



TOURISM INNOVATION AND DIGITALIZATION OF COMPANIES WORKSHOPS

Belize supports its business sector by providing it with the tools and knowledge to facilitate and strengthen the digitalization processes of its tourism MSMEs in the management of promotion and sales, as well as invigorating its presence in the digital world through the construction of its own marketing campaigns.

As a result, in the context of the Project: *Strengthening the Promotion and Regional Tourism Integration (Phase III)*, implemented by the Central American Tourism Integration Secretariat (SITCA) through the Central America Tourism Agency (CATA), the regional series “**Virtual Practical Workshops Aimed at Strengthening the Tourism MSMEs of Belize, Guatemala, Honduras, and Nicaragua in the face of the Post COVID-19 Reopening**” is being promoted.

The key is innovation.

For this reason, never stop innovating and join the specific virtual workshops designed for Belize!



11/23/2020:
**ONLINE PLATFORMS TO
DIGITALIZE OPERATIONS**
Duration: 4 hours



12/1/2020:
**CONFIGURE MARKETING
CAMPAIGNS AND
MARKET INTELLIGENCE**
Duration: 4 hours

IT INCLUDES:

- Lectures taught by prestigious international professors and tourism professionals
- Presentation of success stories
- Group work
- Presentation of work
- Learning test
- Mentoring
- Certificates of participation