

**Newsletter of the project**  
**“Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism” (WETOURL – BSB1030)**



## Overview

The project **WE TOUR** is the foundation for the Promotion of Women’s Entrepreneurship through a strong partnership for a Network in the Black Sea Basin Area. The Georgian Association Women in Business - GAWB aims to strength each partner's best practices and experiences to promote business and women's entrepreneurship in the tourism, to make close cooperation, to eliminate different types of barriers and stereotypes that women entrepreneurs encounter while promoting their touristic products and provide them new economic and social opportunities.



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# A quarterly newsletter of the project

Common borders. Common solutions.

The tourism sector is one of the priority directions for the development of the economy of Georgia. Georgian tourism is world-known as a premier, year-round, high-quality tourism destination, centered on its unique cultural and natural heritage, with high-class customer service and hereditary tradition of hospitality. Consequently, the flow of visitors and revenues from tourism in the country is increasing annually.

As research shows, that the development of tourism industry helps to strengthen the women are encouraged to become self-employed or start a new business. In accordance with the survey of Labour Market Demands in the tourism industry in Georgia, as of 2022 distribution of employees by gender showed that the number of men employed in the tourism industry amounted to 46%, while the number of women was equal to 54%. However, women's potential is not fully realized and exploited because of systemic challenges faced by women entrepreneurs.

As showed in desk research published by WE TOUR project, women entrepreneurs in Georgia are faced with many obstacles: Gender stereotypes, unequal division of unpaid agricultural and domestic work, abilities to acquire new skills, access to finance and earn sustainable income, access to networks for business purposes. Women in rural have much less access to or control over privately held resources, such as; land, machinery or finance. Women think that the role of the state is essential when developing the tourism industry through support and providing relevant services for women's tourism companies.

## Training in Georgia

As part of the project, GAWB held a 3-day trainings in June 13-15. The trainings were held at the National Library of the Parliament of Georgia, with the participation of 56 women entrepreneurs and start-ups. The beneficiaries were those who wish to become self-employed and start their own businesses and also who have strived to develop their own business and for this purpose of acquiring basic tourism business skills. The training participants discussed the following main topics:

Throughout the trainings the topics such as; What mechanisms can be developed to ensure vertical and horizontal cooperation among all stakeholders, Marketing and Management in Tourism, Tour Operators, How to develop innovative tourism policies that reflect local characteristics and respond to local needs and Digital Marketing were discussed.



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The experts provided full information about tourism services and tourism products, the tourism potential of the regions of Georgia to promote new products and how to effectively expand business and develop the region as an attractive tourism destination by using digital technologies and marketing tools. By using the interactive teaching methods during the training courses and the participants were provided individual assistance including elaborating technical and economic justifications for their business concepts and business plans.

The trainings were attended by 46 women entrepreneurs and 10 young people aimed to gain skills and knowledge via the courses. At the end of the training, all participants were awarded with the certificates.



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SEGE – Greek Association of Women Entrepreneurs  
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