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PRESS RELEASE

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PROMOTING IT APPLICATIONS IN TOURISM

YEREVAN, ARMENIA - IT Solutions for tourism industry will be presented at a workshop on April 14, 2009 in Yerevan, organized by the USAID-funded Competitive Armenian Private Sector (CAPS) Project. This unprecedented event will bring the Armenian Information Technology and Tourism industries together to learn about new IT products and services in the tourism sector as well as foster greater collaboration toward the development and use of specific Armenian IT solutions in tourism firms.

IT solutions have wide application in the global travel industry and include online ticketing, payments and check-in for airline businesses, vehicle tracking systems for car rental companies, hospitality reservation and room management applications for hotels, HR management and accounting solutions for general tourism enterprises, distance learning tourism education, etc. Tourism enterprises in Armenia, however, are not developed enough in terms of using IT tools in their daily operations. This is due, in part, to unawareness of actual solutions, supporting technology, concepts, and where to obtain up-to-date information.

“With IT having a growing impact on the way global travel is managed, operated, and promoted, and with global tourism arrival numbers expected to decline in 2009 due to the financial crisis, the need to be technologically advanced to improve cost-effectiveness and productivity is as important as ever,” Zachary Rozga, CAPS international expert in IT solutions for the tourism sector says, noting that “the workshop will provide the Armenian tourism industry with an excellent opportunity to meet IT firms, learn about the latest IT tools and obtain them for their daily operations.”

Tourism and IT industry companies, as well as representatives from the Government, private sector firms, associations, educational institutions are invited to participate at the workshop, which will take place on April 14, 2009, 14:00, in AUA new building (hall 106e) at 40 Marshall Baghramian Avenue.

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The USAID-funded Competitive Armenian Private Sector (CAPS) Project provides technical assistance to the Armenian private sector to help them better compete nationally, regionally and internationally. CAPS is currently working with the growing Armenian information technology, tourism, pharmaceuticals and the engineering services clusters to identify globally competitive products and services, and to build robust companies around those products and services. CAPS technical assistance takes many forms and includes: firm level consulting, business association capacity building, policy research, public education, work force training and development of public / private initiatives.

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