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

WE TOUR's Training programme in entrepreneurship, business management and local policies:

Following the mapping of the skills and competences of female entrepreneurs in the tourism sector in Black Sea area, the WE TOUR project partners designed an innovative and interactive training programme for women entrepreneurs in order to further develop their business skills and marketing competences. The training programme was designed by experts with relevant skills and expertise on social communication, business development and local policies.

The aim of the WE TOUR's training programme is to train women entrepreneurs to effectively manage and grow their touristic business and to promote the Black Sea region as an attractive touristic destination by using digital technologies and innovative marketing tools.

The training programme is divided in two main courses, including five (5) modules each.

Course no 1: "Marketing and Management in Tourism"

This course aims to provide women who are operating in the tourism sector, both at private (hotel, B&B, rural tourism SME's, tour operators, travel agencies managers and staff), and public level (Agencies for the promotion of tourism, local authorities, etc.) with the necessary skills to enhance the competitiveness of tourist management, focused on three main issues: quality of the offer, communication and marketing. The course included the following 5 modules:

- *Module 1 - Tourism Management*

The aim of Module 1.1 to give to the participants the idea about tourism as an economic activity, its types and forms, to prepare the participants for starting and management (including marketing) of tourism business.



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- *Module 2 - Tourism Promotion*

The aim of Module 1.2 is to give to the participants an idea of tourism promotion, of its forms and methods and prepare the participants to promote tourism and their tourism business.

- *Module 3 - International Tourism Marketing*

The aim of Module 1.3 is to give to the participants an idea of international tourism market, the forms of international tourism marketing and prepare them to do business and cooperate internationally.

- *Module 4 - Digital Marketing for Sustainable Development*

The aim of Module 1.4 is to give to the participants the idea of marketing their businesses and products online and about the best social media channels and digital booking sites.

- *Module 5 - Tour Operating*

The aim of Module 1.5 is to give the participants the idea of tour operator, tour product and prepare them for tour operators activity.

Course no 2: TOPs - Tourism Oriented Policing

In order to get involved with tourism and achieve a sustainable tourism sector, there are a range of issues where policy makers and practitioners need to engage. Much can be learned from an international exchange on the tourism sector around themes such as the rationale behind the development of comprehensive policy frameworks, innovative mechanisms for skills development, tourism quality and sustainability, how the pitfalls and barriers encountered have been addressed, and how communities can contribute to attracting and sustaining tourism.

- *Module 1 – Understanding Tourism and its Statistics.*

The aim of Module 2.1 is to give to the participants the idea of tourism phenomena, discover the nature and explain the definition and statistics of tourism, build background for the whole training course.

- *Module 2 - How to build new and innovative tourism policies, which reflect local characteristics and which address local needs.*

The aim of Module 2.2 is to give to the participants of the training the idea of the aims and objectives of tourism policy, as well as the actions to fulfill the objectives and to approach the aims, discover for the participants the connection between the role of tourism and the aims



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of tourism policy and encourage the participants to contribute to provision of sustainable, responsible and universally accessible tourism and to benefit of that tourism.

- *Module 3 - Which mechanisms could be developed in order to ensure vertical and horizontal cooperation among all stakeholders*

The aim of Module 2.3 is to give the participants the idea about the stakeholders in the sphere of tourism, convince the participants in the importance of shared vision and effective cooperation between all stakeholders, as the key factor for sustainable development and give the participants the idea about the mechanisms of cooperation between all stakeholders.

- *Module 4 - How to build entrepreneurial, including social entrepreneurship, tourism capacities and develop specific tourism skills*

The aim of Module 2.4 is to give the participants the idea about entrepreneurial activity and entrepreneurship and specific tourism skills and capacities for sustainable tourism.

- *Module 5 - How to build on local strengths to valorize a locality and how to engage local communities in this process*

The aim of Module 2.5 is to give the participants the idea about the key and beneficial role of tourism for host countries and communities and to encourage the participants to contribute to preservation, development and rational use of cultural heritage and tourism recourses

The training programme will be piloted during local training events in all partner countries (Greece, Bulgaria, Turkey, Armenia, Georgia). Stay tuned for more info!

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