

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)**



**Overview**

Let's take a look back to the survey conducted by WeTour project partners: The results of the online survey shed light on the opportunities and limitations faced by Turkish women working in the tourism sector. Many of the responders have workers who assist them in doing their duties, and some of them are reportedly qualified graduates. On the other hand, a large portion of the respondents claimed they had not received any more significant tourist training or been involved in related projects. The results of the WETOURL Project might assist the respondents realize their full potential through the activities suggested, therefore this can be seen as an opportunity for them. This training was held to respond above mentioned issues.



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## Training in Istanbul, Türkiye

The trainings within the scope of WE TOUR "Black Sea Women Entrepreneurship Connection - Empowerment of Women through Tourism" Project supported by the European Union, with KAGİDER as a partner, took place in Istanbul. The contents of the 3-day trainings were prepared in collaboration with WE TOUR project leader Greek Women Entrepreneurs Association and KAGİDER and project partner women entrepreneurs associations from Bulgaria, Georgia and Armenia.

More than 50 participants reached through KAGİDER announcements; they received training on different topics such as entrepreneurship, customer relations, business model, marketing strategies and were informed about the WE TOUR Project.

The aim of the trainings is to guide women who want to start a business in the field of tourism and who have initiatives.

For all the training contents prepared in the project, please visit the project website: <https://wetourproject.com/>



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SEGE – Greek Association of Women Entrepreneurs  
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# WETOUR



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