Businesswomen attend tailored training in Costa Rica

Thanks to the workshop that took place in San José on September 20, a total of 175 tourism businesses led by women received training on strategic areas of interest for their business development and tourism in the country.

The participation of women in tourism and the importance of developing programs in rural areas was highlighted by Cindy Quesada, Minister for the Status of Women, while William Rodriguez, Minister of Tourism, stressed that tourism at global level can offer great opportunities for women, and Costa Rica is not an exception.
The Costa Rica Tourism Board (ICT) recalled that sustainability encompasses more than economic and environmental aspects, also including social topics such as gender equity, which is necessary for achieving sustainable development in all areas of the tourism sector, highlighting that initiatives led by women entrepreneurs impact not only their families, but also the communities where they operate.

All workshop sessions will be published soon on the event website.
project to record interviews that explore the situation of women in the country’s tourism sector. In addition, these businesses have also participated in the research for a study that explores the main challenges for women in tourism in Costa Rica, as well as the identification of good practices.

Our special thanks to the **Costa Rica Tourism Board (ICT), Ecole Travel, Manuel Antonio National Park, Travel Excellence, Westin Reserva Conchal and Sensoria** for receiving us and their work making visible the role of women in tourism.

The videos will be published on the [UNWTO You Tube channel](https://www.youtube.com/).  

### Meet our top trainers!

These are the first trainers who have given their own training to a minimum of 20 people about the empowerment of women in tourism in the different countries:

- **Sublime Samana** and **MITUR** (Dominican Republic)
- **Fundación Infantia** (Mexico)
- **Ammon Applied University** (Jordan)
- **SINAC – Parque Nacional Manuel Antonio** (Costa Rica)

Congratulations!

Thanks to their efforts, now we are closer to reach our goal of training 800 people on equality in tourism.

We encourage the rest of the organizations to continue with their trainings and send the necessary report to UNWTO before November 2022.
Final Questionnaire

There is not long until the end of the project!

Remember that you have until next October 7 to send your final questionnaire about the project. The data collected is of great importance to evaluate the impact of the project and we would appreciate if you could complete it as soon as possible.

**Link:** [https://in2destination.typeform.com/CentreStageENG](https://in2destination.typeform.com/CentreStageENG)

We encourage you to review the Action Plan and send us all those actions that your business has completed to include them as progress in the framework of the project.

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### PARTICIPANTS’ PROGRESS

![Bar Chart showing progress of Grupo Brisas, Mexitours, Ecole Travel, SAWWAH, and SINAC]  

**Grupo Brisas** 89  
**Mexitours** 89  
**Ecole Travel** 82  
**SAWWAH** 81  
**SINAC** 51

Take a look at your progress
This month, the entities that have obtained the highest score are the Ministry of Tourism of Dominican Republic (Public sector), Mexitours and Grupo Brisas (Private sector) and Ammon Applied University College (Associations).

Congratulations!

Don’t forget to send your progress through the final final questionnaire!

All pending evidences can be sent directly to centrestage@unwto.org

**Please note that the progress included in this section was updated on September 29th. If your advances were sent later, your progress will be reflected the following month, both in the newsletter and on the project’s website.**

**Upcoming events**

Virtual workshop for women working in tourism

in the Americas and Caribbean region

November 2022 (Spanish + English)

**Centre Stage on social media:**

Better conditions for women = better tourism.

As we #RethinkTourism this #WorldTourismDay, we highlight the role of women who are the majority of the workforce but still face difficulties to reach positions of leadership.

We are supporting businesswomen in Costa Rica!

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.

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