



**We  
Lead**

WOMEN IN  
TOURISM,  
HOSPITALITY  
& LEISURE

# Newsletter No. 1

## We Lead



Co-funded by the  
Erasmus+ Programme  
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# ABOUT THE PROJECT

The We Lead project is managed by the University of Akureyri (UNAK) and has six partners in four countries: Iceland, Denmark, Ireland, and Spain. It will run until 30<sup>th</sup> September, 2024 and its overall objective is to improve the quality & relevance of women's leadership in tourism education so that women are better equipped to use their skills to embrace leadership roles & empower them to face challenges, especially the transition towards climate neutrality.

Throughout the project's lifetime, the following deliverables will be completed:

- *Discovery Report and Best Practice Compendium*
- *Educators Guide to Innovative VET Pedagogies and Open Educational Resources (OERs)*
- *Advocacy Toolkit and Interactive Online Forum*

The project's main target groups that will be engaged and interacted with in strategic and meaningful ways throughout the whole process are:

- **EDUCATION PROVIDERS** HEI & VET colleges, enterprise agencies, local authorities
- **WOMEN** already working in visible and invisible roles in the sector
- **FEMALE GROUPS/ NETWORKS**; Female empowerment groups, Female Migrant groups & tourism-relevant networks
- **INDUSTRY PLAYERS & STAKEHOLDERS** Tourism networks, regional and sectoral skills authorities
- **MEDIA**

## AKUREYRI MEETING

25 – 26 April, 2023



Two transnational project meetings have been planned between the project partners, as face-to-face meetings can be vital for the success of international projects. Our first meeting took place at the University of Akureyri, in Akureyri, Iceland, and before anything else *we would like to thank the team there for hosting and for making our trip so productive, comfortable and pleasant.*

It was scheduled in April to best suit the progress of the project as it coincided with the completion of the second work package to ensure maximum effectiveness. The attendees were:

- UNAK , Icelandic Tourism Research Centre & University of Akureyri - Guðrún Þóra Gunnarsdóttir, Vera Vilhjálmisdóttir; Auðbjörg Björnsdóttir
- TFA ,Transformia - Auður Ingólfssdóttir
- MMS, Momentum Marketing Services – Paula Whyte
- CDEA, Centro de Formación de administración y hostelería, S.L – Irida Tase
- EUEI, European E-learning Institute – Catherine Neill, Cara O'Sullivan (online)





## Meeting in Akureyri (cont.)

The meeting started at the recording studio of the Centre for Teaching and Learning of the University of Akureyri, where partners lived a unique experience before the cameras of a real TV studio. The brief messages on the project and personal objectives that were recorded will be posted on our social media channels.

The day continued with two very interesting talks provided by Arnheiður Jóhannsdóttir, the managing director of Visit North Iceland, and Embla Eir Oddsdóttir, the director of the Icelandic Arctic Cooperation Network that emphasized the existing gender differences and the privileged position that men have in today's societies of Iceland in particular and Arctic region in general. A great amount of work must be done to recognize and appreciate the role of women in general and specifically in the tourism sector.

The rest of our meeting consisted of the progress & development of the We Lead project, the great work accomplished on the work package 2 - Discovery and Research Eye-Opener that will be finalised and piloted in June 2023. As our next face-to-face meeting will be in Ireland, in November 2023, partners took advantage to discuss the following work package 3 - Open Education Resources, a great tool for empowering all women in the tourism sector.



Our next face-to-face meeting will be in Leitrim Village, Co. Leitrim, Ireland from 8th to 9th November and we are already looking forward to it as we continue to move forward in the project.



Fortunately, our get-together in Akureyri was not only about work 😊 but also about getting to know the history, culture and lifestyle of its people. The visit to the HAELID – the Great White Plague center - was a unique experience. Run as a tourist attraction by a cheerful, creative, professional actress who had lived near the sanitorium in her childhood, it has had a great number of supporters, mainly families of three generations ago that had provided all the artifacts. It is truly local and authentic and highly recommendable.

And of course, we weren't going to leave Akureyri without trying Iceland's geothermal pools and The Forest Lagoon is one of the newest in the country and right in the forest of Akureyri . Lucky us!! 😊



## PROGRESS ON THE PROJECT WP

It is important to highlight that the work package - *Discovery and Research Eye-Opener* – is going very well and within the timeframe decided at the beginning of the project. The desktop study report together with the compendium of the best practices is almost finished. The report presents a conceptual framework on how the connection between leadership, gender equality, tourism and climate change can be viewed.

The compendium of the best practices, put together from the partners of the 4 countries, Denmark, Iceland, Ireland and Spain are inspirational stories of women leaders in sustainable tourism.

We can't wait to share such examples with our students and every stakeholder out there that promotes women's leadership in general and specifically in Tourism where the number of women working in managing positions is very low.





# Our Partners





## Follow Our Journey

