This study investigates el Yüe, (—jway ), a women-run rural community tourism project, located in Hone Creek, Limón Province, Costa Rica. The study occurred in March and April of 2007. The focus of the ethnography was to better understand how a rural tourism initiative affects the women involved as well as the surrounding community. Through participant-observation and formal interviews it can be said that the women and the community of Hone Creek changed as a result of implementing el Yüe. More specifically, the impacts are socio-cultural, economic and environmental. The source of el Yüe’s impact comes from outside resources and individual leadership rather than from tourism. A combination of agricultural tradition, nostalgia of the past and motivation for improving the future maintains group cohesion and continuity. In the end, el Yüe has served as an agent for development in this rural community.