Women entrepreneurs impact tourism in the Dominican Republic

Together with the Ministry of Tourism of the Dominican Republic (MITUR), UNWTO has organized this month a workshop this month aimed at female tourism entrepreneurs from different regions of the country.

The workshop took place in Santo Domingo on Wednesday June 22, 2022 and addressed key issues for women who want to start or improve their tourism businesses, such as access to financing, the requirements to formalize their businesses,
Marina Diotallevi, Head of Ethics, Culture and Social Responsibility at UNWTO highlighted the importance of the training areas addressed during the workshop, noting that “Working in the formal economy ensures the economic sustainability of businesses; financing is the second most important factor for any project; networking is a vital tool to provide feedback to the business and foster their growth and, last but not least, marketing is the area that will encourage innovation. The success of any business will depend on the strength of the above points.”

Likewise, the workshop had the support of the President of the Republic, Mr. Luis Abinader, and the Minister of Tourism, Mr. David Collado, whose attendance highlighted the commitment of the Dominican Republic to support women in the tourism sector.

The speakers at the event were Shaina Alonzo, creator and designer of the Ozeano Swimwear line of swimsuits, who shared her own experience and lessons learned for marketing; Yadixa Álvarez, from the 'We Are Great Locals' project, who argued about the importance of networking; Daniela Moreno Alarcón, addressed the role of women entrepreneurs in tourism in the Dominican Republic; Soraya Rodríguez Peña, who spoke about practical ideas for effective business financing; and Nelfi García spoke about the situation and key ideas to support women entrepreneurs in tourism who are working in the informal sector.

All the recordings of the sessions will be published on UNWTO’s website for those women who were unable to attend the workshop in person.

Find more information about these workshop held in Santo Domingo here.

The Centre Stage team visited and interviewed some of the participating organizations in the Dominican Republic established in Santo Domingo, Mao, Altamira, Las Terrenas and Las Galeras.
ACTIVITIES

Second survey on the situation of female tourist workers after the COVID - 19 pandemic

Within the framework of the project, two surveys are being carried out to measure the specific impact of the pandemic on women working in the tourism sector.

The first survey took place in 2021 and analysed this impact in the period between 2020 and 2021 while the second survey has focused on the subsequent period between 2021 and 2022.

Thanks to both surveys, UNWTO will prepare a detailed report which will provide vital data to improve the formulation of public policies and concrete measures for the private sector that support women, given the greater impact that female employment in tourism has suffered.

The results for the following countries are already public and available:

Jordan

Dominican Republic
Thank you for your cooperation!

TO LEARN MORE

Centre Stage promotes the visibility of your organization

If you are interested in having your business in communication channels with a high reach such as those from the World Tourism Organization and the Centre Stage partners, send us your photos and publications about the project.

The organizations with most publications will be selected to appear in our communication materials on women and tourism.

We look forward to receiving your communications through the UNWTO monthly questionnaire!

PARTICIPANTS’ PROGRESS
Take a look at your progress

This month, the entities that have obtained the highest score are the Costa Rican Tourism Board and the Ministry of Tourism and Antiquities of Jordan (Public sector), Sawwah (Private sector) and Ammon Applied University College (Associations).

Congratulations!

Don’t forget to send your advances though the monthly 5-minute questionnaire!
Upcoming events

**Workshop for Women working in tourism in Costa Rica**
September 2022 (Spanish)

**Virtual Workshop about Gender Based Violence in Tourism**
October 2022 (Spanish)

---

**Centre Stage on social media:**

- Las emprendedoras impactan el turismo dominicano.

- Story about the workshop held in Dominican Republic

- ¡La unión es el super poder de las mujeres exitosas!

---

- Women lead the recovery of tourism in Jordan!

- Check UNWTO's Gender Mainstreaming Guidelines!

---

*Follow UNWTO on Twitter, Facebook, Instagram and LinkedIn*

#CentreStage

#womenempowerment

#genderequality
The World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 159 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.

Follow us on Facebook, Twitter, Instagram, YouTube, LinkedIn and Flickr.

C/ Poeta Joan Maragall 42
Madrid, 28020
Spain

To unsubscribe from this newsletter, click here | To stop receiving emails from UNWTO, click here.

© World Tourism Organization