



PRESS RELEASE

Marketing and Sales in the Hospitality Business

American Professor to Present International Best Practice in Gyumri

Gyumri, Shirak Marz - On October 10, 2009, the USAID-funded Competitive Armenian Private Sector (CAPS) Project will hold a seminar on "Marketing and Sales in the Hospitality Business" in the city of Gyumri. The seminar will be delivered by Dr. Mahmood A. Khan, Ph.D., Professor at the Department of Hospitality and Tourism Management at one of the most prestigious American educational institutions - the Virginia Tech / Virginia Polytechnic Institute and State University. Tourism industry representatives, including visitor information centers, tour operators, restaurants, hotels, guesthouses, and tourism faculty students are expected to participate in the discussion.

Local hospitality companies will hear a presentation on the role of marketing and sales in their everyday activities, as well as its impact on the profitability of business. The main topics of discussion include: how to increase revenue and how marketing activities should be reflected in expenses. As a result of the seminar, the participants will be able to develop an evaluation table of strengths and weaknesses of Gyumri's hospitality industry and define practical measures for promoting the strengths and overcoming the weaknesses.

On the initiative of the CAPS Project earlier this year, an academic partnership was established between Virginia Tech and Armenian higher education institutions. In the framework of this partnership, since the beginning of 2009 qualified specialists of Virginia Tech / Virginia Polytechnic Institute and State University have delivered a number of specialized training courses and seminars to representatives of the Armenian tourism industry, as well as introduced several Armenian universities to leading edge curricula, offering modern teaching methods and approaches.

"The seminar provides an excellent opportunity for hospitality industry companies to learn and adopt international best practice in the area of marketing. By supporting this and similar initiatives we try to assist hospitality firms to improve their marketing skills and become more visible, not only in the local market but also internationally," says CAPS Marketing Specialist Gayane Dallakyan.

The seminar will take place on October 10 at 12:00p.m at the house-museum of Hovhannes Shiraz (91 Varpetats St., Gyumri).

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The USAID-funded Competitive Armenian Private Sector (CAPS) Project provides technical assistance to the Armenian private sector to help it 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.