



Black Sea Women Entrepreneurship Connection -
Empowering Women through Tourism
WETOUR / BSB1030



Common borders. Common solutions.

**RESEARCH STUDY OF THE COMPETENCES AND NEEDS
OF SUSTAINABLE ENTREPRENEURSHIP AND WOMEN
ENTREPRENEURIAL SKILLS IN TOURISM SECTOR**

NATIONAL REPORT OF GREECE

SEGE – GREEK ASSOCIATION OF WOMEN ENTREPRENERS

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INTRODUCTION

Women entrepreneurship is an emerging sector in the global business environment, a real driving force in today's modern economy. They shape and redefine the workplace, business networks, financial institutions and culture, but in the Black Sea Region represents an unexploited potential. Only 32% of the entrepreneurs are women and opportunities are wasted at a time when sustainable economic growth figures high on the agenda of all governments in Europe. In fact, one of the main responsibilities of the European Union is the sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms.

In general, entrepreneurship is seen as a key driver for economic success, but few coordinated initiatives are targeted towards women. Research shows that tourism has become one of the main income generators in both developed and developing countries, with business volumes that equal or surpass oil exports, food products or the car industry. Travel and tourism have been proven to provide women with more opportunities for empowerment compared to other industries, giving the sector increased responsibility for the advancement of women.

The countries around the Black Sea are using very different policy instruments and projects in order to increase the number of women entrepreneurs. Few countries have adopted a clear policy to encourage and facilitate women to start their own business or to become more ambitious. Generally, women are under-represented in high growth sectors and they have fewer employees than men.

The project WE TOUR – “Black Sea Women Entrepreneurship Connection – Empowering Women through Tourism”, is closely related to the common challenges of the programme area. The project's overall objective is the creation of a Cross-Border Business Network in the Black Sea Basin Area for the Promotion of Women's Entrepreneurship, Life-long Cooperation, Training and networking. Also, the project aims at strengthening, supporting and developing female entrepreneurship through tourism, providing new economic and social opportunities to women in the Black Sea Basin area.

WE TOUR project is going to create a strong partnership in the field of women entrepreneurship, not only between the participating organizations but also among the countries that they represent.

Women's role in entrepreneurship must be supported by providing motivations and benefits to women who desire to enter in this field. Tourism is one of the most developed sectors in the region of Black Sea Basin, due to the natural resources it owns. For years the role of business owners and active entrepreneurs is undertaken by males. Women could provide knowledge, creativeness, elegance and innovative ideas in terms of development and further improvement and modernization of tourism sector.

This program aims at mapping the competences, skills and challenges for entrepreneurs and SMEs involved in tourism sector in Black Sea Basin region to start and manage their business and to promote their touristic products internationally.

For this purpose, a Survey was done in partner countries (Armenia, Bulgaria, Georgia, Greece, Turkey) based on common Questionnaire, which is presented in Annex 1.

Based on the Survey results training program will be developed, in order to train the participants how effectively to manage and growth their business and to promote the region as attractive touristic destination by using digital technologies and innovative marketing tools.

METHODOLOGY

The research methodology includes the following:

1. Analysis of the Survey, which was carried out based on the Questionnaire (Annex 1).

The purpose of this survey is to:

- ✓ have a general overview of the current level of the main skills and competences of the target groups,
- ✓ have a perspective on the general training and development needs of the target groups,
- ✓ develop training materials aimed at raising the entrepreneurial skills and competences of women in tourism based on the survey results,
- ✓ gather suggestions for the future development of the project outputs.

The questionnaire consists of open, semi-open and closed questions.

The questionnaire includes about 50 questions, as well as 45 questions regarding the main skills. The number of respondents is 30. The survey was done both online and offline.

2. Desk research is done to find out the best practices of woman entrepreneurs in tourism sphere. In this part, women, who has a tourism business were interviewed and presented their expertise of establishing and developing tourism business. The number of participants is 4.

RESULTS OF THE NEEDS ASSESSMENT SURVEY

I. Understanding the respondents' profile

1. Age

The results of the research indicate that the age group of 36-50 years old had the highest frequency with 12 out of 30 participants falling within this category. The next highest frequency was the age group of 51-63 years old with 9 participants falling within this category. The age group of 26-35 years old had the lowest frequency with only 5 participants falling within this category.

Age of participants	Frequency (Total 30 respondents)	Percent
26-35 years old	5	17
36-50 years old	15	50
51-63 years old	10	33
64 and elder	0	0
Up to 25 years old	0	0

2. To the question "What is tourism according to you?" the answers can be categorized as follows:

- Experience and exploration - answers that emphasize the opportunity to explore new places, learn about different cultures, and try new things. Examples include "an adventure," "feeling other places," and "exploring and learning new things."
- Economic and job-related - answers that highlight the importance of tourism as an economic sector and/or as a profession. Examples include "the most promising economic sector," "my occupation," and "my life after 35 years of being an agent."
- Relaxation and escape - answers that focus on the benefits of tourism for personal well-being and relaxation, such as "a chance to relax and recharge" and "tourism provides an opportunity to escape from daily routine and stress."

- Social and relational - answers that highlight the social and relational aspects of tourism, such as "a way to bond with family and friends" and "new memories and experiences with loved ones."
- Cultural and educational - answers that emphasize the educational and cultural benefits of tourism, such as "a learning opportunity for people who want to experience different cultures" and "tourism can be a way to learn about history and geography."
- Supporting local economy - answers that discuss the importance of tourism for supporting local businesses and economies, such as "tourism is the backbone of Greece" and "tourism can be a way to support Greek economy and businesses."

Overall, these answers demonstrate that tourism can mean different things to different people, ranging from personal experiences and exploration to economic and cultural significance.

3. Current business situation

From the given answers, it is clear that the majority of respondents have established tourism businesses (22 out of 30 responses), while the remaining 8 respondents are planning to start a tourism business.

4. The reasons why women still have not an established tourism business

From 30 respondents 8 still had not an established tourism business and were planning to start their business. They have mentioned the following reasons for which they still had not business. The most common answer was the lack of financial resources.

Reasons	Number of respondents (from 12 total respondents, who plan to start a business) (they could choose more than one option)	Percent
Lack of financial resources	8	100
Lack of knowledge about tourism	1	12,5
Family issues	1	12,5
Fear of failing	1	12,5

5. Motivation to set up a tourism business

From the given answers, it is clear that the main motivation for setting up a tourism business among the respondents is to earn money (11 out of 30 responses). This could suggest that many entrepreneurs see tourism as a profitable industry with potential for financial gain.

However, it is also noteworthy that several respondents mentioned a motivation to create new jobs (6 out of 30 responses) and to preserve natural heritage sites and culture (5 out of 30 responses). This suggests that some entrepreneurs have a more altruistic motivation for setting up a tourism business, with a focus on creating social and environmental benefits.

One respondent mentioned a passion for travel and a desire to share their experiences with others, which could suggest a more personal motivation for starting a tourism business.

Overall, the given answers suggest that the motivations for setting up a tourism business are diverse and can range from financial gain to social and environmental impact, as well as personal interests and passions.

6. The place of the business

The businesses are situated in Central Macedonia (mostly Thessaloniki and Halkidiki), Epirus, Peloponnese, Thrace, Larisa and Attica

7. Sphere of the tourism business

From the given answers, it is clear that the respondents have tourism businesses across a variety of spheres, with some businesses offering multiple services.

The most common sphere of tourism business among the respondents is tour guiding (7 out of 30 responses), which could suggest a strong demand for local expertise and knowledge among tourists.

Other common spheres of tourism business include tourism agency (5 out of 29 responses) and tour operating (4 out of 30 responses), which could suggest a focus on organizing and coordinating tourism activities and experiences for clients.

There are also several responses related to food and beverage services (6 out of 30 responses) and hotel services (3 out of 30 responses), which could suggest a focus on providing hospitality and culinary experiences to tourists.

One respondent mentioned a transport service, which could suggest a focus on providing transportation for tourists.

Overall, these responses suggest that the tourism industry is diverse and offers a range of services and experiences to meet the needs and interests of tourists.

8. Kind of services provided to tourists

From the given answers, it is clear that the respondents provide a range of services to tourists. The most common service provided is tour package developing and selling, selling air-tickets, and booking services (9 out of 30 responses), which suggests that many tourism businesses are involved in organizing and coordinating travel arrangements for their clients. Tour guiding is also a popular service provided (8 out of 30 responses), indicating a need for local expertise and knowledge among tourists.

Organizing excursions (5 out of 30 responses) and food and drink services (5 out of 30 responses) are also common services provided, suggesting a focus on providing unique and enjoyable experiences for tourists.

Overnight stay services (3 out of 30 responses) are also mentioned, indicating that some businesses are focused on providing accommodation for tourists.

Overall, these responses suggest that tourism businesses provide a range of services to meet the needs and interests of tourists, from coordinating travel arrangements to providing local expertise and unique experiences.

9. Tourism business as the main or complementary source of income

The majority of respondents (22 out of 30) consider their tourism business as their main source of income. This suggests that tourism plays a significant role in their economic livelihoods.

However, it's important to note that 8 respondents answered "Not yet" or "Complementary", which suggests that their tourism business is either still in its early stages or is not yet generating a significant portion of their income. This could be due to a variety of factors, such as a seasonal business, a side business, or a business that is still developing its customer base.

Overall, the answers highlight the diverse nature of tourism businesses and the varying degrees to which they contribute to people's income. Some people may rely entirely on tourism for their livelihoods, while others may supplement their income with tourism-related activities. It's important to support and promote sustainable tourism practices that contribute to the economic development of destinations while also prioritizing the well-being of local communities and ecosystems.

10. Seasonal or all year-round tourism business

The business of 93% is all year around.

Type of tourism business	Frequency (Total 30 respondents)	Percent
Seasonal	2	7
All year round	28	93

11. Tourism business being advertised through any tourism networks (local, regional, international)

Most respondents have some sort of advertising presence through various tourism networks. The most commonly mentioned tourism networks are Enterprise Greece, Visit Greece, Thessaloniki Tourism Organization, Halkidiki Tourism Organization, and Epirus Greece. This suggests that tourism businesses recognize the importance of advertising and promotion to attract visitors and customers. By being part of tourism networks, businesses can reach wider audiences and benefit from collaborative marketing efforts. It's also worth noting that some respondents mentioned regional or local tourism organizations, which suggests that businesses are also engaged in promoting their respective destinations and supporting their local tourism industry.

However, it's important to note that some respondents answered "Not yet" or "No", which suggests that they may not have fully tapped into the potential benefits of tourism networks. In order to enhance their visibility and competitiveness, businesses could consider exploring various advertising and promotional channels, such as social media, online booking platforms, trade shows, and industry associations.

12. To the question "What is tourism marketing according to you?" the responses suggest that tourism marketing is the process of promoting tourism products and services to potential customers in order to attract visitors to a particular destination or business. It involves creating brand identity and image, building relationships with customers and stakeholders, understanding customer needs and preferences, utilizing various channels such as social media and advertising, and identifying unique competitive advantages. Additionally, many respondents emphasized the importance of continuous learning and adaptation to changing customer behavior and trends, as well as the need to respond to feedback and maintain a strong reputation

13. To the question "What is digital tourism marketing according to you?" the answers suggest that digital tourism marketing involves promoting tourism products and services

through digital channels such as social media, email marketing, and online advertising. It also involves leveraging digital technologies to enhance customer experiences, building and managing online reputation and brand image, staying up-to-date with the latest digital trends and techniques, and using data and analytics to inform marketing strategies. Additionally, several answers mention the importance of creating visually appealing and engaging content, building relationships with influencers and content creators, and using digital tools to enhance customer service. Overall, the answers highlight the importance of having a strong online presence and using digital marketing tools to reach a wider audience and attract more clients.

14. Using internet in tourism business

All respondents (100%) use or plan to use internet in their business every day.

15. Participation at any training in the business field (management, marketing, finance, etc.) before starting the tourism business

Based on the responses, it appears that a few responders have received training in various areas related to business, such as business management, marketing, finance, and managing risks. Some have also received training specific to the tourism industry, such as accessible tourism and the touristic sector in Greece. Others have not received any training in these areas. It is worth noting that some responses are unclear as to the type of training received. Nonetheless, it is generally recommended for entrepreneurs to seek out relevant training and education to help them succeed in their business ventures.

16. Degree in tourism

Based on the answers provided, it appears that some respondents have a degree in tourism, while others have completed vocational training or have no formal education in the field. The breakdown is as follows:

- Bachelor's degree: 9
- Masters degree: 2
- Vocational training: 6
- No degree or training in tourism: 13

17. Work experience in tourism sphere before starting the business

Work experience in tourism sphere	Frequency (Total 30 respondents)	Percent
No	5	17
Yes (please specify where and how many years of experience)	25	83

Almost all responders have previous experience either as employees or during their studies as trainees.

18. Gaining business skills for running the business

It seems like most people gained their business skills either through school or on-the-job training (28 out of 30), with a few mentioning consultants as well (2 out of 30). This suggests that formal education and hands-on experience are important for developing the necessary business skills to run a successful tourism business.

19. Platforms for business promotion

All respondents use their own website and social media platforms (30 out of 30) for business promotion. Many also use online booking systems (16 out of 30) and tourism offices (6 out of 30). Some also mentioned tourism magazines as a platform for promotion.

20. Social media platforms for business promotion

The most commonly used social media platforms for business promotion are Facebook and Instagram, with all respondents (30 out of 30) indicating that they use these platforms. LinkedIn (9 out of 30) and Google (21 out of 30) are also popular choices, with a significant number of respondents using them as well. It's worth noting that some respondents use a combination of these platforms for their business promotion efforts.

21. Foreign languages for communicating with tourists

It's worth noting that some respondents mentioned multiple languages they could communicate in. The most commonly mentioned language is English, with 29 out of 55 responses (52.7%). Spanish and French are the next most commonly mentioned languages, with 9 and 6 responses respectively.

- English: 29
- Spanish: 9
- French: 6

- Italian: 2
- German: 2
- Russian: 1

22. Running business on their own

Based on the answers provided, it seems that 25 respondents answered "Yes" to running their business on their own, 5 respondents indicated that they are the owner but have a manager, and 4 respondents answered "n/a" as they don't have a business yet.

23. Responsibility for the financial activities of the business

The majority of respondents (22 out of 30) are responsible for the financial activities of their business themselves. 8 respondents indicated that they were unable to answer the question or that it was not applicable to them.

24. Responsibility for the management activities of the business

Most of the respondents (22 out of 30) are responsible for the management activities of their business themselves. 8 respondents marked "n/a" which could indicate that they have delegated the management activities to someone else, or they are not applicable to the question.

25. Responsibility for the marketing activities of the business

The majority of business owners are responsible for their own marketing activities, while some have an employee for that. A few respondents did not provide an answer or indicated that this responsibility does not apply to their business.

- Myself: 18
- I have an employee for that: 4
- n/a: 8

26. Participating in decision making process as a staff member

From the 8 responders that are not owners, only 3 (37,5%) answered that they are involved in the decision making process in the business there are occupied.

27. As a staff member being aware of the business policy, financial flows of the business

From the 8 respondents who are not the owner but a staff member, only 2 are aware of the business policy, financial flows of the business.

Being aware of the business policy, financial flows	Frequency (Total 30 respondents)	Percent
Yes	2	7
No	6	20
I am the owner	22	73
Other (please specify)	0	0

28. Marketing steps for attracting national and international tourists

100% of respondents advertise their business on the internet and on social networks, while 43% also uses national and international booking systems.

Marketing steps	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
I do nothing	0	0
I advertise my business on the Internet	30	100
I advertise my business on social networks	30	100
I advertise my business at national and (or) international booking systems	4	13
I print booklets and distribute them at the airport and other places	0	0
I participate in national and (or) international exhibitions	0	0
Other (please specify)	0	0

29. Being aware of the characteristics of international tourists (of different nationalities), their needs

All of respondents believe they are aware of the characteristics of international tourists.

Being aware of the characteristics of international tourists	Frequency (Total 30 respondents)	Percent
Yes	30	100
No	0	0
I do not know how I can be aware of that	0	0
Other (partly)	0	0

30. Cooperation with other bodies in connection with the business activity

From the responses given, it appears that the majority of the responders (27 out of 30) cooperate with NGOs and the private sector in connection with their business activity, while a slightly smaller number (20 out of 30) cooperate with local self-government bodies, NGOs, and the private sector.

It is also notable that there is a high level of consistency in the responses, with NGOs and the private sector being mentioned in all responses, while local self-government bodies are mentioned in 23 out of 30 responses. This suggests that partnerships with NGOs and the private sector are highly valued among these businesses, and that collaboration with local government is also common.

31. Participation in international grant programs

70% of the responders have never participated in an international grant program. Based on the responses, out of 30 participants:

- 21 have not participated in any international grant programs
- 3 have participated in a grant program from SEGE in 2021
- 3 have participated in Erasmus+ programs in different years (2004, 2015)
- 2 have participated in a grant program from their local Region (in 2006 and 2010)
- 1 has participated in a grant program from the University of Ioannina in 2018

32. Number of people working in the business

From the given answers, we can see that:

- 16 out of 30 respondents have employed staff in their business.
- The number of employed staff ranges from 1 to 10, with an average of approximately 3.8 employees per business.
- 7 out of 30 respondents stated that they run their business alone (i.e., they are the only worker).
- 7 out of 30 respondents mentioned that they work with their family members in their business.

The remaining respondents did not provide a specific answer or gave a combination of employed staff and themselves or their family members working in the business.

It is worth noting that the given answers do not provide information on the size or type of business, which could significantly influence the number of people working in it.

33. Staff training problems

Based on the answers provided, it seems that 11 out of 30 respondents reported having staff training problems, while 19 answered no. Among those who reported having staff training problems, the most common issues mentioned were a lack of budget for training resources (3), difficulty in accessing training resources (3), and a lack of time for training due to workload demands (3). Other issues mentioned were insufficient training resources, a lack of follow-up support and coaching after training, and a lack of motivation and engagement during training sessions

34. Functions of human resource management being accomplished in tourism business

Based on the responses provided, it seems that the majority of businesses accomplish Recruitment & selection, Performance management, and Career development functions of human resource management. Additionally, many businesses also focus on Learning & development. It is worth noting that some businesses mentioned only one or two functions, while others mentioned all four.

35. Business development problems

From the responses given, the following business development problems were identified:

- Financial problems (mentioned 7 times)
- Marketing issues (mentioned 5 times)
- Limited resources (mentioned 3 times)
- Lack of innovation (mentioned 2 times)
- Overload of work (mentioned 1 time)
- Tax issues (mentioned 1 time)
- Lack of learning opportunities (mentioned 1 time)
- No support from my environment (mentioned 1 time)
- Lack of knowledge on tourism business (mentioned 1 time)
- Networking issues (mentioned 1 time)

It is worth noting that some respondents mentioned that they have no problems related to business development. Overall, financial problems and marketing issues were the most commonly mentioned challenges, followed by limited resources and lack of innovation.

36. Being involved in decision-making process (connected with tourism sphere) at the local or state level in policy developing or other processes

None of the responders are involved in decision-making process at the local or state level. However, they did not mention the reasons.

Involvement in decision-making process	Frequency (Total 30 respondents)	Percent
Yes (please indicate how often, what kind of decisions)	100	100
No (please specify why)	0	0
Other (I will participate)	0	0

37. Being a member of any tourism association

Out of the 30 responses, there are:

- 14 respondents who are not yet a member of any tourism association.
- 7 respondents who are members of a single tourism association, with 3 belonging to Thessaloniki Tourism Organization, 2 to Halkidiki Tourism Organization, and 1 each to Chamber of Halkidiki and Enterprise Greece.
- 4 respondents who are members of multiple tourism associations, with 2 belonging to Visit Greece and 1 each to European Network for Accessible Tourism, Epirus Greece, and Hellenic Hoteliers Federation.

38. To the question “What is a business-plan and what sections it usually consists of?” the responses provide a comprehensive understanding of what a business plan is and what sections it usually consists of. The majority of the responses highlight the business plan as a formal document that outlines a company's goals and strategies, provides a roadmap for achieving success and profitability, and helps entrepreneurs and investors evaluate the viability of a business idea.

In terms of the sections that a business plan typically consists of, the responses emphasize market research, target customers, competition, financial projections, funding requirements, marketing and sales strategy, and opportunities for growth and expansion. The business plan is also seen as a tool for identifying potential risks and challenges, maintaining financial stability and profitability, managing the business successfully, and ensuring accountability and transparency.

Some responses also suggest that the business plan can help a company differentiate itself from competitors, establish a clear brand identity and value proposition, anticipate and

respond to changes in the market, develop a strong culture and values, and foster continuous improvement and innovation.

Overall, the responses provide a well-rounded perspective on the importance and utility of a business plan in helping a company achieve its goals and objectives.

39. Developing a business plan for the business

Based on the answers provided, it seems that 19 out of 30 respondents have developed a business plan for their business, while 3 respondents stated that there was no need to develop a business plan..

Developing a business plan	Frequency (Total 30 respondents)	Percent
Yes	19	63
No	8	27
I do not have business plan development skills	0	0
There was no need to develop a business plan	3	10
Other (please specify)	0	0

40. Innovations for developing the business

It seems that there is a wide range of innovations that businesses need, with a focus on different areas such as financial management, marketing activities, staff management, service process, new products, new technologies, and business model. The most commonly selected options are innovations in business model, innovations in marketing activities, innovations in financial management, and new products/new technologies. This suggests that businesses are looking for ways to differentiate themselves from competitors, improve their financial performance, and offer new and innovative products or services. Staff management and service process innovations are less frequently mentioned, but still important for some businesses.

41. The role of Information technologies in the business development

it is evident that information technologies can contribute to business development in multiple ways. The most common benefit mentioned is making work easier, which can be achieved through automation and digitization of processes. Another significant advantage is better marketing, which can be facilitated by using data analytics and social media platforms.

Information technologies can also help businesses attract new partners and tourists by providing them with better services and experiences. Combining all these benefits can lead to a holistic development of the business, making it more efficient, competitive, and profitable.

Information technologies in the business development	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
To make the work easier	29	97
To do better marketing	14	47
To attract new partners	11	37
To attract new tourists	12	40
I do not know	0	0
Other (please specify)	0	0

42. Marketing steps for business promotion

Based on the given responses, advertising and promotion through social networks are the most common marketing steps required for businesses. Influencer marketing is also a popular option, with many businesses recognizing the value of collaborating with social media influencers to reach a wider audience and improve brand credibility. Development of new products is also mentioned a few times, indicating the importance of constantly innovating and offering new solutions to customers. It is clear from the responses that businesses need to have a strong online presence and engage with their customers through various social media platforms to succeed in today's digital age.

43. To the question “What are the positive impacts of tourism?” 19 people responded.

Based on the given responses, it is clear that tourism can have numerous positive impacts on a country or destination. The most common benefit mentioned is job creation and economic growth, which can be achieved through the generation of revenue for local businesses and governments, as well as the development of infrastructure and services. Tourism can also promote cultural exchange and understanding, encourage the preservation of natural and cultural resources, and foster community pride and identity. Additionally, tourism can provide educational opportunities, stimulate the growth of arts and culture, and promote cross-cultural understanding and tolerance. Furthermore, it can create opportunities for volunteerism, skill development, and entrepreneurship, and help to improve the image and

reputation of a destination. Finally, tourism can contribute to peace and stability, and increase public awareness of conservation and sustainability.

44. To the question “What are the negative impacts of tourism?” 14 people responded. The given responses highlight the negative impacts of tourism on the environment, communities, and culture. Environmental degradation, pollution, and depletion of natural resources are significant concerns associated with tourism. Overcrowding, congestion, and destruction of natural habitats and ecosystems can also occur due to tourism. Over-commercialization and loss of authenticity, as well as social and cultural disruption and conflict, can lead to the erosion of traditional values and practices. Exploitation of local resources and labor, increased crime and security concerns, and transportation issues are other negative impacts. Tourism can also lead to the spread of diseases and pandemics, increased waste and litter, loss of historic and cultural heritage, and degradation of archaeological sites and natural landscapes.

45. Applying the principles of sustainable tourism in tourism business
37% mentioned that they pay attention to environmental issues, 23% contributes to the development of local culture and 30% contributes to local employment growth.

Principles of sustainable tourism	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
I do not apply them at all	0	0
I am not aware of the principles of sustainable tourism	3	10
I pay attention to environmental issues	11	37
I contribute to the development of local culture	7	23
I contribute to local employment growth	9	30
I use resources rationally	0	0
Other (please specify)	0	0

II. Assessment of skills and competences

46. To the question “What do you think are the most important skills to run a tourism business, and why?” the given responses suggest that running a tourism business requires a combination of skills spanning across different domains. Communication and marketing skills are mentioned by several respondents, indicating the importance of effective communication with customers, stakeholders, and partners, as well as the ability to design and execute marketing campaigns. Management and leadership skills are.

47. Need to develop competencies

All responders believe that they need to further develop their competencies and skills in order to make their business more successful.

48. To the question “What are your expectations from the upcoming training course?”

The responses to the question suggest that the expectations from the upcoming training course in tourism are mainly focused on acquiring new skills and networking opportunities. The majority of the responses emphasize the importance of gaining new skills that are necessary for success in the tourism industry, which could include skills related to marketing, management, customer service, intercultural communication, financial planning, and sustainability. The respondents also mention the importance of networking opportunities, which could help them build relationships with other professionals in the industry, potentially leading to new job opportunities or business partnerships. Overall, the expectations from the upcoming training course in tourism are focused on gaining new skills and building professional relationships, which could help the respondents stay competitive in the industry and advance their careers.

DESK RESEARCH

“THEA Travel”



Owner and CEO: Athanasia Theocharidou

“THEA Travel” is a general tourism travel agency located in Thessaloniki, Greece. Their main goals are to manage every trip to become easier and safer for every traveler and they are specialized in business & in private travels, in religious tourism and trips to Holy Land. With their experience, their guidance and their cooperation they plan to remove the stress from planning, mistakes and setbacks, save money, and even add value to every trip.

Planning a trip requires many times more than internet search and a few mouse clicks and with the continuous work of THEA’ s team in matters related to travel, the management of trips related to travel they provide everything in a nutshell: Reliable information on all current travel directions, restrictions & prerequisites.

Many of the responsibilities THEA Travel is responsible for, in Greece, are the accommodation within Greece with flexible cancellation policies (Hotels, apartments, Holiday resorts, villas, lodges etc.), the research, the reservation & issuance of the airline tickets, the support throughout the trip, car-rental with a various home network and the issuance of the ferry & train tickets.

Furthermore, they undertake and arrange tours, things to do, sightseeing tours, day trips, helicopter city tours, cooking lessons, scuba diving and more experiences. And for any demanding customer they provide group reservations with special agreements.

Their services don’t stop in Greece, and they are able to organize the travel management worldwide. Apart from the reliable information on all current travel instructions, restrictions, prohibitions, and prerequisites to be taken they inform passengers about travel insurance with COVID-19, before and during travel around the world they are flexible to maintain your needs. It is crucial for the traveler to be ensured that the support he wants will be provided. Support related to online check, registrations/reservations in all the planned group tours

around the world with the organization of THEA's Travel office and their network of partners.

*Discover our home, **Greece**, create unforgettable memories, moments & explore magical places with the best "Thea" *.*

**Thea in Greek means the view.*

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The Management and the staff of Mediterranean Hotels tries day to day to significantly contain the impact of our daily activities to the environment. We would appreciate if you contributed to the effort of Mediterranean Hotels to keep the Mediterranean clear and protect the limited sources of water and energy, for the next generations benefit.

The Management and the staff of Mediterranean Hotels know that there are more ways of preservation for the environment. We keep refreshing our environmental policy and we embrace every new motion that can effectively help to the protection of our planet. With joy and honor, we salute your contribution to this try.

To The Group Mediterranean Hotels – Pieria, Olympus Riviera, works Organized Plant Conservation Department with qualified technicians, company officials, who continually updated and trained on new technologies. The result of this decision is smooth and under constant supervision function intensive or not systems of our hotels in order to reduce the impact of the operation of our hotels on the environment. In this direction, the Group Mediterranean Hotels – Pieria, Olympus Riviera, by decision of the President of Mr. Vassilis Lambrou, symbolically has designated as responsible Environmental Management Group issues, responsible management of the “Blue Flag” and “Green Key” the foreman of Department of Conservation Group Mediterranean Hotels. In the Mediterranean Hotels – Pieria, Olympus Riviera, occurs an organized Environmental Action Plan, in areas that are developed to the following “Organized Environmental Action Plan” of the Group.

The Mediterranean Group foresees for continuous improvement of our actions that aim at protecting the environment, the ecosystem, land of the Olympian Gods, land borrow it from our children, and we must deliver on them.

The Mediterranean Group owns the following hotels:

Mediterranean Village 5* – PARALIA KATERINI

Mediterranean Princess 4* – PARALIA KATERINI

Mediterranean Resort 4* – PARALIA KATERINI

Mediterranean Olympus 4* – LITCHORO PIERIA

Address: Paralia Katerinis, Pieria, Greece, P.C. 60100

Phone: (+30) 2351 064600

Email: village@mediterraneanhotels.gr

Site: <https://mediterraneanhotels.gr/>

Facebook: <https://www.facebook.com/MediterraneanVillageHotelSpa/>

Instagram: https://www.instagram.com/hotel_mediterranean_village/





“BUSINESS TRAVEL AGENCY”



Founder: Evi Koussi

Business Travel was founded in Thessaloniki in 1989 with the aim of organizing business trips, incentive trips, conferences and events as well as leisure trips... In 2017, in order to cover our passion for sports and Greece, we created the subsidiary GreeceOnTheGo.gr, in order to offer integrated services of sports camps and all kinds of activities in Greece. Our experienced and reliable human resources, as well as our dedicated partners in Greece and around the world have been the key points of our successful course to date.

MISSION of Business Travel is the ultimate success of every activity, that is why each of our products is unique, as unique as each of our customers. To meet the requirements of our customers and to be sure of the perfect result of each event, we remain faithful from the first day of our establishment until today to our same core values.

Why in Greece?

Well, Greece has all that you need. One of the most visited countries in the world which mainly offers amazing weather, extraordinary gastronomy and of course, the sea... In the big cities, in an island, in the countryside doing agro touristic activities or even by the mountain of the Ancient Greek Gods (Mt. Olympus), Greece has so much to offer you and so many options to meet the highest of expectations.

We always make sure to provide reliable and high-quality services and each of our events, from the design to the implementation, is characterized by team spirit and collaboration for the perfect result. With an open mind, friendliness, straightforwardness and respect for the customer, but also with the experience, continuous training and creativity that distinguishes them, they remain firmly committed to the satisfaction of even the most demanding collaboration.

Some of the services Business Travel Agency provide are business travels, Conference special services, Hybrid Congress, Conference Production, IVS Voting System and Translation Systems. Team Building is also important, and we know what a team is and how to challenge it with innovative ideas and great team activities, in beautiful locations with exciting finales! So, we plan and execute unique activities to strengthen social relationships, role definition, and collaboration between your staff. Our events are designed for the enjoyment of the participants and the escalation of their team spirit as we encourage them to collaborate and work together for success! We plan, you have the fun, train, and the results are exciting!

In the field of promotion and advertising, today everything has to do with marketing and presentation. That is why most companies try to be creative when presenting a new product, service or maybe the yearly calendar. A combination of advertising strategies, media power and a dynamic launch can create the perfect hype for a product to get to the top.

Greece can be the heaven of advertising teams, as not many countries in the world can offer such diversity in terms of destinations and spots. No matter your campaign's theme, we find the most suitable location to create the perfect match of product and scenery.

Our creative team never stops bringing new ideas, and our events department has the experience to bring these ideas to reality and create magnificent events.

Last but not least, we manage to organize incentive trips. An incentive trip is not just holidays with the colleagues and the team from the office. It is not an "obligation" or a business trip, it is many more than that. An incentive trip is a reward, it is a thank you for what they have achieved as a group and a great way to motivate them for the next goals of the company. Create unique bonds between executives or all employees of the company, make them feel like a family, share your vision for the future and give them a great motive to achieve it!

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Phone: +(30) 2310 222 373

Email: info@business-travel.gr

Site: <https://business-travel.gr/en>

Facebook: <https://www.facebook.com/BusinessTravelGreece/?fref=nf>

LinkedIn: <https://www.linkedin.com/company/business-travel-greece/>





“EFILIAL Travel”
We Live to Travel. We Travel to Feel Alive.



Founder: Evmorfia Oikonomou

With carefully designed services and attention to detail, with excellent value for money and innovative travel products on all five continents, in strict compliance with the rules of the International Tourism Market, Efilial Travel has been serving customers from every corner of the globe for over 30 years now. Having strong and permanent partnerships with the largest airlines, ferry and cruise companies as well as with the most important hotels in Greece and around the world.

The company's areas of activity are inbound and outbound tourism, the organization and accompaniment of group and individual excursions in Greece and abroad, business travel, honeymoon, event organization, conference tourism, medical tourism, cruise and finally the issuance of air and ferry tickets.

Our aim is to continue to travel with professionalism, reliability and respect, always trying to better understand the "wants" of each individual traveler by providing high quality travel services. We have the best ideas for your most sophisticated and specialized travel needs.

Counting more than 30 years of history, we are used to evolving in order to always respond successfully to the changing demands of the tourism industry. And despite the emergence of Covid-19, we are determined not to allow this unfortunate circumstance to affect your holiday.

We're shaping our travel network appropriately to respond to ever-changing conditions and working harder than ever to offer amazing and safe packages around the world.

Address: Ionos Dragoumi 2 and 6, Larisa 412 22

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Instagram: https://www.instagram.com/efial_travel



 WWW.EFILIALTRAVEL.GR



Επαγγελματικά
ταξίδια



Ατομικά
ταξίδια



Γαμήλια
ταξίδια



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 Ίωνος Δραγούμη 2 & 6
Λάρισα

CONCLUSIONS

The survey results indicate, that women have many problems for starting a business. Also, they have problems for business development, doing innovations, doing marketing and attracting tourists, etc.

They recognize the importance of innovations in various areas such as business models, marketing activities, financial management, and staff management. The majority of participants also see the potential benefits of information technologies in making their work easier, doing better marketing, and attracting new partners or customers.

Women believe that running a successful tourism business requires a diverse set of skills that are essential for effective communication, management, leadership, problem-solving, and networking.

However, it is important to note that these responses are limited to the participants of this survey and may not necessarily represent the views or experiences of the broader population. Additionally, further research and analysis would be required to identify the specific needs and challenges faced by entrepreneurs in different industries or regions.

Annex 1

Questionnaire for mapping of the competences and needs of sustainable entrepreneurship and women entrepreneurial skills in tourism sector

I. Understanding the respondents' profile

1. Age

- Up to 25 years old
- 26-35 years old
- 36-50 years old
- 51-63 years old
- 64 and elder

2. What is tourism according to you?

3. Your current business situation

- Established tourism business (Please indicate the year you started your business)

- Planning to start a tourism business
- Other (please specify) _____

4. If you still do not have your tourism business, please mention the reason(s) (you can choose more than one option)

- Lack of financial resources
- Lack of entrepreneurial skills
- Lack of knowledge about tourism
- Lack of knowledge of foreign languages
- Legislation issues
- Issues connected with tax system
- Other (please specify) _____

5. What was your motivation to set up a tourism business?

- To earn money
- To preserve natural heritage sites and culture
- To create new jobs
- For personal reasons (change of lifestyle, tourism as a hobby, etc.)
- Other (please specify) _____

6. Where is situated your business (please indicate the name of the region, city, or village)?

7. Please indicate the sphere of your tourism business

- Hotel services (in hotel, motel, B&Bs, etc.)
- Food and beverage services
- Tour operating
- Tourism agency
- Transport service
- Tour guiding
- Other (please specify) _____

8. What kind of services do you provide to tourists (you can choose more than one option)?

- Overnight stay
- Food and drink
- Nature sightseeing
- Arts and crafts
- Fishing
- Hunting
- hiking
- Horse-riding
- Bird watching
- mountain-biking, cycling
- adventure sport
- visiting historical-cultural sites
- music and dance
- boating
- rafting
- beekeeping
- harvesting
- agricultural works
- master classes on cooking local food
- tour guiding
- organizing excursions
- tour package developing and selling
- selling air-tickets
- booking services
- other (please specify) _____

9. Is your tourism business the main source of your income?

- Main
- Complementary
- Other (please specify) _____

10. Is your tourism business seasonal or all year round?

- Seasonal
- All year round

11. Is your tourism business advertised through any tourism networks (local, regional, international)?

- Yes (please specify which one) _____
- No
- Other (please specify) _____

12. What is tourism marketing according to you?

13. What is digital tourism marketing according to you?

14. How often do you use internet in your business?

- I never use it
- Every day
- Once a month
- Few days in a week
- Other (please specify) _____

15. Have you ever participated at any training in the business field (management, marketing, finance, etc.) before you started your tourism business?

- No
- Yes (please specify what kind of training you had) _____

16. Do you have any degree in tourism?

- Bachelors
- Masters
- PhD
- Vocational training
- No degree
- Other (please specify) _____

17. Have you gained any work experience in tourism sphere before started your business?

- No
- Yes (please specify where and how many years of experience) _____

18. How have you gained business skills for running your business?

- At school
- On the job training
- At work
- Through consultants
- Online courses
- Other (please specify)

19. Which platforms do you use for your business promotion? (You can choose more than one option)

- Own website
- Own social media platform
- Tourism magazines
- Tourism offices
- Local, regional, national networks
- Local, regional, national newspapers
- TV
- Radio
- Online booking/reservation systems (Booking.com, Airbnb, TripAdvisor, Expedia, Hotel.am, Allhotels.am, etc.)
- Other (please specify) _____

20. Which social media platforms do you use for your business promotion? (You can choose more than one option)

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest
- YouTube
- Snapchat
- WhatsApp
- Signal
- Google
- Telegram
- I do not use any social media platform
- Other (please specify) _____

21. Which foreign language you may communicate with tourists?

- I do not know any foreign language
- Other (please specify) _____

22. Do you run your business on your own?

- Yes
- No, I am the owner, but I have a manager
- Other (please specify) _____

23. Who is responsible for the financial activities of your business?

- Myself
- I have an employee(s) for that
- My family members
- Other (please specify) _____

24. Who is responsible for the management activities of your business?

- Myself
- I have an employee(s) for that
- My family members
- Other (please specify) _____

25. Who is responsible for the marketing activities of your business?

- Myself
- I have an employee(s) for that
- My family members
- Other (please specify) _____

26. If you are not the owner of the business, but a staff member, are you engaged in decision making process?

- Yes
- No
- I am the owner
- Other (please specify) _____

27. If you are not the owner of the business, but a staff member, are you aware of the business policy, financial flows of the business?

- Yes
- No
- I am the owner

- Other (please specify) _____

28. What marketing steps are you taking to attract national and international tourists? (You can choose more than one option)

- I do nothing
- I advertise my business on the Internet
- I advertise my business on social networks
- I advertise my business at national and (or) international booking systems
- I print booklets and distribute them at the airport and other places
- I participate in national and (or) international exhibitions
- Other (please specify) _____

29. Are you aware of the characteristics of international tourists (of different nationalities), their needs?

- Yes
- No
- I do not know how I can be aware of that
- Other (please specify) _____

30. Which bodies do you cooperate with in connection with your business activity? (You can choose more than one option)

- Local self-government bodies
- National tourism authorities (Tourism Committee)
- Public administration bodies
- Non-governmental organizations
- International organizations
- Private sector
- Other (please specify) _____

31. Have you ever participated in international grant programs?

- Yes (please specify which one, when) _____
- No
- I am going to apply
- Other (please specify) _____

32. How many people work in your business?

- Myself
- Myself and my family
- Employed staff (please state how many) _____

33. Do you have staff training problems?

- Yes (please specify) _____
- No

34. What functions of human resource management do you accomplish in your business? (you can choose more than one option)

- I do nothing
- Recruitment & selection
- Performance management
- Learning & development
- Career development
- Material incentives
- Non material incentives
- Other (please specify) _____

35. What kind of business development problems do you have? (You can choose more than one option)

- I have no problems
- Financial problems
- Marketing issues
- Lack of knowledge on tourism business
- Problems connected with staff training
- Problems connected with the use of the Internet and computer technologies
- Problems connected with the community infrastructures
- Legislative issues
- Tax issues
- Other (please specify) _____

36. Are you involved in decision-making process (connected with your activity sphere) at the local or state level in policy developing or other processes?

- Yes (please indicate how often, what kind of decisions) _____
- No (please specify why) _____
- Other (please specify) _____

37. Are you a member of any tourism association?

- Yes (please specify) _____
- No
- Other (please specify) _____

38. What is a business-plan and what sections it usually consists of?

39. Have you ever developed a business plan for your business?

- Yes
- No
- I do not have business plan development skills
- There was no need to develop a business plan
- Other (please specify) _____

40. What kind of innovations do you need to develop your business? (You can choose more than one option)

- Innovations in business model
- Innovations in marketing activities
- Innovations in staff management
- Innovations in financial management
- New technologies
- Innovations in service process
- New products
- I do not need any kind of innovations
- I do not know
- Other (please specify) _____

41. How can information technologies contribute to your business development? (You can choose more than one option)

- To make the work easier
- To do better marketing
- To attract new partners
- To attract new tourists
- I do not know
- Other (please specify) _____

42. What kind of marketing steps do you need for your business? (You can choose more than one option)

- Advertising
- Promotion through social networks
- Advertising with the help of celebrities (influencer marketing)
- Price discounts
- Development of new products
- Other (please specify) _____

43. What are the positive impacts of tourism?

44. What are the negative impacts of tourism?

45. How do you apply the principles of sustainable tourism in your business? (You can choose more than one option)

- I do not apply them at all
- I am not aware of the principles of sustainable tourism
- I pay attention to environmental issues
- I contribute to the development of local culture
- I contribute to local employment growth
- I use resources rationally
- Other (please specify) _____

II. Assessment of skills and competences

46. What do you think are the most important skills to run a tourism business, and why?

47. Do you think there is a need to develop your (your staff) competencies and skills in order to make your business more successful?

- Yes (please specify what kind of skills or knowledge do you need most?) _____
- No
- Other (please specify) _____

48. Please mention the level of your skills and choose whether you need to improve those skills or not

N	Skills	How would you rate the level of your skills?					Would you like to improve these skills?		
		1-very bad	2-bad	3-medium	4-good	5-excellent	yes	no	I do not know
1.	Skills for developing long- term strategies for my tourism business								
2.	Skills for developing a business plan for my tourism business								
3.	Financial management skills to operate the tourism business (knowledge of sources of finance, pricing, financial planning, profit and loss, cash flow, etc.)								
4.	Marketing skills (knowledge of 7 P's)								
5.	Market research skills (SWOT, Benchmarking, competitor analysis, etc.)								
6.	Management skills to run the business successfully								
7.	Skills for building partnerships								
8.	Networking and negotiation skills								
9.	Knowledge of laws and regulations of the sphere								
10.	Computer skills (MS office)								
11.	Digital marketing skills								
12.	Using web tools for business promotion (online booking, TripAdvisor, etc.)								
13.	Using social media (Facebook, Instagram, twitter, etc.) for business purposes (communication, marketing, networking, etc.)								

14.	Ability to use online tools for business promotion (placing adverts on internet, using e-mails, blogs, forums, etc.)								
15.	Ability to use mobile applications related to tourism								
16.	Knowledge of foreign languages								
17.	International marketing skills								
18.	Exploring and understanding customer needs and motivations								
19.	Understanding USP (unique selling point) and UBR (unique buying reason)								
20.	Skills of creating unique selling point								
21.	Tourism services providing skills								
22.	Communication skills (to be able to communicate with a tourist, listen to him/her, understand his/her problem, explain or persuade him/her something, etc.)								
23.	Problem solving skills								
24.	Administrative skills (making contracts, monitoring, etc.)								
25.	Risk taking skills								
26.	Team-building skills								
27.	Time management skills								
28.	Decision-making skills								
29.	Knowledge of sustainable tourism principles								
30.	Knowledge of tourism ethics								
31.	Awareness of local culture and values								

32.	Ability to get involved in local community programs, events								
33.	Knowledge on how to support the local economy and ability to do it								
34.	Ability to engage local communities in business								
35.	Knowledge on how to build on local strengths								
36.	Academic knowledge in tourism								
37.	Knowledge on tax policy of the sphere								
38.	Skills for creating innovative tourism policy								
39.	Cooperation skills (with all stakeholders)								
40.	Fundraising skills								
41.	Knowledge on tourism statistics and statistical recording								
42.	Entrepreneurial skills								
43.	Knowledge on social entrepreneurship								
44.	Social entrepreneurship skills								
45.	Tourism product developing skills								

49. What additional skills or knowledge do you need to develop your business?

50. What are your expectations from the upcoming training course?
