

XI CONGRESS OF WOMEN ENTREPRENEURSHIP

Contribution of Women Entrepreneurship to the Development of Alternative Tourism

16th-18th October 2019 (Arta, Greece)



Workshop session –

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Major Challenges

1. Women Organizational Life

A significant challenge emerged during the workshop was the state of women organizational life in EUSAIR level. Participants argue, that across the countries of the macroregion, the contemporary way of women life and her multiple role in the society (employee, care of children and the elderly members of the family) set specific limitations that hinder her potential to become entrepreneur.

Organizational life is not adequately supported in regional level due to the lack or the existence of insufficient social structures to support day-to-day needs.

2. Funding

Another challenge commonly identified was the availability of funding resources specifically allocated for the support of female entrepreneurship. Despite in some countries there are dedicated funding streams, it was commonly acknowledged that more resources must be oriented for that purpose. Furthermore, it was commented that there is a gap of information in respect to the availability of funding opportunities. In other cases, the selection criteria and processes are not transparent while the procedures are complicated and time consuming, implying that prevailing conditions act as technical obstacles. No facility points exist to provide guidance and relevant information.

3. Gap between private sector and universities

- Educational system does not generate the conditions to enable entrepreneurial culture and the business mindset

-No links between business world and academic research

4. Lack of national and macroregional networks to enable the exchange of knowledge and expertise (lack of expertise in regional level)

Solutions

1. Support of organizational life through providing more social structures, infrastructures and services in regional level (SMART social structures)

2. Establishment of specialized training schemes to correspond to contemporary market trends and opportunities.

In this context, participants suggested the need for studies per region in order to specify different sectors' needs. Furthermore, it was raised the need for developing new skills (e.g. digital market) to facilitate the adoption of local small businesses to modern market challenges. In addition, training programs to the emerged sectors of the economy of the macroregion and collaboration with universities to facilitate knowledge transfer and innovative thinking.

3. Availability and accessibility to funding

Participants suggested the increase of funds for women entrepreneurship and the simplification of the process of accessing funding programs.