

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



Overview

According to the research implemented by the Project partners. It was found 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. The above mentioned needs were to be understood through the training held in Armenia.

Training in Armenia



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The three-day course was arranged by ARMECAS from June 12 through June 14. Mekhak Apresyan, the president of the Armenian Federation of Tourism, and Gayane Tovmasyan, an associate professor with a Ph.D. in Economics and senior researcher at the Amberd Research Center of the Armenian State University of Economics, lecturer at Yerevan State University's Public Administration Academy of the RA, led the course.

Because the event took place in June during the height of the tourist season, it was challenging to get participants. However, the session was attended by at least 50 persons. All possible participants in the course received all training materials in advance for evaluation. Because of this, it was feasible to provide training in an engaging manner with high levels of participation. The course was designed for people involved in the tourism sector, who need the necessary knowledge and skills, and are engaged in or want to be engaged in tourism entrepreneurship.

According to the information given by ARMECAS;

The training program consisted of the following courses:

Course1: Tourism Oriented Policy

Course 2: Marketing and Management in Tourism.

Each course consisted of 5 modules.

The training was very useful and interesting. The participants were interested in how to manage a tourism business, how to promote it and attract international visitors, how to cooperate with other stakeholders, how to make tourism development sustainable.

The course helped tourism professionals improve their entrepreneurial, communication, analytical and other skills, acquire new knowledge and skills, create new acquaintances, and develop cooperative ties.

At the end of the training participants were awarded with the certificates of participation.



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Joint Operational Programme Black Sea Basin 2014-2020
SEGE – Greek Association of Women Entrepreneurs
Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.
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