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Newsletter of the project

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

Overview:

According to the survey outcomes published by WE TOUR project partners, it was found out that there are no particular statistics on female entrepreneurship in the tourism industry. Female tourist entrepreneurs in Bulgaria require assistance in developing their digital skills and networking talents. Because of its location, the region enjoys a unique position as a gateway to both Europe and Asia, which provides significant opportunities for tourism. Yet, digital and financial constraints, as well as a lack of networking opportunities, might hinder the success of female tourist businesses. With a growth rate of 4.4% in 2019, the tourist industry in Bulgaria is also an important contributor to the country's economy. The country boasts one of the highest rates of female entrepreneurship in the world, according to the European Bank for Reconstruction and Development (EBRD). In reality, women own around 46% of all small and medium-sized businesses in Bulgaria. Based on these outcomes, BAA organized a training to empower tourism entrepreneurs facing digital, financial, and networking barriers.

Training in Varna, Bulgaria

BAA organized the three days training on 25.03.23, 26.03.23 and 01.04.23. The course was called "Women Entrepreneurs in Tourism" and was led by lecturers from Varna University of Management. Most of the participants were aged 25–40 and already had some experience in the tourism industry. The modules, developed during the last semester, were presented by the lecturers.



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The first module was mostly about management in tourism; the second was about tourism entrepreneurship and tourism-oriented policing; and the third was about digital marketing.

The lecturers combined the theoretical and practical parts, so the participants had the possibility to exercise their newly acquired knowledge. To make the program more interactive, they included practical games and divided the participants into small groups.

Overall, the feedback from the course is very positive, but the most valued module by the participants was the one about digital marketing because it was the most practical-oriented module.

The training, which has a predominantly young audience, seeks answers to the topics highlighted in the research conducted by WE TOUR project partners. It helps to improve women's digital and networking skills and thus contributes both to the project objectives and to empowering women in the tourism sector.

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