

Empowering Women through the Development and Implementation of Rural Tourism Entrepreneurship in Kazakhstan and Uzbekistan

ABOUT THE PROJECT

The DIANA Project (Erasmus+ CBHE) is an international initiative aimed at “Empowering Women through the Development and Implementation of Rural Tourism Entrepreneurship in Kazakhstan and Uzbekistan”. The project is co-funded by the European Union under the Erasmus+ Capacity Building in Higher Education (CBHE) programme and runs for 36 months (2025–2028). The main goal of the project is to strengthen women’s economic participation by providing them with knowledge, practical skills, and entrepreneurial opportunities in the field of rural tourism. DIANA focuses on promoting sustainable tourism development, preserving local cultural heritage, and creating innovative tourism products in rural areas.

Within the framework of the project, partner universities will develop educational modules, organize training sessions, workshops, and pilot initiatives to support women entrepreneurs in rural communities. Special attention is given to innovation, digitalization, and sustainable business models in tourism. As a project partner, Silk Road International University of Tourism and Cultural Heritage contributes to academic research, capacity building, and the implementation of project activities in Uzbekistan, supporting the development of inclusive and sustainable rural tourism ecosystems. The DIANA Project serves as an important platform for fostering international cooperation, knowledge exchange, and social innovation, contributing to regional development and women’s empowerment in Central Asia.

PARTICIPANTS



The first official Kick-off Meeting of the international Erasmus+ KA2 DIANA project – Empowering Women through the Development and Implementation of Entrepreneurship in Rural Tourism in Kazakhstan and Uzbekistan – was held in Kokshetau.

From February 2–4, 2026, Kokshetau University named after Sh. Ualikhanov hosted the kick-off meeting of the DIANA project. Partners from Kazakhstan, Uzbekistan, Portugal, and Germany gathered to discuss cooperation plans, project goals, and future activities. During the meeting, the coordinating university presented the project’s objectives, implementation strategy, partner responsibilities, and long-term sustainability plans. Participants also reviewed the dissemination and communication plan for the coming year.

The DIANA project focuses on supporting women in rural areas of Kazakhstan and Uzbekistan by promoting entrepreneurship in rural tourism, with an emphasis on digital skills, innovation, and digital transformation.



On February 22, 2026, representatives of Hochschule Wismar presented the DIANA project to more than 25 young engineers working on innovative solutions for agriculture.

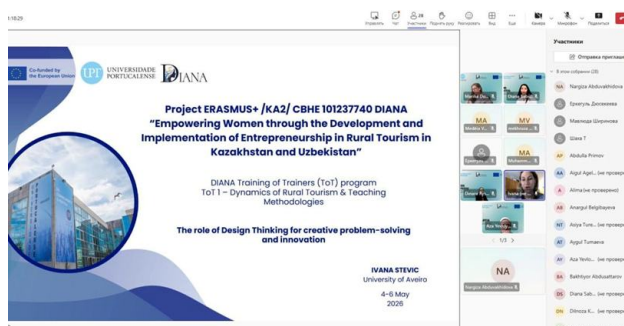
The presentation highlighted the project’s goals of supporting women’s entrepreneurship in rural tourism in Kazakhstan and Uzbekistan through digital skills, innovation, and sustainable business development. Participants discussed how engineering, agriculture, tourism, and digital technologies can work together to improve rural communities and create new opportunities for women and youth. The event also strengthened cooperation between universities, researchers, and young professionals, emphasizing the importance of international collaboration and innovation for sustainable rural development.

FOLLOW THE PROJECT



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ONLINE TRAININGS OF TRAINERS



From May 3–6, 2026, the first online Training of Trainers (ToT1) was held as part of the DIANA project. The training focused on Module 1, covering rural tourism, local economic development, sustainability, stakeholder cooperation, and women's empowerment. Participants were also introduced to active teaching methods and learner-centered approaches from Module 4, aimed at improving entrepreneurship education and professional skills development.



On April 29, 2026, Kokshetau University named after Sh. Ualikhanov organized an online Management Board Meeting of the international Erasmus+ KA2 DIANA project. Representatives of all partner universities and organizations participated in the meeting to discuss project implementation and ongoing cooperation within the initiative focused on empowering women through entrepreneurship in rural tourism in Kazakhstan and Uzbekistan.



An internal presentation of the international Erasmus+ KA2 DIANA project was held at Silk Road International University of Tourism and Cultural Heritage for university staff and students. The event introduced the project's main goals, including the development of women's entrepreneurship in rural tourism in Kazakhstan and Uzbekistan through digital literacy, innovation, and entrepreneurial skills development. Participants discussed sustainable tourism, international academic cooperation, and opportunities for students and staff to engage in training programs, research activities, and joint international initiatives. The project also aims to strengthen rural tourism and support the sustainable development of rural communities.



The international Erasmus+ KA2 DIANA project unites universities and partner organizations from Kazakhstan, Uzbekistan, Portugal, and Germany to promote rural tourism and women's entrepreneurship. The project focuses on innovation, digital literacy, sustainable business development, and international cooperation, creating new opportunities for women in rural areas of Kazakhstan and Uzbekistan.



Kazakhstan

- Ualikhanov University
- North Kazakhstan State University named after Manash Kozybayev
- D. Serikbayev East Kazakhstan Technical University
- Kazakh Academy of Sport and Tourism
- Chamber of Entrepreneurs of Akmola Region



Uzbekistan

- International Agricultural University
- Silk Road International University of Tourism and Cultural Heritage
- Nukus State Technical University
- SABR Republican Center for Socio-Economic Development



Portugal

- Universidade Portucalense Infante D. Henrique



Germany

- Hochschule Wismar University of Applied Sciences: Technology, Business and Design