



Support Young Women and Professionals in  
the field of Alternative and Sustainable  
Tourism

# Newsletter / 01

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**WAST-Support Young Women in  
Alternative and Sustainable Tourism**



**<https://www.wastcommunity.eu>**

## The Project

The #WAST project aims to empower young women and youth in the tourism sector, by engaging them in training activities for creating unique sustainable and alternative tours, involving them in their cultural heritage and supporting them in learning new skills and competencies. #WAST will tackle issues, as well as opportunities, accelerated by the emergence of the recent pandemic, by involving young people and especially women professionals in the field of alternative and sustainable tourism and engaging them in tailor-made training activities and network opportunities to support and enhance them with new competencies.

## TARGET GROUPS

### DIRECT:

Young woman graduates or students in the Tourism and guide touring sector.

### INDIRECT:

- Professionals in tourism sector.
- Artists in tourism.
- NGOs working with youth, Immigrants & refugees
- Tourism Companies & agencies
- Tourism departments in universities and colleges
- Labor Departments (for women and immigrants).



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- Support of young women graduates & students from the guiding tour and tourism sector through digital and educational tools to acquire valuable transferable skills and enhance their curricula to enter the working tourism sector.
- Foster European cooperation & new networks of collaboration in the field of youth through Non-Formal learning by setting up an online space where networking opportunities will take place among young professionals.
- Improve the offer of alternative forms of tour guiding and promotion of tourist destinations through an online environment that brings together young professionals and tourists.
- Promote social participation of marginalized and vulnerable groups .
- Promote the active involvement of artists, interested in the tourism sector (e.g., photographers, musicians) for increasing the percentage of tourists in the destinations involved.



## Project Results

1. #WAST Guide to provide and reinforce tourism-related skills and capacity on thematic alternative and sustainable tours through interactive and practical approaches.
2. Alternative Digital Map of Resources that will constitute an online resource of essential information and directories of tourists and professionals interested in alternative and sustainable tourism, to use as reference and guidance. The map will include among others information and tips for each town/country.
3. Online Space Community, an online environment that will give opportunities to establish synergies and collaborations between and among young professionals and artists and potential tourists.





**The project's kick-off meeting was held on 18th-19th of July 2022, in Lublin, Poland. During the meeting, partners had the opportunity to introduce themselves as well as present the project framework and plans for the next activities. The consortium decided to meet online every 2 months to monitor the development of the tasks in order to achieve results of very high quality.**



# Consortium



Polska Fundacja Ośrodków  
Wspomagania Rozwoju Gospodarczego  
„OIC Poland” w Lublinie



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