

A quarterly newsletter of the project

Common borders. Common solutions.

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



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Overview

As we have shared before; it is assumed that tourism is a female-dominated sector in Greece, and while this is true in terms of numbers, the presence of women means micro and small businesses and lower salaries. However, the tourism sector has traditionally provided women with a source of income and autonomy and opportunities for empowerment. According to the findings of a study of tourism beneficiaries in Greece, women are subjected to unequal treatment in the tourism sector. In terms of barriers to women's entrepreneurship, women continue to lag far behind men in terms of taking entrepreneurial risks, inclusion in top management and salary incentives.

Training in Thessaloniki, Greece

Around 55 men and women participated in the training organized in Thessaloniki as part of the WeTour project. The training was interesting and the participants had the opportunity to discuss and further analyze the themes and topics of the project. In addition, participants showed great interest in entrepreneurship in tourism, women's participation in the tourism sector and digital marketing approaches and technologies. After the course was completed, other people who wanted to participate but could not due to work reasons contacted the project partners with a request to repeat a similar course.

These partner-organized trainings seek answers to the issues raised in the research conducted by WE TOUR project partners. It helps to develop women's digital and networking skills and thus contributes to both the project objectives and the empowerment of women in the tourism sector!



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