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Building Rural Women's Entrepreneurial Capacities: Designing An Agroecological Tourism Training Program Aligned With SDG 5.

ABSTRACT

The general objective of this research was to design a training program in agroecological tourism to strengthen the entrepreneurial capacities of rural women at the Manuelita Sáenz Socialist Training Center in Barinas, aligned with Sustainable Development Goal number 5. Based on previous research by Carrero (2024), Fernández (2024), Mérida and Zambrana (2024), Fernández (2023) and Paredes et al. (2023); Muñoz (2022); Mendoza et al. (2021); and Figueroa et al. (2020), the study addresses female empowerment as a driver of sustainable local development. Through a qualitative approach, the needs and expectations of women in the region were identified, which allowed the design of a comprehensive program that includes practical modules in rural accommodation management, the production of agroecological products, and the promotion of destinations. By integrating gender components, the aim is to guarantee equality and equity in all stages of the program. This initiative is expected to contribute to strengthening women's leadership and positioning them as agents of change in their communities, promoting sustainable and equitable local development. The results suggest that agroecological tourism, combined with adequate training, is an effective tool for female empowerment and the preservation of the biocultural heritage of rural communities. By promoting sustainable practices and strengthening women's capacities, this project contributes to building a more equitable and sustainable future for all.

Descriptors: Training, Business skills, Women empowerment, Agroecological tourism, SDG No. 5.

Biographical Summary: Born in the state of Barinas, master in tourism planning, master in university teaching, graduate in agroecological tourism, T.S.U Computer Science, industrial relations. Belonging to the intellectual creation group network of transdisciplinary studies in agroecological tourism (REITURAGRO) and intellectual creation group Venezuela agroecological tourism (VENTURAGRO) Unellez VPDS. I work as a virtual academic coordinator at the Ibero-American center for higher studies in hospitality and tourism.