



# WE TOUR

## Empowering Black Sea women through tourism

<b>PROJECT TITLE</b>	<b>WE TOUR – Black Sea Women Entrepreneurship Connection – Empowering Women through Tourism</b>
<b>IMPLEMENTATION PERIOD</b>	26.06.2021 – 25.06.2023
<b>ORGANISATIONS INVOLVED</b>	Greek Association of Women Entrepreneurs (GR); The Georgian Association “Women in Business” (GE); Business Agency Association (BG); Hasarakakan Kazmakerputjun Ecotourism Association (AM); The Women Entrepreneurs Association of Turkey (TR)
<b>PROGRAMME</b>	Black Sea Basin ENI CBC 2014-2020
<b>TOTAL BUDGET</b>	531.984,30 €



Travel and tourism prove to provide women with more opportunities for empowerment compared to other industries. In the countries around the Black Sea, women are generally under-represented in this fast-growing sector. The WE TOUR project creates a Cross-Border Business Network in the Black Sea basin area for the promotion of women’s entrepreneurship, life-long cooperation, training and networking. It aims at strengthening, supporting, and developing female tourism entrepreneurship, at the same time providing new economic and social opportunities. The partners have developed training programmes in Marketing and Management in Tourism, as well as in Tourism Oriented Policies. They have organized training sessions in entrepreneurship, business management and local policies for at least 500 women, youth professionals and women entrepreneurs. The “WE TOUR” portal facilitates the exchange of national policies on women entrepreneurs among stakeholders, as well as best practices and business contacts. On top of that, the project holds one international and five local events to promote female entrepreneurship opportunities.



**BUSINESS**



**ECONOMIC DEVELOPMENT**



Project co-funded by the European Union

The information provided is subject to changes during the project's lifetime. Please refer to the project's website for the latest updates.