

November 2022

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Newsletter of the project
“Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism” (WETOUR – BSB1030)
An Overview of the Best Practices

About the project

The project WE TOUR – “Black Sea Women Entrepreneurship Connection – Empowering Women through Tourism” aims to establish a cross-border business network in the Black Sea basin area for networking, training, and the promotion of women's entrepreneurship. In accordance with the objectives of the project; to develop, foster, and grow female entrepreneurship through tourism in the Black Sea Basin region a study was conducted by the project partners.

Objectives

This initiative intends to map the competencies, skills, and issues faced by entrepreneurs and SMEs working in the tourism industry in the Black Sea Basin region as they begin, manage, and market their businesses on a global scale. A survey was conducted in partner countries (Armenia, Bulgaria, Georgia, Greece, and Turkey) for this purpose using a standard questionnaire.

Based on the survey results, a training program will be created to teach the participants how to manage and expand their businesses and advertise the area as a desirable travel destination utilizing cutting-edge marketing strategies and digital technology.

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An overview of the research

The methodology of the study involves both the desk research component, which covers the best practices of women in the tourist industry in Turkey, Greece, Armenia, Bulgaria, and Georgia, and the analysis of the online questionnaire that project partners sent to their network.

On 50 questions total, including 45 about the key talents, are included in the questionnaire. 30 participants responded to the survey. Both online and offline surveying methods were used.

The best practices of female entrepreneurs in the tourism industry are discovered through desk research. Women who own tourist businesses were interviewed in the 'best practices' section and shared their knowledge of starting and growing tourism businesses.

Country Findings of the Best Practices

ARMENIA:

The survey's findings show that establishing a business is difficult for women in many ways. Women also struggle with corporate growth, innovation, marketing, and other issues like drawing in visitors.

The survey also shows that they evaluate their skill level as being at a medium level, and the majority wants to develop their business, marketing, communication, analytical, and decision-making abilities, among other talents.



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- "Summer & SUN" cultural travel company
- Glamping Novelty In Tourism Sphere In Armenia
- Tanahat Gastroyard
- Wonderful Armenia Tour Agency

BULGARIA:

According to research, the travel and tourism industry bears a greater responsibility for the growth of women than other sectors since it has been demonstrated to provide women more prospects for empowerment.

According to the survey, the respondents give their competence level a middling rating. The majority, though, aspires to learn new things. The people who responded to the survey desire to develop their abilities in a variety of areas, including analytics, staff & financial management, communication, marketing, and digital marketing.

Women who own tourist businesses were interviewed in this section and shared their knowledge of starting and growing tourism businesses.



- Venci's Food
- AB Travel
- Villa Joy
- Hotel Acropolis

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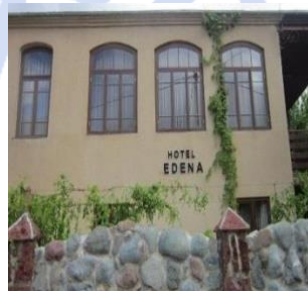
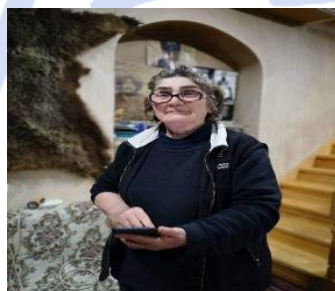
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GEORGIA:

Women entrepreneurs in Georgia have several challenges in realizing their business potential, according to recent research. According to the findings of a survey of tourism beneficiaries, the majority of women work in lower-level jobs such as cooking, cleaning, serving, and clerical work. Additionally, many women work unpaid roles in tourism, such as supporting family businesses as invisible customer service providers, chambermaids, and PAs.

According to desk research Women entrepreneurs in Georgia have several challenges in realizing their business potential. The majority of women work in lower-level jobs, also many women work unpaid roles in tourism, such as supporting family businesses as invisible customer service providers.

Desk study revealed a focus on identifying important deep barriers to enhancing women's entrepreneurship. The study's value is that it adds to the underdeveloped education effort in Georgia that addresses this issue.



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- Baia's Wine
- Small Guest House "RAZIKA"
- Family Hotel "Edena"
- Company "Natural Product"

TURKEY:

The findings of the online survey reveal the experiences of women working in the tourist industry in Turkey, both in terms of opportunities and restrictions. Many of the responders have employees to help them carry out their tasks, and some of them are said to hold appropriate degrees. Many of the respondents, on the other hand, said that they had not gotten any extra extensive tourism training or been involved in related initiatives. This might be regarded as an opportunity for the responders, since the WETOUR Project's predicted results could help them reach their full potential through the activities listed. The Desk Research highlights 3 women in tourism in Turkey, which reflects their experiences to complement the online survey.



- İksir Resort Town Holiday

Village Resort

- Arcadia Vinerds - A Sustainable Model Of A Gastronomy Oasis In Nature
- VENN Boutique Hotel & Restaurant

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GREECE:

In Greece it is said that tourism is a female-dominated industry, and this may be true in terms of numbers, but the presence of women translates into micro and small business and lower incomes. However, the tourism sector has historically provided women with opportunities for empowerment, offering them the possibility of livelihood and autonomy.

Based on the finding of a survey of tourism beneficiaries in Greece, women face unequal treatment in the tourism sector. As regards the barriers to female entrepreneurship, women continue to lag well behind men in taking entrepreneurial initiatives, in participation in senior management and in wage rewards.

In order to solve those issues, most of the correspondents believe that tourism businesses and organisations need to introduce more training opportunities that focus on the empowerment of women in the workplace and relative initiatives to help recruit women to senior positions in order to give them equal opportunities, remuneration and rights to work in the industry.



- **THEA Travel**
- **Olympus Riviera Experience At Mediterranean Hotels**
- **EFILIAL Travel**
- **Business Travel Agency**

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KAGİDER - Women Entrepreneurs Association of Turkey
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