progress of the tourist sector. The companies participate and contribute in the development of the labor markets, creation of institutions and specialized infrastructure and in the increase of the information flows. In this sense, it is possible to stand out that a greater interchange of this information generates the propitious frame for the innovation, labor mobility and connects between suppliers, producers and consumers.

One is definitively a set of basic factors and support needed so that the development of diverse products/destinies that are mentioned in this Plan is possible; therefore, the quantitative and qualitative objectives can be reached as wished. Thus, the model to harness in El Salvador for the integration of the public and prevailed sectors in the productive chain is the one showed in the following figure.

FIGURE PAG 58.

In the case of El Salvador, besides of the common elements that they have to consider in relation to the sustainable competitiveness of the tourism in the country, is precise to make reference to a series of elements or specific variables that give rise to a directional strategy of certain action and which they will constitute:

- The necessity to incorporate - with the due adaptations in a short space of time, the investing and financial capacity, the emitting capacity, the technology, *know how* and tourist innovation of other countries more developed on tourist issues.
- Predominance of the principle of collaboration over the competition. In the case of the tourism of meetings - a concept wider than commonly used of "tourism of businesses" -, this principle of collaboration between public and deprived sector, as well as between the agents of the diverse thematic tourism (sun and beach, nature, cultural, etc.) will be a strategic main key for his extension and ramification in the Salvadoran territory and for the development of specific supplies for niches of market relative to the thematic tourism before mentioned. This ramification will be due to produce through the "manufacture" of proposals of meetings - in anyone of its manifestations; commercial congresses, incentives, commercial conventions, fairs or exhibitions, sport events, etc. - that they include, like part of a distinguishing supply in the market, by-products relative to these thematic tourism.
- Establishment of Inter-enterprise and Inter-institutional relations of long term. In this sense, the role of the possible settled down investors of Salvadoran origin in the outside, who are clearly united to the country by familiar bows, affective and, even, of businesses, is considered key.
- Continuous product innovation and improvement and tourist services. The attraction of foreign investors with demonstrated commercial and operative capacity to international level (hotel chains or rent a car, for example), when dragging with its own commercial structure good part of the demand until a certain territory, can exert like initial motor and reference of quality in the identified tourist territories. This element receives a special relevance in its application to the dedicated Salvadoran coast, preferredly, to the product sun and beach.
- Existence of a normative frame that orders and stimulates the sector, to favor the processes of enterprise investment, incorporation of know-how, technologies, etc.
- Self-generation of competitive advantages in base, specially, to the putting in value and intensive promotion of those factors that are exclusively tourist attractions of the Central American region and which they can be derived or maintained one narrow relation with the tourism of meetings, key strategic of the tourist development of El Salvador in this Plan.

It is the case, for example, of the volcanic system, and to that although is a present resource in other countries of the region, El Salvador counts, to begin, with the competitive advantage of the possibility of its study, visits route and it enjoys, having a unique central point of lodging, with which the cost of the displacement is diminished (economically and in time) and is multiplied the possibility of the tourist experience. At the same time, the contemplation of this volcanic system and/or its investigation can be the source of numerous meetings (congresses, simposiums, etc.) of scientists worldwide. A group that in case of existing a supply of "hotels with enchantment" in the surroundings of Usulután, for example, could combine their ador lodging between San Salvador and this other territory.

- Direction to the profit of high standards of quality; something absolutely precise if it is tried to compete in the Central American and international context.
- Elevated exchange of information between participant agents, as source and bases of one narrow collaboration and cooperation between the tourist agents.
- Enterprise capacity to anticipate the changes of surroundings, aim to establish in El Salvador a dynamic and flexible tourist system.

By all the previous items, in the case of El Salvador, a coherent and integrated development of the tourism in the set of the territory has to take place, according to the general strategies and according to the thematic products that have been formulated. The establishment of an Instrument of Tourist Arrangement of national scope is for that reason fundamental, that is to be agreed and must integrate the existing territorial tourist planning. This Plan of Tourist-Territorial Ordering will have to establish High-priority Tourist Poles that act as motor of development and impel the progress of the rest of the geographic areas of the country.

Also, the mentioned development needs the definition of strategic lines for the impulse of the different thematic tourism based on the potentialities from the territorial areas that compose the national scope and that are defined in the following figure.

FIGURA PAGE 61

A1. Oriental Coast

GEOGRAPHIC SPACES

Coastal space established between the Cuckoo beach (Department of San Miguel) and the Union Port (Department of the Union). The variety of places and resources, that are included, make glimpse to the same one, in an average term of time, as destiny of multi thematic character. The boundary tourist includes less developed spaces like Icacal, next to others in which important disorder like the Cuckoo is appraised.

TURISTIC PROFILE

Destiny of sun and beach, surf and nautical tourism, to combine with activities of sport fishing and views to its future positioning like scale of reference for the pacific cruises with ports climbs in Central America, once concluded the project of the Port of the Union.

STRATEGIC LINES

- Promotion of the foreign investment and enterprising initiative of the local population for the creation of hotel plant of quality and establishments of restoration.
- Beach equipment, adjustment and cleaning. Adaptation to the international standards of quality of beaches.
- Recovery and environmental conservation of the coastal surroundings.
- Landscaping adjustment and embellecimiento of the coastal strip and the urbanized spaces.
- Improvement of the basic infrastructure dowry of cleaning.
- Joint of a supply of complementary and recreational services in the areas bordering to the harbor infrastructure.
- Promotion of the local enterprise initiative for the creation of establishments of commercial character.
- Putting in tourist value of the resources associated to the activity and floats fishing artisan.
- Joint of supply of tourist services and complementary activities in earth focused to the demand of the segment of cruises.
- Qualification of the human resources of the sector and sensibilización of those implied in cross-sectional sectors with incidence in the experiences of the tourists.

A2. Bahía de Jiquilisco, San Juan del Gozo y Puerto del Triunfo

GEOGRAPHIC SPACES

Geographic boundary that extend to the coastal strip of the Department of Usulután, which the Bahía de Jiquilisco is a detached part for being a remarkable attraction, determined by the conjunction of the values and natural spaces that encloses (islands, dead grounds, manglares and salty forests). In addition, in the same location we find the Puerto El Triunfo. The space is completed with the Peninsula of San Juan del Gozo.

TOURISTIC PROFILE

Destiny of sun, beach and nautical tourism, to combine with activities of fishing and other recreational ones related to the tourism of nature that allow to take advantage of its destiny as potential virgin coastal and of exclusive character.

STRATEGIG LINES

- Promotion of the foreign investment and enterprising initiative of the local population for the creation of hotel plant of quality - type Hotel Boutique and Eco-Lodge - and establishments of restoration.
- Beach equipment, adjustment and cleaning. Adaptation to the international standards of quality of beaches.
- An offer conformation for complementary services of activities of sport fishing, coastal sighting of birds and routes.
- Recovery and environmental conservation of the coastal surroundings.
- Qualification of the human resources of the sector and sensitize of those implied in cross-sectional sectors with incidence in the experiences of the tourists.
- Landscaping adjustment and embellishment of the urbanized spaces.
- Improvement of the harbor infrastructure.

A.3. Costa del Sol, Estero de Jaltepeque e Isla Tasajera

GEOGRAPHIC SPACES

Geographic boundary that encloses the coastal section corresponding to the Department of La Paz, to which circumscribes the well-known Costa del Sol, Estero de Jaltepeque and Isla Tasajera. The Costa del Sol presents certain level of basic tourist supply at the moment that has caused the incipient development of the tourism of sun and beach. In contrast, Isla Tasajera presents a minimum tourist development. Also, it is remarkable by its environmental relevance the Estero de Jaltepeque, point of confluence between the sea and the Lempa river, in which at the moment certain nautical activities are made.

MODEL OF DEVELOPMENT

Tourist destiny of sun and beach to complement with recreational and leisure activities of the coastal spaces, fishes and others related to the nature.

STRATEGIG LINES

- Promotion of the enterprise initiative for the improvement and increase of the supply of complementary tourist services, that will be adapted themselves to the own requirements of the mentioned segments.
- Promotion of the foreign investment and enterprising initiative of the local population for the creation of hotel plant of quality and establishments of restoration.
- Beach equipment, adjustment and cleaning, as well as improvement of the accessibility by highway to the same ones. Adaptation to the international standards of quality of beaches.
- Arrangement and city-planning and environmental recovery of the coastal surroundings.
- Improvement of the basic infrastructure dowry of cleaning.

- Improvement of navy.
- Creation of facilities of nautical tourism and fishes sport.
- Qualification of the human resources of the sector and sensitize of those implied in cross-sectional sectors with incidence in the experiences of the tourists.

A.4. Costa y Puerto de La Libertad

GEOGRAPHIC SPACES

The defined space makes reference to the coastal strip corresponding to the Departamento de La Libertad. Of the same one, they emphasize beaches like La Paz, the Sunzal and the Palmarcito, with great tradition for the practice of surf.

TOURISTIC PROFILE

Destiny of surf to complement with activities of nautical tourism and fishes, as well as others related to the average coast. It is conceived like leisure center that complements the tourist supply of San Salvador and other next coastal spaces.

STRATEGIC LINES

- Promotion of the enterprise initiative directed fundamentally to the extension of the lodging and complementary tourist services offer, that will be adapted themselves to the own requirements of the mentioned segments, as well as to the creation and improves of the primary supply.
- Beach equipment, adjustment and cleaning, as well as improvement of the accessibility by highway to the same ones. Adaptation to the European standards of quality of beaches.
- An offer conformation for complementary services to the activities of surf and fishes sport.
- Environmental recovery of the coastal surroundings.
- Qualification of the human resources of the sector and sensitize of those implied in cross-sectional sectors with incidence in the experiences of the tourists.
- Setting in tourist value of the traditional activities of fishing and shellfishing and promotion of the commercialization of elaborated fresh products.
- Improvement of the harbor infrastructure and combination of the same one with complementary services of sport, commercial type, and basic of restoration.

A.5. Costa Occidental

GEOGRAPHIC SPACES

The defined space makes reference to the coastal strip corresponding to the Department of La Libertad. Of the same one, they emphasize beaches like La Paz, the Sunzal and the Palmarcito, with great tradition for the practice of surf.

TOURISTIC PROFILES

Destiny of surf to complement with activities of nautical tourism and fishing, as well as others related to the coast. It is conceived like leisure center that complements the tourist offer of San Salvador and other near coastal spaces.

STRATEGIC LINES

- Promotion of the foreign investment and enterprising initiative of the local population for the creation of an hotel plant of quality and establishments of restoration.
- Beach equipment, adjustment and cleaning. Adaptation to the international standards of quality of beaches.

- Improvement of the basic infrastructure dowry of cleaning.
- Joint of a complementary and recreational service offer in the areas bordering to the harbor infrastructure.
- Joint of tourist services and complementary activities offer in earth focused to the demand of the segment of cruises.
- Setting a value for sustainable tourist use of the coralline formation.
- Qualification of the human resources of the sector and sensitize of those implied in cross-sectional sectors with incidence in the experiences of the tourists.

Principales áreas urbanas

A.6. San Salvador

GEOGRAPHIC SPACES

Capital of the country and nucleus of economic and cultural activity. The transport infrastructure dowry and basic communication as well as tourist supply determine like main center of concentration and distribution to it of visitors of El Salvador.

TOURISTIC PROFILE

Tourist destiny of businesses and meetings for the markets regional and international, complemented with diverse activities of purchases and leisure related to the urban space. San Salvador has to be the motor, vertebrador and distributing axis of the tourist flows that take place

STRATEGIC LINES

- Promotion of the enterprise initiative directed to the extension of the supply of basic and complementary tourist services, that will be adapted themselves to the own requirements of the segment of meetings.
- Creation and diversification of infrastructures for the celebration of meetings and events of great spread.
- Adjustment of the fairground for the welcome of congresses and conventions.
- Positioning of the city as destiny of meetings and businesses in the markets regional and international.
- Qualification of the resources implied in the sector and sensitized of those implied in cross-sectional sectors with incidence in the experiences of the tourists and of express form in the commercial sector and of public transport.
- Participation and joint promotion of the destiny on the part of the agents who take part in the segment of meetings in the city in order to form an integral supply of comercializables products.

A.7. Santa Ana

GEOGRAPHIC SPACES

Second urban space of the country. Of the city he is remarkable the artisan production and the textile and nourishing industry

TOURISTIC PROFILE

Tourist destiny of businesses and meetings with capacity to welcome means events so large for the markets regional and national, to complement with activities of sales and purchases.

STRATEGIC LINES

- Promotion of the enterprise initiative directed to the extension the supply of basic and complementary tourist services, that will be adapted themselves to the own requirements of the segment of meetings.
- Infrastructure creation for the celebration of meetings and events.
- National and regional promotion for the positioning of the city as destiny of meetings for both markets of reference in the western South area.

- Qualification of the resources implied in the sector and sensitize of those implied in cross-sectional sectors with incidence in the experiences of the tourists.

A.8. San Miguel

GEOGRAPHIC SPACES

Main urban nucleus of the Eastern zone of the country. An enclave with great dynamism appears from the point of tourist and commercial v ista, by the continuous increase of the supply of establishments of lodging and commercial centers

TOURISTIC PROFILE

Tourist destiny of businesses and meetings for the national market and as complementary destiny of regional San Salvador for and the international, complemented with activities of purchases.

STRATEGIC LINES

- Promotion of the enterprise initiative directed to the extension of basic and complementary tourist services offer, that will be adapted themselves to the own requirements of the segment of meetings.
- Present infrastructure improvement for the celebration of meetings and events.
- National promotion for the positioning of the city as destiny of meetings.
- Qualification of the resources implied in the sector and sensitize of those implied in cross-sectional sectors with incidence in the experiences of the tourists.

A.9. Suchitoto

GEOGRAPHIC SPACES

Maximum expression of the colonialismo in El Salvador, whose urban helmet is declared Joint Historical of Cultural Interest. It welcomes numerous patrimonial resources, of anthropological, archaeological and monumental character, that make of the city an outstanding establishment by their value cultural interest.

TOURISTIC PROFILE

Destiny of meetings and businesses for events of average spread, to complement with cultural tourism and activities of purchases and crafts. Also the destiny ties to the development of the idiomático tourism

STRATEGIC LINES

- Promotion of the enterprise initiative in order to extend the basic and complementary tourist services offer in the Historical Set.
- Embellishment and conservation of the urban space like resource of tourist attraction, maintenance of the city-planning and architectonic particularities of the Set and adjustment of the equipment.
- Present infrastructure improvement for the celebration of meetings and events.
- Setting a value for tourist use of the artistic historical patrimony.
- Qualification of the resources implied in the sector and sensitize of those implied in cross-sectional sectors with incidence in the experiences of the tourists.

Interior Spaces

A.10. Morazán

GEOGRAPHIC SPACES

Geographic boundary that confines the Department of Morazán. In wooded the important zone they are located to formation like San Carlos de Cahuatique and the River basin of the Sapo river, considered both between the most valuable ecosystems of the country and to which important faunísticas communities are associated.

TOURISTIC PROFILE

Tourism of nature to complement with activities of cultural type related to the historical events and other resources of ethnographic value.

STRATEGIC LINES

- Promotion of the enterprising initiative of the local population for the creation of a hotel plant of quality and establishments of restoration totally integrated in the surroundings, from the architectonic point of view and from the services that offer.
- Setting a tourist value of areas of tourist use within the natural spaces under the strict application of sustainability criteria.
- Promotion of the local enterprise initiative for the joint of a complementary services offer.
- Qualification and sensibilización of the human resources of the sector and sensitize.
- Development of recreational equipment, signaling and environmental and cultural interpretation.

A.11. Zona Central

GEOGRAPHIC SPACES

Space located in the surroundings and towards the west of the city of San Salvador, being able to consider therefore area of influence of the capital, circumstance that favors its conception as complementary strategic destiny to the capital of the country. It lodges very diverse cultural and natural resources and of great interest, between which they emphasize Jewel the archaeological sites of Cerén, San Andrés and Cihuatán and the lakes of Ilopango and Suchitlan

TOURISTIC PROFILE

Destiny of cultural tourism and nature to integrate in the complementary supply of meetings and businesses of the Salvadoran capital.

STRATEGIC LINES

- Promotion of the enterprising initiative of the local population for the creation of primary offer.
- Setting a tourist value of areas of tourist use within the natural spaces under the strict application of sustainability criteria.
- Promotion of the local enterprise initiative for the joint of activities and complementary services offer.
- Qualification of the human resources of the sector and sensitize of those implied in cross-sectional sectors with incidence in the experiences of the tourists.
- Dowry and development of leisure equipment, signaling and environmental interpretation in relation to the spaces.

A.12. Zone North Occidental

GEOGRAPHIC SPACES

Adjacent geographic space with the bordering countries of Guatemala and Honduras. It includes the northern areas of the Departments of Santa Ana and Chalatenango. It lodges small population centers like Las Palmas, El Pinar, San Ignacio and Citalá as well as great diversity of resources of environmental interest like the Lake of Gujja, El Trifinio and Las Pilas.

TOURISTIC PROFILE

Destiny of tourism of nature complemented with cultural and ethnographic tourism. In relation to the previous ones, it presents potential for the development of meetings and events

STRATEGIC LINES

- Promotion of the enterprising initiative of the local population for the creation of a hotel plant of quality and establishments of restoration totally integrated in the surroundings, from the architectonic point of view and from the services that offer.
- Setting a value for tourist use of the areas and resources of natural and cultural interest
- Complementary and recreational promotion of the local enterprise initiative for the joint of services and tourist products offer.
- Qualification of the human resources of the sector and sensitize of those implied in cross-sectional sectors with incidence in the experiences of the tourists.
- Improvement of the dowry and development of leisure equipment and signaling.

A.13. Zona Occidental

GEOGRAPHIC SPACES

It includes the Departments of Ahuachapan, Sonsonate and Santa Ana, whose tourist development is continuous. They present certain development of the supply of lodging, as well as natural resources (Lake of Coatepeque) and cultural: thermal waters, natural ecosystems, typical volcanos, towns and coffee properties and operations.

TOURISTIC PROFILE

Destiny of nature tourism - scientist and agroturismo -, complemented with cultural activities, wellness and others in contact with the nature.

STRATEGIC LINES

- Promotion of the enterprising initiative of the local population for the creation of a hotel plant of quality and establishments of restoration totally integrated in the surroundings, from the architectonic point of view and from the services that offer.
- Setting a tourist value of areas of tourist use of resources and spaces that serve as support for the development of complementary activities.
- Promotion of the local enterprise initiative for the joint of a complementary and recreational services offer.
- Qualification of the human resources of the sector and sensitize of those implied in cross-sectional sectors with incidence in the experiences of the tourists.
- Improvement of the dowry and development of leisure equipment, signaling, investigation, interpretation and education.
- Setting a value and tourist adjustment of the coffee operations.
- Promotion of artisan and natural products of the average one as elements of attraction and image of the destiny.

Áreas Naturales

A.14. Áreas Volcánicas

GEOGRAPHIC SPACES

Those areas are included in the region that present the greater volcano concentrations and that correspond with the volcanic zones of Usulután and the included one between the Departments of Ahuachapan and Sonsonate.

TOURISTIC PROFILE

Destiny of nature tourism - scientific tourism and of volcanos -, to complement with activities of investigation and environmental interpretation and others related to natural means

STRATEGIC LINES

- Promotion of the enterprising initiative of the local population for the creation of a hotel plant of quality and establishments of restoration.

- Setting a tourist value of the volcanic spaces under the strict application of sustainability criteria.
- Promotion of the local enterprise initiative for the joint of a complementary and recreational services offer.
- Qualification of the human resources of the sector and sensitize of those implied in cross-sectional sectors with incidence in the experiences of the tourists.
- Development of equipment of investigation, interpretation and environmental education of the volcanic space.
- Joint an offer of equipment highly specialized in the geologic study and of volcanic dynamics.

A.15. Parques Nacionales Montecristo y El Imposible

GEOGRAPHIC SPACES

Boundaries corresponding to the Salvadoran spaces declared with the figure National Park - Montecristo and the Impossible one -. Located in the Departments of Santa Ana and Ahuachapan respectively. They lodge formation wooded of great environmental relevance as well as great diversity of faunísticas species.

TOURISTIC PROFILE

Destiny of nature tourism and scientist, to complement with other recreational, educative activities and of environmental interpretation

STRATEGIC LINES

- Promotion of the enterprising initiative of the local population for the creation of a hotel plant of quality and establishments of restoration totally integrated in the surroundings, from the architectonic point of view and from the services that offer.
- Setting a tourist value of areas of tourist use within the natural spaces under the strict application of sustainability criteria.
- Promotion of the local enterprise initiative for the joint of a complementary and recreational services offer.
- Qualification of the human resources of the sector and sensitize of those implied in cross-sectional sectors with incidence in the experiences of the tourists.
- Improvement of the dowry and development of leisure equipment, signaling, investigation, interpretation and environmental education in relation to the spaces.

6.4. Imagen, marca y posicionamiento turístico de El Salvador

In the document of Antecedents and Justification of the Plan, reference to the necessity of count on a mark image country that contributes and favors the commercialization of its products. In this case, various consulted sources does not allow to obtain a valuation in depth of the scene Identity/Tourist Image; that is to say, of the projection of a certain identity (what we are and we tourist want to be) and of how it is perceived to us (the image that has El Salvador) in the different markets, like result of the projection in these of that tourist identity

The tourist identity, like departure point, has to keep intimate, a direct one and narrows relation with the Tourist Vision of the country that has been formulated in this National Plan. However, the tourist identity projected in the markets has to be synthetic, clarifying and unifying. In this contex to, is necessary to consider that El Salvador still continues being perceived in contex to international reason why it was (the Salvadorean War, the incapacity to emerge from the poverty, etc.), and reason why still it is continued observing in other countries of Central America and the Caribbean (insecurity, continuity of the natural catastrophes, Gangs, etc.).

Also, it is not necessary to forget that the visitors international emitters (is necessary to insist in which a tourist market is formed by people; people who, in addition, decide emotionally) make their decisions on the basis of the global perception from the country and, later, to the option of tourist experience that is offered to them.

In the case of El Salvador, the different consulted information aim at one blurred or nonexistent image of mark of the country, when indeed the pick up of investors - not only for the tourist sector - as well as the added value commercial of products and services of El Salvador gain an important quota of competitiveness if they are helped by a great global mark of country. In synthesis, the strategy of image and projection of the mark "El Salvador" that sets out in this National Plan centers in:

- To impel, first, the creation of an image of global mark for all the country, susceptible of application and use by the different enterprise, social and political subsectors
- To promote that this global mark of country, is distinguished, in its composition and interpretation, by the emotional tourist connotations that agree to project and that had to be defined more accurately in a study with depth
- To help to the coordination of a global strategy of communication and projection of an image of country; something that arrive much more far that the graphical mark and slogan that is associated to the synthesis of this image.
- In parallel, and at the same time, to inspire the promotional strategy of the salvadorean tourism by one may or intensity of the effort directed to the promotion and commercialization of specific tourist products or niche.

As it is possible to be observed, assuming the Strategy of Competitive Positioning or in the markets thru of niche products - and not as much of the territories that welcome them -, the strategy of promotion of the mark of country - like expressive synthesis of the identity and looked for image - it has to be associated, therefore, more than with a mark of tourist country, with one of tourist products in a country recognized clearly. In effect, the evolution of the tourism at the present time, must make us direccionar the effort of promotion of the mark towards the promotion of specific thematic products or niche, selling "EXPERIENCES" of trip "with thematic product mark", but under protection of a global mark of country.

The Unique Proposal of Sale is called "meeting - encounter"

Since we have been commenting, the factor "meeting" becomes the strategic key of the tourist growth El Salvador for the next years, centering its action around the tourism of meetings. The existing coincidences and sinergias between the tourism of businesses and the one of meetings, on the one hand, those that are possible to cause for the development of a diversified supply of thematic tourism of niche, on the other hand, they find semantics graphically and its expression in the value of the concept "encounter". A value that, in addition, can be - if the opportune studies confirm it - the conceptual base of the mark strategy country, because it is associated clearly to the objectives of pick up of invests, enterprise location, promotion of the exports, etc

A concept that, at the same time, takes care of clearly the exigency of an international tourism that values specially the quality and calidez of the human factor, as much in tourism, as in other sectors. A warmth and kindness that a characteristic and distinguishing note finds in El Salvador.

A value of maximum meaning also for the group of Salvadorans in the outside, since it is possible to be associated to the "encounter" of all the Salvadorans; the residents in the country and the nonresident ones.

6.5. - Strategy of integration in regional and international organizations In the formulation of its general strategy of tourism, El Salvador will center good part of its effort in convergence of specific policies with the rest of the Central American countries within the different strategic lines of performance prelists by the Secretariat of Central American Integration and the Central American Council of Tourism. Between the policies of convergence that there is to consider of special form in this National Plan of Tourism 2014 of El Salvador observes all those that, of very particular form, agrees with the action directives prelists in the Regional Plan of Tourism for Central America, designed with the aid of the SITCA. Of synthetic form, so and as they are formulated in this Regional Plan, consider the following ones:

Strategies of image and promotion of Central America as region _ Promotion of the Central America marks as image multiproduct and multidesiny of the region in Asia and Europe. In the Salvadoran case, from support or to the promotional work of the TASTING, one will be due to work in a strategy of image of mark own, although coherent and compatible with formulated for the Region _ Foment of the creation of connect direct aerial ions between Europe and Central America _ investigation and monitored of the potential and real emitting markets _ Contribution to the self financial of TASTING to throw of the promotion of new members and sources of income that, as well, fortify activities of regional trade _ Generation of suitable mechanisms for the management of the communication relative to a situations of crisis and natural catastrophes, that fluidity is conceived on the basis of one may or communicative to between the different tourist agents. Promotion of tourist investments _ design of the regional strategy of promotion of investment in tourism and its corresponding instruments _ Establishment of mechanisms of cooperation between the public sector and private I accept that increases the promotion of inv tourist investment in the Region.

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Simplification of the migratory interregional movements

Progress of the safety conditions in the frontier positions.

Reform of the statistical system for the record of earnings and exits international.

Establishment of one visa only Central American and homologation of requisites for his securing.

Modernization of the customs processes.

Culture and formation

Development of a system of formation versatile and flexible for the resources human beings involved in the sector capable of being adapted to the needs that raises the market.

Training and tourist update of the National governments of Tourism Central American (ANT).

Continued training and of occupational type for the sector private of region adapting it, in the case salvadorean, to the specified and needs of creation of an offer of tourist services of quality and adapted to the motivation and profiles of the thematic segments that they have proposed

competitive , Quality and innovation:

Implantation of quality standards for the services and products of tourist offer of the region.

Creation and putting in functioning of Managerial Centers of

Tourism (CET) in every country as well as a Central American network with participation of the National Chambers of Tourism.

In conclusion, this set of guidelines come from the Strategic Plan of Tourism from the Central American Region they will derive in a set of specific actions that later, they will develop in the chapter that corresponds to the programs of actions.

At the same time, the National Plan of Tourism 2014 of El Salvador that appears, it gives a special importance to the necessary approach, deepening and progress of the permanent relation with the set of entities, institutions and organisms, public and private, of the international sphere.

In effect, the aptitude to attack a good part of the programs of actions of this National Plan of Tourism they keep a narrow and direct relation with:

The aptitude to receive the financial necessary funds. It is for it that one of the strategic guidelines of action goes and centers specifically to the progress of the relation with international organisms multilateral and / or bilateral of financing.

The possibility of making use and employment of technologies, models, resources and services that numerous organizations, for his own one nature, they put at the disposal of the tourist destinations in his benefit and strategies . Such is the case, for example, of the teams of experts linked to the World Organization of the Tourism.

The possibility true in extending the influence exercised on potentials investors, prescriptions (the Salvadoran community in the exterior, for example) and agents that increases the presence of the tourist offer of country in diverse regional and international markets.

In this sense, it is necessary to highlight the relevance of the collectivity or of Salvadorians in exterior and his potential influences for the tourist development of the country, from a triple perspectives to; as possible investment, simultaneously that group of it demands objective or and canalize of the tourist promotion, determines formulation, in the Plan, of guided programs of promotion and cooperation from specific form to the above mentioned segment.

And so, on the one hand, the initiative grasp they must be faced towards the maintenance and progress

of the position of the country, like subject of international refundable cooperation and not refundable, by means of stable, permanent and lasting relations with organisms and bilateral and multilateral agencies, of between that we can mention, for his importance, and to title indicative or, organisms as the World Bank, the BID, the BMI and the BCIE.

Consequently, the objective or chased also with this strategy of integration international it takes the establishment of suitable mechanisms as a principal function to receive, to face and to use in a more efficient way and productive to the resources of technical international cooperation and economic assistance, be financial resources, be of another type.

The coordination and participation active to of the actors involved in the process of management of the international cooperation, it will be an indicator of success in the execution of public investment .

6.6. Institutional joint, participative and legal of the tourism in Salvador

The beginning on which the National Plan of Tourism is based 2014 of El Salvador, they determine explicit that the development of the tourist activity must be marked for the participation and consensus of all those agents, so much public as privates, that intervenient in happiness activity

In this context to, the Department of Tourism of El Salvador occupies a role decisive or to end One achieves in investment tourist configuration of the country, this one having to outline like entity responsible for the planning, arranging and promotion of the tourist sector.

The Department of Tourism positions strategically as promoter of the Tourist activity , assuming the following competences:

it designs and assures the execution of the strategic lines of the Tourism in El Salvador.

It determines and plans them ways of cooperation with the local entities and with companies of the tourist sector.

It coordinates the general arrangement of the tourist activity

There analyzes and assures the pursuit of the dispositions normative expert that they affect to tourist sector. In his case, it prepares proposals of norms or dispositions legal in tourist matter.

It establishes the guidelines of execution and development of the tourist politics in matter of promotion.

He arranges the general criteria that must impel the institutional relations tourist in the national and international ambience.

The entities assigned to the Department of Tourism, will have to make the materialization possible of the above mentioned competences and support the strategic character of the Department by means of redefinition of his respective grasp missions and functions.

Of the set of functions to develop the promotion acquires an excellent role of tourism in El Salvador, walked to end all the actions be needed for the correct one position of the country in the issuing markets, as well as those that need the creation of a new to image of mark that transmits the tourist values of Salvador.

Institutional relations

The Department of Tourism has to assure also the institutional cooperation in sector, which will have to be carried out in several levels: international, regional, national and place. This aspect turns out to be fundamental in order to assure the character participative or of tourist development of El Salvador.

In the national ambience, they must be created organs of cooperation that they assure development of the relations between the public administrations and between these and the sector managerial. Like strategic instrument, therefore, the joint and putting in march of organs consulted will have to you to be the habitual river bed that it faces, guides and improves coordination of the different agents and his participation activity to. Of this one it forms, at least, activate consulate organs and/or of coordination in the following levels :

The Department of Tourism and other departments
 The Department of Tourism and the local administrations
 The Department of Tourism

The Department of Tourism, in the frame of decentralization promote gone by the Government of El Salvador, it will have to formalize and normalize the dialogue and the cooperation of the entities places. The Committees of Tourist Development will turn out to be reinforced, in this sense, as entities that will facilitate the relations public - privates in the local ambience.

Normative to Tourist

The National Plan of Tourism contemplates the starting of the new Law of Tourism. The created legislation will affect of exceedingly the tourist development of El Salvador and his maintenance in the long term. The Law of Tourism establishes, therefore, a general frame of development that directs and faces the growth of the sector

For his successful implementation a series of regulations will have to be established and are articulated certain hardware that allow the correct arrangement and regularization of the tourist activity . These elements must deepen those excellent aspects that contemplates the Law of Tourism, in order to delimit the authorized performances and wished in the tourist development foreseen in The Salvador.

The Department of Tourism will develop, therefore, his competition of normalizing and regulating the sector for the sake of incentive a tidy and controlled development that he assures affordable of the destination.

Instruments of Development

Once defined the general strategy of the sector Tourism in El Salvador, is precise to contemplate the set of ways and instruments capable of being used, to the object of make possible the execution of the corresponding programs of actions that they define later and this way to reach the objective you established in this Plan National of Tourism.

And so, the Department of Tourism, with the support or, consensus and collaboration of totality of the sector, it will have to strengthen, intensify and activate a set of strategic ways that, to big features, correspond with:

An efficient use of the public budget of the Department in coordination with that of other competent Administrations, as correspond in every case.

The May or capacity of management of the tourist activities for the actors places; in particular the municipalities and the local business .

The May or participation of National and International Organisms of Financing; it is necessary to quote for example, the BMI, BCIE and BID, between others.

The Agencies and International Organisms of Cooperation to the Development, as well as other managerial organizations and social representative grasp of the sector.

In the frame of the previous ways, the Department will have to impel with determined intensity the use of diverse financial, fiscal, and juridical instruments, adapting his use in every case to the typology, nature and purpose of all the actions they are contemplated in the programs that later are indicated.

Financial and Fiscal instruments

Financiers

Credit to the small, micro and medium company.

Funds of Public - private Investment

District attorneys

Incentive fiscal you for the tourist investment.

Juridical instruments

Instruments of Territorial Arrangement.

Plans of Development of Infrastructures.

Marco Normative or Strategic of Development and Tourist Arrangement.

Other Strategic Instruments

Professional training.

Consultancy / technical Assistance.

Strengthening and promotion of the managerial cohesion.

I support to the innovation and progress continues.

Intensification of the relations with companies and international organisms.

Agreements and agreements with entities, organisms and diversity of institutions .

Identification of opportunities of managerial investment in the sector.

7. STRATEGIC GUIDELINES FOR THE TOURIST ACTION
SUSTAINABLE IN EL SALVADOR.

STRATEGIC TARGETS	AMBIENCES OF PERFORMANCE
To provide an offer of services tourist of quality that adequate of permanent form to expectations and level of satisfaction of the client	Development and Arrangement of Products and Tourist territories
To consolidate El Salvador between the three principal tourist destinations of Central America and positioning as the first business destination and meetings.	Promotion, Commercialization and Image tourist of El Salvador
To define and to consolidate the fame of the image of mark country of Salvador and his singularities as elements of attraction and tourist differentiation	
To promote the professionalization and qualification of the resources human beings involved in the tourism and to promote the intervention of Salvadorans in the model of I develop, in the frame of one tourist culture	Sensitization, qualification and Professionalization of the human capital.
To encourage the sustainable development of tourist sector in El Salvador like that as the coordinated intervention of the public and private agents Implied.	Destination Management Organization (DMO).

DEVELOPMENT AND ARRANGEMENT OF PRODUCTS AND TERRITORIES
TOURIST IN EL SALVADOR

To provide an offer of tourist service of quality that adequate of form permanent to expectative expert and level of satisfaction of the client.

STRATEGY:

I impel to the progress of the accessibility to the destination, products and tourist resources.

To encourage the optimization of the conditions of the services of transport and internal infrastructures of communication as well as of the frontier crossings, and his complementation with a system of tourist signaling that guarantees the accessibility of the tourists to the resources and spaces and his mobility for the destination.

it programs 1: Progress of the accessibility to the country.

The progress of the accessibility external needs to optimize the connections and infrastructures of access to the country. This way it is necessary to optimize the connections air EL Salvador as well as the diversification of the points of connection. In case of marine transport and for the potential development of the nautical tourism and of cruises it is priority the progress and adequacy of the port infrastructures of the country, as well as combination of these with services tourist basic and TV/radio commercials of character complementary.

Also, the progress of the frontier steps and the diversification of the services potentials to offer in the same ones, since it is the tourist information, it needs development of a program of adequacy and management in order to do more efficient and functional, from the point of tourist view, the entry of the tourists to the country.

Subroutine 1.1.: Progress of the connectivity and diversification of the connections air.

Subroutine 1.2.: Promotion of the enlargement of the offer and progress of port infrastructures and nautical sporty grasp.

Subroutine 1.3.: Optimization of the frontier positions.

It programs 2: Progress of the accessibility interns.

The progress of the internal accessibility needs to optimize the connections and infrastructures of communication, of a special way, those that allow the access or they connect resources or spaces of tourist interest.

Importance is of vital to assure the efficient mobility of the tourists in the destination, making the access to the places feasible in ideal conditions of safety for highway. Also, the beautification, arrangement and cleanliness is precise of accesses to the spaces and tourist resources, in reference so much to the ways of communication as the rails or footpaths of the agrarian and forest way.

Subroutine 2.1.: Monitoring of the state and shortcomings in the terrestrial ways of connections that connect spaces and tourist resources.

Subroutine 2.2.: Optimization and beautification of the environment in ways of access to spaces and tourist resources.

Subroutine 2.3.: Recovery of footpaths and ways from access to resources and natural spaces.

program 3: Progress of the offer of tourist transport.

Help the mobility in the destination and accessibility to the resources by means of transport public. It needs his tourist adequacy, by means of the adequacy of the means and complementation of his services with tourist information, planning of new paths, etc. Also it is considered of big interest to provide an offer of tourist itineraries making use of public transport, so many individual as collective or.

Subroutine 3.1.: Tourist adequacy of the offer of transport.

Subroutine 3.2.: Creation of routes of transport of character tourist Cost Rican by means of public transport.

Subroutine 4.3.: Directional signal and orientated to in ways urban and intercity.

STRATEGY:

Impulse of the offer of tourism of meetings

program 5: Development of the infrastructure of meetings.

The program is focused on the impulse of the tourism of meetings as product priority of El Salvador . The above mentioned process tries to canalize the tourist demand of country and his position for the segment as destination of reference in the region.

It needs the enlargement and diversity of the facilities as well as the development

of an industry of complementary specializing services, capable of giving fulfillment to expectative expert of the profile of proper demand of the segment and that builds and offers appropriately articulated. Also it is convenient specialization of the hotel offer in the segment of meetings and business, from point of view of the facilities for the celebration of events, as of the rest of services that in the above mentioned establishments lends.

In the same way, the strategy is directed to the decentralization of the offer, by means of the impulse to the creation of new facilities and services complementary associates in different cities.

Subroutine 5.1.: Adequacy of the Fair Enclosure of San Salvador to receive Center of Congresses and Conventions.

Subroutine 5.2.: Plan of development of an industry of specializing services in tourism of meetings and events.

Subroutine 5.3.: Plan of hotel competitive in the segment of meetings.

Subroutine 5.4.: Creation of an offer of tourism of meetings in others cities Salvadorian.

STRATEGY:

Promotion of the offer of tourist services.

To arrange the offer of basic and complementary services, and to impel the local investment and Foreigner for the modernization of facilities and diversification of the offer.

program 6: Promotion of the offer of accommodation and restoration.

To improve and to arrange the offer of services of accommodation and restoration by means of identification and record of the companies. Also, it is necessary to promote association between the tourist companies as way for the development of actions you combine and usefully of synergies.

Subroutine 6.1.: Diffusion of the Record of companies of accommodation and restoration.

Subroutine 6.2.: Plan of support and promotion of the associability in the sector tourist.

PROGRAM 7: Promotion of the complementary offer.

To arrange the complementary offer, by means of a record of companies for ACTIVITY, and to create a new offer specializing in each of the thematic existing tourisms

Subroutine 7.1.: Diffusion of the Record of companies of activity you would complement.

Subroutine 7.2.: Plan of support or to the creation of an offer of activities you would complement with high place of specialization in thematic tourisms.

STRATEGY:

requalification of the tourist current offer.

To contribute to the progress qualitative to of the offer from the perspective ace of the conditions of health and food hygiene, the dealing and attention to the client and adequacy of establishments and services offered.

PROGRAM 8: Progress of establishments and services.

It proves vital to know the current situation of the offer of the tourist establishments from a perspective to not exclusively quantitative to. It appears to that end development of an stock of characterization of the offer that he has to contemplate not only formal references of the managerial activity but description of facilities and services given as instrument of game to determine the criteria that exist of facing the technical assistance for the progress of the quality and his adequacy to

legal requests and of the demand, as well as to try the major one
Competitive of the sector.

Subroutine 8.1.: stock and characterization of the offer of establishments and services.

Subroutine 8.2.: Assistance to companies for the adequacy of facilities and Equipments.

Subroutine 8.3.: Plan of technical assistance for the complementation of services basic in companies of accommodation.

PROGRAM 9: Quality in the service of the service.

In the managerial ambience the service of quality services is needed that Adequate to the circumstances of the market and that there overcome the expectative expert of the client. In this sense breaks with the competitive to of the kind character and collaborator of the Salvadorians, although the resources involved in the sector have to be made aware of the importance of the interaction employee - client, as well as intervention based on standard and good practices previously defined.

Subroutine 9.1.: Information and managerial concern for a " culture of tourist quality ".

Subroutine 9.2.: Technical assistance for the application of good practices in attention to the client.

Subroutine 9.3.: Plan of assistance for the innovation in the tourist sector.

Subroutine 9.4.: Conceptualization and impulse of the National Plan of Quality Tourist.

PROGRAM 10: It improves in the healthiness and safety of the establishments and destinations.

The promotion of actions that guarantee the safety of the tourists in The Salv ador, as well as the ideal conditions of healthiness, by means of the impulse of the normative to of corresponding regulation. Both constituent in fundamental aspects in the election of the destination on the part of the tourists, hence the importance of making aware to businessmen and implied resources, as well as of informing them. It is conceived also of interest the design of an instrument of control, which I agreed to the frame normative or, allows to identify processes and critical points of safety or unhealthiness in establishments and tourist destinations to effects of being able to articulate measurements of minimization and elimination of the causative agents of the same one.

Subroutine 10.1.: Information and concerning for the progress of the healthiness and safety in the destinations and establishments.

Subroutine 10.2.: I impel to the regulation normative to on the subject of safety and health in companies and tourist destinations.

Subroutine 10.3.: Cooperation for the progress of the infrastructures of sanitation and supplying coordinated with the competent authorities.

Subroutine 10.4.: Control of the healthiness and safety in the destinations and tourist companies.

STRATEGY:

Putting in value for tourist sustainable use of the resources and spaces

Approve to throw tourism the potential of the resources that El Salv ador lodges, by means of his adequacy and putting in value, in altars to the development of a tourism sustainable and informed for the local communities.

PROGRAM 11: Landscape beautification of urbanized environments.

Identification and elimination, in his case, minimization of the visual impacts in resources and urbanized environments. The instrumentation of a manual appears of

good practices for the intervention on the part of the Local Administrations as persons in charge for the scenery and urban image that contemplates adequacy and integration of urban equipments and signalized wired up, advertising resources, maintenance of frontages, etc.

Subroutine 11.1.: Diagnosis and detection of visual and environmental impacts.

Subroutine 11.2.: Promotion of good practices for the intervention of Local administrations.

PROGRAM 12: Putting in value of the patrimony of tourist resources of major attraction.

STOCK and diagnosis of the tourist potentiality of the resources of El Salvador, as I come up to identify and to prioritize actions of putting in value and promotion and having like regarding the different thematic proposed tourisms

There has to insure itself the suitable endowment of the resources, action for that they will be priority the activities and facilities related to the interpretation and investigation. With regard to the last one there will be of helping the study of phenomena and values natives in El Salvador on the part of institutions, organisms and independent professionals.

Subroutine 12.1.: Cooperation with the competent entities in the management and conservation of hereditary resources of interest.

Subroutine 12.2.: Identification of new resources with tourist potential.

Subroutine 12.3.: Endowment of equipments recreating and interpreting you

Subroutine 12.4.: Promotion of programs of scientific investigation of resources and natural phenomena.

PROGRAM 13: Putting in tourist value of natural spaces.

The tourist adequacy of the natural resources existents' (spaces of coast and interior) by means of his adequacy, zoning, as well as the endowment of services tourist, it will allow his configuration as tourist marketable products.

Subroutine 13.1.: Coordination with the Department of Environment for tourist diagnosis and zoning of the areas of public use.

Subroutine 13.2.: Design and endowment of equipments recreating you and Interpretating you integrated into the environment.

Subroutine 13.3.: Quality plan of play expert and spaces of coast.

IMAGE, PROMOTION AND TOURIST COMMERCIALIZATION OF EL SALVADOR

To define and to consolidate the fame of the image of mark of The Salv ador and his Singularities as elements of attraction and tourist differentiation.

To consolidate El Salvador between three principal tourist destinations of Central America and Positioning as the first business destination and meetings.

STRATEGY:

Promotion of a tourist image of Mark – Country

To develop a tourist normalized communication, throw of the creation of one tourist mark of country that integrates the singularities of El Salvador and is applicable to the tourist definite products, taking an agreed strategy as a base of it marks country.

PROGRAM 14: I impel and support the starting of a strategy of mark country.

To define the criteria for the design of an image of mark country of application Inter sector that needs therefore the coordination and consensus of the different ones Ministerial implied administrations.

Subroutine 14.1.: Governmental coordination and consensus for the design of An image of mark country.

PROGRAM 15: Creation of an image of tourist mark adapted to the mark country.

The tourist sector has to have an image of mark identification to, adapted and according to the definite mark of country. His design and throwing will have as base analysis and evaluation of the perception external of the tourist current image of El Salvador.

Subroutine 15.1.: Study of the tourist image existing in different markets.

Subroutine 15.2.: Design and throwing of the tourist mark of the country.

Subroutine 15.3.: Plan of communication and image of mark country before situations of crisis

PROGRAM 16: Adaptation of the image of mark to each of the products tourist.

The tourist mark of El Salvador once specified has to have full capacity of adaptation to the different tourist products offered by the country, without it suppose the diffusion of the conception and image of the same one as integral destination and multithematic. once defined the application of the mark in the tourist products Salvadorians one proceeds to his introduction in the promotional actions.

Subroutine 16.1.: Adequacy of the design and strategy of mark country to diversity tourist products.

<p>STRATEGY:</p>

<p>Promotion of the tourism of meetings.</p>
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To promote the tourism of meetings, congresses, conventions' and incentive you, integrating in this promotion other products existing in the country, like complementary offer to events, which it allows position The Salvador as destination of meetings in national, regional and international markets.

PROGRAM 17: Promotion on the national market.

Joint of promotional actions directed to the organizations collective grasp and managerial sector with head office in the country that transmit the image of The Salvador as suitable place for the celebration of events of meetings, conventions', congresses,

PROGRAM 18: Promotion on the regional market.

Joint of promotional actions directed to the organizations collective grasp and managerial sector with head office in the region that transmit the image of The Salvador as suitable place for the celebration of events of meetings, convections, congresses,

Subroutine 18.2.: Promotion directed to companies of Central American ambience.

PROGRAM 19: Promotion on the international market.

Joint of promotional actions directed to corporations of ambience international that transmit the image of The Salvador as suitable place for celebration of events of meetings, conventions, congresses, trade fairs and other types of events.

Subroutine 19.1.: Promotion in big international corporations in Salvador and/or Central America.

Subroutine 19.2.: Promotion directed to governmental organizations, not governmental, affiliations and institutions.

PROGRAM 20: Integral promotion of the product of meetings with other products complementary.

To promote thematic products, throw of his joint as offer it would complement of the Tourism of Meetings, as well as to promote the celebration in Salvador of events related to the specific raised tourisms.

Subroutine 20.1.: Promotion of complementary circuits to the segment of meetings in specific tourisms.

Subroutine 20.2.: Promotion of events congresses and of meetings related to specific tourisms.

PROGRAM 21: Specific instruments of promotion and commercialization of the tourism of meetings.

To create and to strengthen the instruments of promotion (Bureau of Conventions) and commercialization (OPC's) for the development of the product of meetings.

Subroutine 21.1.: Promotion of the creation of OPCs.

Subroutine 21.2.: Strengthening of the role realized by the Bureau of Conventions

STRATEGY:

Promotion of the thematic complementary products

To promote the different tourist specific products, like value added to the tourism of meetings, consolidating The Salvador as I destine multiproduct on the market national, regional, international and ethnic.

PROGRAM 22: Promotion of the tourist complementary products.

To promote in the frame of the mark - country, the different thematic present products in EL Salvador on the issuing corresponding markets.

Subroutine 22.1.: Promotion of the tourism of the sun and beach.

Subroutine 22.2.: Promotion of the business tourism.

Subroutine 22.3.: Promotion of the cultural tourism.

Subroutine 22.4.: Promotion of the tourism of nature.

Subroutine 22.5.: Promotion of the tourism of cruises.

Subroutine 22.6.: Promotion of the nautical tourism.

Subroutine 22.7.: Promotion of the tourism of surfing

STRATEGY:

Stimulus and idealization of the internal demand.

To promote the tourist products of the country between the Salvadorians, motive walk knowledge on the part of these, of the offer of tourist existing resources as well as to create a tourist culture that supposes a direct implication of the population in tourist development of the country, as well as in the progress of the reception and relation with the tourists.

PROGRAM 23: Promotion of the internal tourism.

To realize a promotion of NEW you circuits and tourist products of EL Salvador directed to resident Salvadorans in the country.

Subroutine 23.1.: Promotion on the internal market of new circuits tourist of the country.

Subroutine 23.2.: Global promotion of the tourism on the national market.

PROGRAM 24: Strengthening of the tourist culture in the Salvadoran society.

To stimulate in the SALVADORIAN society a tourist culture by means of a plan of motivation that impels the national tourism.

Subroutine 24.1.: Promotion of the accessibility to the resources and products tourist.

STRATEGY:

Promotion gone to the Salvadorans in the exterior.

The increasing number of Salvadorian resident in the exterior of the country, supposes one benefit competitive to for the development of a tourist promotion throw of his organizations or affiliations, as well as a niche of market to which to direct the tourist promotion.

PROGRAM 25: Cooperation with the Salvadoran resident community in the exterior.

To cooperate with the Salvadorans in exterior as a way of tourist promotion of El Salvador, in his countries of residence.

Subroutine 25.1.: Promotion of the tourist image of the country THROW El Salvadorans' affiliations.

PROGRAM 26: Plan of promotion of the ethnic tourism.

To encourage the implication in the tourist activity of El Salvador, to the Salvadorians residents in exterior, by means of the tourist investment of these or as market tourists' issuer.

Subroutine 26.1.: Configuration of a program of promotion for Salvadorians residents in exterior.

Subroutine 26.2.: Promotion of the tourist investment on the part of Salvadorians in exterior.

STRATEGY:

Design and implementation of a Service of Tourist Information

The services of tourist information have a double purpose on one hand establishment of a more nearby contact with the tourist, who allows better knowledge of his needs, and for serving other as tool of reception of potential market

PROGRAM 27: Creation of a Call Center of tourist information at level of country.

To create an instrument of telephone permanent information that provides the tourist information relative to the services and tourist resources of El Salvador. His putting in march needs the definition previous to the system of operational and grade of coverage of service.

Subroutine 27.1.: Technical assistance for the design of a system.

Subroutine 27.2.: Plan of implantation.

PROGRAM 28: Creation of an Office network and Points of Information of Information Tourist.

To create a service of tourist information in destination articulated as Office network and Points that will have to be provided with qualified personnel, promotional updated material and diverse, as well as equipment and facilities that allow the service of one service of information I complete and of quality.

Subroutine 28.1.: Technical assistance for the design of the Office network and Points of Information.

Subroutine 28.2.: Creation and adequacy of infrastructures of information tourist.

PROGRAM 29: Plan of Information and Telematic Promotion.

Promote the application of Technologies of the Information and Communication for development of the actions of promotion and commercialization, that to optimize possibilities that the same ones offer for the immediate and permanent update of the information that the same ones contribute.

Subroutine 29.1.: Technical assistance for the use and application of a System of Geographical information

Subroutine 29.2.: Design and management of a tool of information and promotion in Internet.

STRATEGY:

Promotion of the promotion and managerial commercialization.

Promote the integration and cooperation between MIPYMES to obtain better and May or access to the potential demand.

PROGRAM 30: Use of means of commercialization PYMES.

Promotion of the use of means of commercialization throw of the new technologies of the information and the communication on the part of the tourist companies, in order

to optimize the managerial development of the sector.

Subroutine 30.1.: Plan of technological adaptation in MIPYMES.

Subroutine 30.2.: Communication and relation between tourist operators and the textile managerial.

PROGRAM 31: Creation of Managerial Centers of Tourism CETs for strengthening of the tourist MIPYMES

Establishment of a network of Managerial Centers of Tourism that they encourage I develop of the micro, small and medium tourist company.

Subroutine 31.1.: Design of the Plan of Strengthening of the MIPYME and creation of CETs.

Subroutine 31.2.: Technical assistance for the service of services to affiliated companies.

Subroutine 31.3.: Establishment of relations of cooperation with public organisms and PRIVATES organisms.

STRATEGY:

Promotion and associate commercialization.

Collaboration and cooperation bring in the reagents public - private for the establishment of a line of unified, efficient promotion and representative to in the different channels of distribution.

PROGRAM 32: Promotion of the integration in existing networks of collaboration.

The cooperation public - private and the integration in channels of commercialization Existente , as way to obtain an optimization of the promotion of tourist products.

Subroutine 32.1.: Promotion of the creation of bags of negotiation that they facilitate the commercialization of the tourist offer.

Subroutine 32.2.: Creation of a system public – private integrated of tourist promotion.

PROGRAM 33: Promotion of the promotion of tourist integrated bundles.

Promote the design of routes and tourist circuits as regards the thematic tourisms, as well as the joint of bundles and the promotion in destination of the products tourist shaped.

Subroutine 33.1.: Conceptualization and design of routes and tourist circuits.

Subroutine 33.2.: Program of support or to the promotion and commercialization of tourist bundles multiproduct.

Subroutine 33.3.: Achievement of trips of familiarization directed to Tour operators and international press

PROGRAM 34: Participation in international specializing events of promotion.

To promote El Salvador on the international markets by means of the assistance to events organized with this motive or, presenting the promotional elaborated material based on the mark country designed.

Subroutine 34.1.: Plan of assistance to fairs and other promotional events.

Subroutine 34.2.: Plan of edition of promotional material.

SENSITIZATION, QUALIFICATION AND TRAINING OF THE CAPITAL NATIONAL HUMAN BEING

Promote the professionalization and qualification of the human resources implied in tourism and to promote the intervention of the Salvadorians in the model of development, in the mark of a tourist culture.

STRATEGY:

Qualification and training of the human national capital involved in the tourism

The human resources of El Salvador are formed as an added value of the country, for that the tourist formation of these, is established as element articulator of

tourist development of the country.

PROGRAM 35: Qualification in Tourism

From the detection of the needs of formation in the different branches of activity tourist, to create an offer formative to specific of the sector.

Subroutine 35.1.: Detection of needs formative grasp.

Subroutine 35.2.: Promotion of the certification of labor competences associated with the tourism.

Subroutine 35.3.: Strengthening of the quality of management in the institutions of professional training for the tourism.

PROGRAM 36: Training in Tourism

To qualify to the human resources implied in him sector, so much in the management of destinations (local agents) like in the service of tourist basic services (accommodation and restoration) and complementary (activities would complement, tourist information and CETs).

Subroutine 36.1.: Training of the local agents in tourist matter.

Subroutine 36.2.: Design of lines of formation continues for companies tourist.

Subroutine 36.3.: Plan of training of the human resources vinculated to service of services in companies of recreation.

Subroutine 36.4.: Plan of training of the members of the service of tourist information in destination.

Subroutine 36.5.: Plan of training in the Managerial Centers of Tourism, directed to the MIPYME.

PROGRAM 37: Tourist sensitization.

The tourist development of El Salvador and his conception as tourist integral destination he needs the restoration of the concept of " cultural tourist " in the community recipient. In this sense raises fundamentally the tourist consideration of the Salvadorian society in general and the sensitization of the implied agents of direct form or innuendo in the tourist sector. Also, the education owes promote transversal in the ruled education, for what a plan of interdepartmental cooperation is needed.

Subroutine 37.1.: Plan of CONCER of the local communities on importance of the tourism.

Subroutine 37.2.: Plan of sensitization of the agents implied in Tourism (police officer, migration, transport, etc.)

Subroutine 37.3.: Plan of interdepartmental cooperation for the education in tourist matter.

DESTINATION MANAGEMENT ORGANIZATION
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To encourage the sustainable development of the tourist sector in El Salvador, as well as intervention coordinated of the public agents and privates implied
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STRATEGY:

Promotion, financing and incentives for the tourist activity.

To impel the tourist public activity - private road, by means of the development of mechanisms of promotion, financing and incentive you, that articulate a correct offer of services and tourist infrastructures, necessary for the tourist development of the country.

PROGRAM 38: Program of Tourist Investments of the Central Administration.

To plan the tourist investments public – PRIVATE necessary in the territory, as well as his starting and pursuit for the sake of obtaining a balanced development of tourism in EL Salvador.

Subroutine 38.1.: Formulation of the Plan of Inversions' (Public and Private).

Subroutine 38.2.: Project execution.

Subroutine 38.3.: Control and verification.

PROGRAM 39: Investment in cooperation with other public organisms and ONGDs.

Promote the institutional coordination on the part of organisms with competences not exclusively tourist, for the investment in infrastructures and services that contribute to the integral progress of El Salvador as tourist destination.

Subroutine 39.1.: Cooperation with public organisms for the design and financing of the Plan of Development and Tourist Inversions.

Subroutine 39.2.: Formulation combines of the Plan of Development and Inversions.

PROGRAM 40: Promotion of investments deprived for the development of the tourist sector.

To impel the inversion who promotes the business development related with increase and diversification of the tourist offer. In order to propitiate the flow inverses it proposes to reach port service from technical advice to potentials invertors and disposition of a bank of projects that allows to identify not only the opportunities of business and niches of market but the areas for the suitable starting of same and instruments and incentive economic you capable of application.

Subroutine 40.1.: Plan of advice and technical accompaniment to potentials investors.

Subroutine 40.2.: Shape of a bank of projects.

Subroutine 40.3.: Development of a system of permanent monitoring.

PROGRAM 41: Program of reception of tourist foreign investments.

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To impel an instrument for the promotion of the tourist inversion on the part of foreigner agents

Subroutine 41.1.: Plan of promotion for the reception of investors.

Subroutine 41.2.: Plan of monitoring of the carried out inversions.

Subroutine 41.3.: Impel to the enterprising capacity of the Salvadorians for the starting of tourist companies.

PROGRAM 42: Financing and incentives.

The program tries to establish schemes of financing for the tourist development, that will have to contemplate credit lines and incentive you fiscally, as well as his regulation normative to.

Subroutine 42.1.: Simplification of the access to the credit of financing for inversion tourist.

Subroutine 42.2.: I develop legislative or of incentive fiscal you for incentive creation of tourist companies.

Subroutine 42.3.: Design of a system of detection of opportunities of international financing of projects of investment.

STRATEGY:

Promotion of the tourism of meetings.

To establish incentives for the progress of the conditions of the basic offer and it would complement as well as the mechanisms of promotion and commercialization of the tourism of meetings.

PROGRAM 43: Incentives to the creation and progress of infrastructures of meetings.

To establish mechanisms of help and incentive you for the development of the offer of tourism of meetings, throw of the creation of congresuales squares and specialization of hotel offer.

Subroutine 43.1.: I encourage for the progress and diversification of the Existent facilities.

Subroutine 43.2.: Incentive or to the offer specializing in tourism of meetings.

PROGRAM 44: Promotion of the cooperation and coordination between public agents, OPCs and Bureau of Conventions.

Promote and to commercialize the product of meetings by means of actions of intervention public - privates.

STRATEGY:

Normative regulation of the tourist activity.

Creation of a frame normative or for the arrangement and planning of the tourist activity , in the frame of the juridical safety.

PROGRAM 45: Law of Tourism of El Salvador.

To establish a frame legislative or basic, throw of the creation of a Law of Tourism that arranges and regulates the sector.

Subroutine 45.1.: Presentation and diffusion of the Law of Tourism.

Subroutine 45.2.: Program of monitoring and pursuit.

PROGRAM 46: Normative development.

To impel, from the tourist sector, the development of instruments and legal references that allow and regulate his arrangement, development and promotion.

Subroutine 46.1.: I develop normative or of the Law.

Subroutine 46.2.: Regulation and legal development of the Record of Tourism.

Subroutine 46.3.: Plan of Tourist Territorial Arranging.

STRATEGY:

Definition of the politics of intervention of the Tourist National Administration.
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To determine the mechanisms of coordination and public – private cooperation , as well as with regional and international organisms, to developing for the Administration Tourist National for the tourist development of El Salvador.

PROGRAM 47: Pursuit and communication of the National Plan of Tourism.

Starting of actions of pursuit and evaluation of the execution and fulfillment of objective you of the National Plan of Tourism. Also they have to be widely used the contents, results and impacts derived of the same one between the agents that they compose the offer and in the society Salvadorian in general.

Subroutine 47.1.: Monitoring and evaluation continues.

Subroutine 47.2.: Diffusion of contents, result and impacts of the Plan.

PROGRAM 48: Internationalization of the Salvadoran tourism.

To integrate and to cooperate with regional and international, governmental entities or not, for the progress of the mechanisms of promotion and financing of the tourist activity of the Country.

Subroutine 48.1.: Integration in governmental regional institutions and international.

Subroutine 48.2.: Cooperation with financial multilateral entities and bilateral.

Subroutine 48.3.: Cooperation with institutions and public and private Salvadorian organizations with external presence.

PROGRAM 49: Tourist simplification.

To establish the mechanisms of coordination and strategic alliances s between organisms and Governmental institutions as well as between public agents and privates, that allow the starting of the preview strategic programs of tourist development.

Subroutine 49.1.: Plan of institutional strengthening of the Department of Tourism.

Subroutine 49.2.: Creation of strategic alliances between public sector and Private sector

Subroutine 49.3.: Coordination with institutions and tourist national agents and places.

Subroutine 49.4.: Interdepartmental coordination.

STRATEGY:

To systematize the tourist Investigation
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To develop a system of information and tourist statistics that they allow evaluate contribution of the tourism to the national economy, as well as to analyze the tendencies and flows of the markets, facilitating the planning, control and capture of decisions

PROGRAM 50: Implantation of the Account system Satellites of the Tourism (CST)

To develop and to implant the Account Satellite of the Tourism in El Salvador to evaluate impacts that on the employment and the national economy the tourist activity generates.

Subroutine 50.1.: Coordinating plan with responsible agents of his implantation.

Subroutine 50.2.: Plan of implantation of the CST.

PROGRAM 51: System of information for the management and tourist evaluation.

To create a way for the study and update of the information and statistical variables as regards the tourist industry, which will constitute the base of information for development of programs and political in tourist matter, in addition to allowing valuation and pursuit of the sector in the national ambience and his comparison with others destinations.

Subroutine 51.1.: Creation of a permanent Observatory for investigation and prospective to tourist.

Subroutine 51.2.: Plan of evaluation and diffusion of results.

Subroutine 51.3.: Plan of investigation, innovation action and tourist technology

DEVELOPMENT AND ARRANGEMENT OF PRODUCTS AND TOURIST TERRITORIES

IMPEL THE PROGRESS OF ACCESSIBILITY TO THE DESTINATION, PRODUCTS AND RESOURCES TOURIST.	1. Progress of the accessibility to the country	1.1. Progress of the conectividad and diversification of the air connections. 1.2. Promotion of the enlargement of the offer and progress of the port and nautical - sports infrastructures. 1.3. Optimization of the frontier positions.
	2. Progress of the internal accessibility	2.1. Monitoring of the state and shortcomings in the terrestrial routes that connect spaces and tourist resources. 2.2. Optimization and beautification of the environment in routes of access to spaces and tourist resources. 2.3. Recovery of footpaths and routes of access to resources and natural spaces.
	3. Progress in the offer of tourist transporte	

1. Progress of the accessibility to the country

1.1. Progress of the connectivity and diversification of the air connections.

- 1.2. Promotion of the enlargement of the offer and progress of the port and nautical - sports infrastructures.
- 1.3. Optimization of the frontier positions.
- 2. Progress of the internal accessibility
 - 2.1. Monitoring of the state and shortcomings in the terrestrial routes that connect spaces and tourist resources.
 - 2.2. Optimization and beautification of the environment in routes of access to spaces and tourist resources.
 - 2.3. Recovery of footpaths and routes of access to resources and natural spaces.
- 3. Progress of the offer of tourist transport
 - 3.1. Tourist adequacy of the offer of transport.
 - 3.2. Creation of routes of transport of tourist character by means of public transport.
- IMPULSION TO THE PROGRESS OF ACCESSIBILITY TO THE DESTINATION, PRODUCTS AND RESOURCES TOURIST.
- 4. Tourist signaling
 - 4.1. Public - private agreement and cooperation on tourist signaling of the country.
 - 4.2. Plan of signaling for the identification of resources, spaces, routes and footpaths.
 - 4.3. Directional signaling and orientation in urban and inter-city routes.
- IMPULSE OF THE OFFER OF TOURISM OF MEETINGS
- 5. Development of the infrastructure of meetings.
 - 5.1. Adequacy of the Fair Enclosure of San Salvador to receive the Center of Congresses and Conventions.
 - 5.2. Plan of development of an industry of services specializing in tourism of meetings and events.
 - 5.3. Plan of hotel competitiveness in the segment of meetings.
 - 5.4. Creation of an offer of tourism of meetings in evenness Salvadoran cities.
- 6. Promotion of the offer of accommodation and restoration.
 - 6.1. Diffusion of the Record of companies of accommodation and restoration.
 - 6.2. Plan of support and promotion of the associative in the touristic sector
- TOURIST SERVICES.
- 7. Promotion of the complementary offer.
 - 7.1. Diffusion of the Record of companies of complementary activities.
 - 7.2. Plan of support to the creation of an offer of complementary activities at high level of specialization in thematic tourisms.
- 8. Progress of establishments and services.
 - 8.1. Inventory and characterization of the offer of establishment and services.
 - 8.2. Assistance to companies for the adequacy of facilities and equipments.
 - 8.3. Plan of technical assistance for the complementation of the basic services in companies of accommodation
- 9. Quality in the service of the service.
 - 9.1. Information and concern managerial for a " culture of tourist quality ".
 - 9.2. Technical assistance for the application of good practices in the attention to the client.
 - 9.3. Plan of assistance for the innovation in the tourist sector.
 - 9.4. Conceptualization and impulse of the National Plan of Tourist Quality.
- REQUALIFICATION OF TOURIST CURRENT OFFER.
- 10. It improves in the healthiness and safety of the establishments and destinations.
 - 10.1. Information and concern for the progress of the healthiness and safety in the destinations and establishments.
 - 10.2. Impel to the normative regulation on the subject of safety and health in companies and tourist destinations.
 - 10.3. Cooperation for the progress of the infrastructures of sanitation and supplying coordinately with the competent authorities.
 - 10.4. Control of the healthiness and safety in the companies and tourist destinations.
- 11. Landscape beautification of urbanized environments.
 - 11.1. Diagnosis and detection of visual and environmental impacts.
 - 11.2. Promotion of good practices for the intervention of the Local Administrations.
- 12. Putting in value of the patrimony of tourist resources of major attraction.
 - 12.1. Cooperation with the competent entities in the management and conservation of hereditary resources of interest.
 - 12.2. Identification of new resources with tourist potential.

12.3. Endowment of recreative and interpretive equipments.

12.4. Promotion of programs of scientific investigation of resources and natural phenomena.

PUTTING IN VALUE FOR USE

TOURIST SUSTAINABLE OF

THE RESOURCES AND SPACES.

13. Putting in tourist value of spaces natives.

13.1. Coordination with the Department of Environment for the tourist diagnosis and zoning of the areas of public use.

13.2. Design and endowment of recreative and interpretive equipments integrated to the environment.

PROMOTION, COMMERCIALIZATION AND TOURIST IMAGE OF EL SALVADOR

STRATEGIES YOU PROGRAMME SUBROUTINES / PLANS

14. Impel and support to the starting

of a strategy of mark country.

14.1. Governmental coordination and consensus for the design of an image of mark country.

15. Creation of an image of mark

tourist adapted to the mark country.

15.1. Study of the tourist image existent on different markets.

15.2. Design and throwing of the tourist mark of country.

15.3. Plan of communication and image of mark country before situations of crisis.

UNA'S PROMOTION IMAGE

TOURIST OF MARK – COUNTRY.

16. Adaptation of the image of mark to

each of the tourist products.

16.1. Adequacy of the design and strategy of mark country to the diverse tourist products.

17. Promotion on the national market.

17.1. Promotion directed to not governmental organizations, affiliations and federations.

17.2. Promotion directed to companies deprived of national capital.

18. Promotion on the regional market.

18.1. Promotion directed to Central American governmental and not governmental organizations.

18.2. Promotion directed to companies of Central American ambience.

19. Promotion on the market

international.

19.1. Promotion in big international corporations in El Salvador and/or Central America.

19.2. Promotion directed to governmental, not governmental organizations, affiliations and institutions.

20. Integral promotion of the product of

meetings with other products

complementary.

20.1. Promotion of complementary circuits to the segment of meetings in specific tourisms.

20.2. Promotion of events congressuales and of meetings related to specific tourisms.

PROMOTION OF THE TOURISM OF

MEETINGS.

21. Instruments of promotion and

commercialization specifics of the tourism of

meetings.

21.1. Promotion of the creation of OPCs.

21.2. Strengthening of the role realized by the Bureau of Conventions.

PROMOTION OF

THEMATIC PRODUCTS

COMPLEMENTARY

22. Promotion of the tourist products

complementary.

22.1. Promotion of the tourism of the sun and beach.

22.2. Promotion of the business tourism.

22.3. Promotion of the cultural tourism.

22.4. Promotion of the tourism of nature.

22.5. Promotion of the tourism of cruises.

22.6. Promotion of the nautical tourism.

22.7. Promotion of the tourism of surfing.

23. Promotion of the internal tourism.

23.1. Promotion on the internal market of new tourist circuits of the country.

- 23.2. Global promotion of the tourism on the national market stimulate and idealize
THE INTERNAL DEMAND.
24. Strengthening of the tourist culture in the Salvadoran society
- 24.1. Promotion of the accessibility to the resources and tourist products.
25. Cooperation with the community
Salvadoran resident in the exterior.
- 25.1. Promotion of the tourist image of the country across the Salvadorans' affiliations.
PROMOTION DIRECTED TO
SALVADORANS IN
EXTERIOR. 26. Plan of promotion of the ethnic tourism.
- 26.1. Configuration of a program of promotion for the resident Salvadorans in exterior
- 26.2. Promotion of the tourist investment on the part of the Salvadorans in exterior.
27. Creation of a Call Center of
tourist information at level of country.
- 27.1. Technical assistance for the design of the system.
- 27.2. Plan of implantation.
DESIGN AND IMPLEMENTATION
OF A SERVICE OF
TOURIST INFORMATION 28. Creation of an Office network and
Points of Tourist Information.
- 28.1. Technical assistance for the design of the Office network and Points of information.
- 28.2. Creation and adequacy of infrastructures of tourist information
29. Plan of Information and Promotion
Telematic
- 29.1 Technical assistance for the use and application of a System of Geographical Information.
- 29.2 Design and management of a tool of information and promotion in Internet.
30. Use of means of commercialization
PYMES.
- 30.1. Plan of technological adaptation in MIPYMES.
- 30.2. Communication and relation bring in tourist operators and the textile empresarial FOMENTO OF THE PROMOTION.
AND COMMERCIALIZATION
MANAGERIAL.
31. Creation of Managerial Centers of
Tourism CETs for the strengthening of
the tourist MIPYMES
- 31.1. Design of the Plan of Strengthening of the MIPYME and the creation of CETs.
- 31.2. Technical assistance for the service of services to the affiliated companies.
- 31.3. Establishments of relations of cooperation with public and private organisms.
32. Promotion of the integration in networks
existing of collaboration.
- 32.1. Promotion of the creation of bags of negotiation that facilitate the commercialization of the tourist offer.
33. Promotion of the promotion of bundles
tourist integrated.
- 33.1. Conceptualization and design of routes and tourist circuits.
- 33.2. Program of support to the promotion and commercialization of tourist bundles multiproduct.
- 33.3. Achievement of trips of familiarization directed to Tour Operators and international press.
PROMOTION And
COMMERCIALIZATION
PARTNER.
34. Participation in events
international specialized of
promotion.
- 34.1. Plan of assistance to fairs and other promotional events.
- 34.2. Plan of edition of promotional material.
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SOCIAL SENSITIZATION, QUALIFICATION AND TRAINING OF THE HUMAN CAPITAL
35. Qualification in Tourism.
- 35.1. Detection of formative needs.
- 35.2. Promotion of the certification of labor competences associated with the tourism.
- 35.3. Strengthening of the quality of management in the institutions of professional training for the tourism.
36. Training in Tourism.

- 36.1. Training of the local agents in tourist matter.
- 36.2. Design of lines of formation continues for tourist companies.
- 36.3. Plan of training of the human resources linked to the service of services in companies of recreation.
- 36.4. Plan of training of the members of the service of tourist information in destination.
- 36.5. Plan of training in the Managerial Centers of Tourism, directed to the MIPYME.

QUALIFICATION And
TRAINING OF THE CAPITAL
NATIONAL HUMAN BEING
IMPLIED IN THE TOURISM

- 37. Tourist sensitization.
- 37.1 Plan of concern of the local communities on the importance of the tourism.
- 37.2 Plan of sensitization of the agents involved in the tourism (police officer, migration, transport, etc.).
- 37.3. Plan of interdepartmental Cooperation for the education in tourist matter.

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DESTINATION MANAGEMENT ORGANIZATION (DMO)
STRATEGIES YOU PROGRAMME SUBROUTINES

- 38. Program tourist Investment of Central administration.
- 38.1. Formulation of the Plan of Development and Investments (public and private).
- 38.2. Project execution.
- 38.3. Cont roll and cross-check.
- 39. Investment in cooperation with others public organisms and ONGDs.
- 39.1. Cooperation with public organisms for the design and financing of the Plan of Development and Tourist Investments.

- 39.2. Formulation combines of the plan of development and investments.
- 40. Promotion of investments deprived for the development of the tourist sector.
- 40.1. Plan of advice and technical accompaniment to investing potentials.
- 40.2. Shape of a project bank.
- 40.3. Development of a system of permanent monitoring.
- 41. Program of reception of investments tourist ex-tranjereras.
- 41.1. Plan of promotion for the investors' reception.
- 41.2. Plan of monitoring of the carried out investments.
- 41.3. I impel to the enterprising capacity of the Salvadorans for the starting of tourist companies.

PROMOTION, FINANCING AND
INCENTIVES FOR
TOURIST ACTIVITY

- 42. Financing and incentives.
- 42.1. Simplification of the access to the credit of financing for the tourist investment.
- 42.2. Legislative development of fiscal incentives to encourage the creation of tourist companies.
- 42.3. Design of a system of detection of opportunities of international financing of projects of investment.
- 43. Incentives to the creation and progress of infrastructures of meetings.
- 43.1. I encourage for the progress and diversification of the facilities ex-istentes.
- 43.2. I encourage to the offer specializing in tourism of meetings.

PROMOTION OF THE TOURISM OF
MEETINGS 44. Promotion of the cooperation and
coordination between public agents, OPCs
and Bureau of Conventions.

- 44.1. Creation of alliances public - private road for the promotion and commercialization of the product of meetings.
- 45. General law of the Tourism of Salvador.

- 45.1. Presentation and diffusion of the Law of Tourism.
- NORMATIVE REGULATION OF 45.2. Program of monitoring and pursuit.
- THE TOURIST ACTIVITY

- 46. Normative development.
 - 46.1. Normative development of the Law.
 - 46.2. Regulation and legal development of the National Record of Tourism.
 - 46.3. Plan of Tourist Territorial Arranging.

47. Pursuit and communication of the Plan National of Tourism.

- 47.1. Monitoring and evaluation continues.
- 47.2. Diffusion of contents, results and impacts of the Plan.

48. Internationalization of the tourism Salvadoran.

- 48.1. Integration in governmental regional and international institutions.
- 48.2. Cooperation with financial multilateral and bilateral entities.
- 48.3. Cooperation with institutions and public organizations and Salvadoran private roads with presence in ex-terior.

DEFINITION OF THE POLITICS OF INTERVENTION OF TOURIST ADMINISTRATION NATIONAL

49. Tourist simplification.

- 49.1. Plan of institutional strengthening of the Department of Tourism
- 49.2. Creation of strategic alliances between public and private sector.
- 49.3. Coordination with institutions and tourist national and local agents.
- 49.4. Interdepartmental coordination.

50. Implantation of the Account system

Satellites of the Tourism (CST)

- 50.1. Coordinating plan with agents responsible for his implantation.

TO SYSTEMATIZE 50.2. Plan of implantation of the CST.

TOURIST INVESTIGATION 51. System of information for the management and tourist evaluation.

50.2. Plan of implantation of the CST.

- 51.1. Creation of a permanent Observatory for the investigation and tourist futurology.
- 51.2. Plan of evaluation and diffusion of results.
- 51.3. Plan of Investigation, Innovation and Tourist Technology.

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STRATEGIC PRIORIZACIÓN OF PROGRAMS / SUBROUTINES

AMBIENCE OF INTERVENTION: Development and Arrangement of Products and Tourist Territories

STRATEGY PROGRAM / SUBROUTINE PRIORITY

1. Better to of the accessibility to the country

- 1.1. Progress of the connectivity and diversification of the air connections. 2
- 1.2. Promotion of the enlargement of the offer and progress of the port and nautical - sports infrastructures. 1
- 1.3. Optimization of the frontier positions.
- 2.1. Monitoring of the state and shortcomings in the terrestrial routes that connect spaces and tourist resources. 2
- 2.2. Optimization and beautification of the environment in routes of access to spaces and tourist resources. 2
- 2.3. Recovery of footpaths and routes of access to resources and natural spaces. 2

3. Better to of the offer of tourist transport

- 3.1. Tourist adequacy of the offer of transport. 2
- 3.2. Creation of routes of transport of tourist character by means of public transport. 2

4. Touristic Signaling

- 4.1. Agreement and cooperation public - private road on tourist signaling of the country. 1
- 4.2. Plan of signaling for the identification of resources, spaces, routes and footpaths. 1

I IMPEL TO THE PROGRESS OF THE ACCESSIBILITY TO I DESTINE, TO THE PRODUCTS AND TOURIST RESOURCES

- 4.3. Directional Signaling and orientative in urban and inter-city routes. 2
- 5. development of the infrastructure to of reunions

- 5.1. Adequacy of the Fair Enclosure of San Salvador to receive the Center of Congresses and Conventions 1

- 5.2. Plan of development of an industry of services specializing in tourism of meetings and events. 1

- 5.3. Plan of hotel competitiveness in the segment of meetings. 2

I IMPEL OF

IT OFFERS OF
TOURISM OF
MEETINGS

- 5.4. Creation of an offer of tourism of meetings in other Salvadoran cities. 1
- 6. Promotion of the offer of accommodation and restorations
- 6.1. Diffusion of the Record of companies of accommodation and restoration. 1
- 6.2. Plan of support and promotion of the asociationalism in the tourist sector. 1
- 7. Promotion of the offer to complement the advantage of tourism in El Salvador
- 7.1. Diffusion of the Record of companies of complementary activities. 1

ENCOURAGE OF
OFFER OF SERVICES
TOURIST

- 7.2. Plan of support to the creation of an offer of complementary activities at high level of specialization in tourisms Thematic.

2

1 = High priority

2=Priority Normal

STRATEGY PROGRAM / SUBROUTINE PRIORITY

- 8. Better to of establishments and to be vices
- 8.1. Inventory and characterization of the offer of establishments and services. 1
- 8.2. Assistance to companies for the adequacy of facilities and equipments. 1
- 8.3. Plan of technical assistance for the complementation of the basic services in companies of accommodation. 1
- 9. Quality in the pr station of the being corrupted
- 9.1. Information and concerning managerial for a "culture of tourist quality". 2
- 9.2. Technical assistance for the application of good practices in the attention to the client. 1
- 9.3. Plan of assistance for the innovation in the tourist sector. 2
- 9.4. Conceptualization and impulse of the National Plan of Tourist Quality. 1
- 10. Better to in the health and security of the destinations and establishments
- 10.1 Information and concern for the progress of the healthiness and safety in the destinations and establishments.
- 10.2. Impel to the normative regulation on the subject of safety and health in companies and tourist destinations. 1
- 10.3. Cooperation for the progress of the infrastructures of sanitation and supplying coordinately with the authorities competent.

1

REQUALIFICATION OF THE TOURIST CURRENT OFFER

- 10.4. Control of the healthiness and safety in the destinations and tourist companies. 1
- 11. Landscape beautification of urbanized environments
- 11.1. Diagnosis and detection of visual and environmental impacts. 2
- 11.2. Promotion of good practices for the intervention of the Local Administrations. 1
- 12. Putting in value of the patrimony of turistic resources as a major active
- 12.1. Cooperation with the competent entities in the management and conservation of hereditary resources of interest. 1
- 12.2. Identification of new resources with tourist potential.
- 12.3. Endowment of recreative and interpretive equipments. 2
- 12.4. Promotion of programs of scientific investigation of resources and natural phenomena. 1
- 13. Putting in tourist value of natural's spaces
- 13.1 Coordination with the Department of Environment and Natural resources for the tourist diagnosis and zoning of Areas of public use.

1

- 13.2. Design and endowment of recreative and interpretive equipments in the environment. 2

PUTTING IN VALUE FOR TOURIST SUSTAINABLE USE OF
RESOURCES AND SPACES

- 13.3. Quality plan in Beaches and spaces of coast. 1

1 = High priority

2=Priority Normal

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AMBIENCE OF INTERVENTION: Promotion, commercialization and tourist image of El Salvador.

STRATEGY PROGRAM / SUBROUTINE PRIORITY

- 14.1. Governmental coordination and consensus for the design of an image of mark country. 1
- 15. Creation of an image of tourist mark adapted to the country mark.
- 15.1. Study of the tourist existing image on different markets. 1
- 15.2. Design and throwing of the tourist image of country. 1

15.3. Plan of communication and image of mark country before situations of crisis. 1

16. Adaptation of the image of mark to each of the tourist products'.

UNA'S PROMOTION

TOURIST IMAGE OF

MARK – country.

16.1. Adequacy of the design and strategy of mark country to the diverse tourist products. 1

17. Promotion on the national market.

17.1. Promotion directed to not governmental organizations, affiliations and federations. 1

17.2. Promotion directed to companies deprived of national capital. 1

18. Promotion on the market regional.

18.1. Promotion directed to Central American governmental and not governmental organizations

18.2. Promotion directed to companies of Central American ambience. 1

19. Promotion on the international market

19.1. Promotion in big international corporations in El Salvador and/or Central America. 2

19.2. Promotion directed to governmental, not governmental organizations, affiliations and institutions. 2

20. integrated Promotion as product of meetings with other products to complement

20.1. Promotion of complementary circuits to the segment of meetings in specific tourisms. 1

20.2. Promotion of events congressuales and of meetings related to specific tourisms. 1

21. Specific Instruments of promotion and commercialization of the tourism in meetings

21.1. Promotion of the creation of OPCs

21.2. Strengthening of the role realized by the Bureau of Conventions. 1

22. Promotion of the tourist products to complement them

22.1. Promotion of the tourism of the sun and beach. 1

22.2. Promotion of the business tourism. 2

22.3. Promotion of the cultural tourism. 2

22.4. Promotion of the tourism of nature. 1

22.5. Promotion of the tourism of cruises. 2

22.6. Promotion of the nautical tourism. 2

PROMOTION OF THEMATIC LOSODUCTOS

COMPLEMENTARY

22.7. Promotion of the tourism of surfing. 1

1 = High priority

2= Normal Priority

STRATEGY PROGRAM / SUBROUTINE PRIORITY

23. Internal tourist promotion

23.1. Promotion on the internal market of new tourist circuits of the country. 2

23.2. Global promotion of the tourism on the national market. 1

4.

24.1. Promotion of the accessibility to the resources and tourist products. 1

25. Cooperation with the Salvadorian community in the exterior.

25.1. Promotion of the tourist image of the country across the Salvadorans' affiliations. 1

26. Plan of promotion of the ethnic tourism.

26.1. Configuration of a program of promotion for the resident Salvadorans in the exterior. 1

THE EXTERIOR

26.2. Promotion of the tourist investment on the part of Salvadorans in the exterior. 1

27. Creation of a Call Center of tourist information at country Level

27.1. Technical assistance for the design of a system. 2

27.2. Plan of implantation.

28.1. Technical assistance for the design of the Office network and Points of Information. 1

28.2. Creation and adequacy of infrastructures of tourist information. 1

29 plan of Information and Telematic Promotion

29.1. Technical assistance for the use and application of a System of Geographical Information. 2

SAY TO HIM IMPLANTATION OF ONE
SERVICE OF INFORMATION
TOURIST

- 29.2. Design and management of a tool of information and promotion in Internet. 1
- 30. Use of means of commercialization PYMES
- 30.1. Plan of technological adaptation in MIPYMES. 1
- 30.2. Communication and relation between tourist operators and the managerial textile. 1
- 31 Creation of business Centers of Tourism CETs, pair to the strengthen of the tourism MIPYMES.
- 31.1. Design of the Plan of Strengthening of the MIPYME and the creation of CETs. 1
- 31.2. Technical assistance for the service of services to the affiliated companies

MANAGERIAL

- 31.3. Establishment of relations of cooperation with public and private organisms. 1
- 32. Promotion of the integration in existing webs of co work action.
- 32.1. Promotion of the creation of bags of negotiation that facilitate the commercialization of the tourist offer. 1
- 32.2. Creation of a public - private integrated system of tourist promotion. 1
- 33. Promotion of the promotion of integrated tourist bundles
- 33.1. Conceptualization and design of routes and tourist circuits. 2
- 33.2. Program of support to the promotion and commercialization of tourist bundles multiproduct. 1
- 33.3. Achievement of relative's trips directed to Tour Operators and international press. 1
- 34. Participation in events inter nationals specializing in promotion
- 34.1. Plan of assistance to fairs and other promotional events. 1

PROMOTION AND COMMERCIALIZATION

PARTNER

- 34.2. Plan of edition of promotional material. 1
- 1 = High priority
- 2=Normal Priority

STRATEGY PROGRAM / SUBROUTINE PRIORITY

- 35. Qualification in Tourisms
- 35.1. Detection of formative needs. 1
- 35.2. Promotion of the certification of labor competences associated with the tourism. 2
- 35.3. Strengthening of the quality of management in the institutions of professional training for the tourism. 2
- 36. Training in Tourisms
- 36.1. Training of the local agents in tourist matter. 1
- 36.2. Design of lines of formation continues for tourist companies. 1
- 36.3. Plan of training of the human resources linked to the service of services in companies of recreation. 1
- 36.4. Plan of training of the members of the service of tourist information in destination. 1
- 36.5. Plan of training in the Managerial Centers of Tourism, directed to the MIPYME. 1
- 37.1. Concern plan of the local communities on the importance of the tourism.

- 37.2. Plan of sensibilization of the agents involved in the tourism (police officer, migration, transport, etc.) 1

QUALIFICATION AND TRAINING OF THE CAPITAL

NATIONAL HUMAN BEING INVOLVED IN THE TOURISM

- 37.3. Plan of interdepartmental cooperation for the education in tourist matter. 2
- 1 = High priority
- 2= Normal priority

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STRATEGY PROGRAM / SUBROUTINE PRIORITY

- 38.1. Formulation of the Plan of Investments (public and private). 1
- 38.2. Project execution. 2
- 38.3. Control and cross-check. 2
- 39. investment in cooperation with other public organisms and ONGDs
- 39.1. Cooperation with public organisms for the design and financing of the Plan of Development and Tourist Investments. 2
- 39.2. Joint formulation of the plan of development and investments. 2
- 40. I encourage of unseeing private pair to the development in public tourism sector
- 40.1. Plan of advice and technical accompaniment to investing potentials. 1
- 40.2. Shape of a project bank. 1

- 40.3. Development of a system of permanent monitoring. 2
 - 41. capacitating program of reception of investment foreigner tourism options
 - 41.1. Plan of promotion for the investors' reception. 1
 - 41.2. Plan of monitoring of the carried out investments.

 - 41.2. monitoring plan of the carried out investments. 2
 - 41.3. impel to the enterprising capacity of the Salvadorans for the starting of tourist companies. 1
 - 42. Financing and incentives
 - 42.1. Simplification of the access to the credit of financing for the tourist investment. 1
 - 42.2. Legislative development of fiscal incentives to encourage the creation of tourist companies. 1
 - PROMOTION, FINANCING AND INCENTIVES FOR THE TOURIST ACTIVITY
 - 42.3. Design of a system of detection of opportunities of international financing of projects of investment. 1
 - 43. Incentives to the creation and better expert infrastructure on meetings
 - 43.1. I encourage for the progress and diversification of the existing facilities. 1
 - 43.2. I encourage to the hotel offer specializing in tourism of meetings. 1
 - 44. Promotion of the cooperation and coordination of public agents, OPCs and Bureau of Conventions
 - I ENCOURAGE OF
 - TOURISM OF
 - MEETINGS
 - 44.1. Creation of alliances public - private road for the promotion and commercialization of the product of meetings. 1
 - 45. Law of tourism of El Salvador.
 - 45.1. Presentation and diffusion of the Law of Tourism. 1
 - 45.2. Program of monitoring and pursuit. 2
 - 46. Normative roll development

 - 46.1. Normative development of the Law. 1
 - 46.2. Regulation and legal development of the National Record of Tourism. 1
 - NORMATIVE REGULATION
 - OF THE ACTIVITY
 - TOURIST
 - 46.3. Plan of Tourist Territorial Arranging. 1
- 1 = High priority
2= middle priority