

ServiceExcellence in the Georgian Tourism Industry: development and implementation of a train-the-trainer concept

In cooperation with the “IHK Akademie München und Oberbayern” we have developed a training concept for executives of tourism companies in Georgia in 2016. The aim of the measure was to raise awareness of quality requirements from the perspective of international guests.

For this purpose, the representatives of Georgia's industry associations in Germany were first familiarized with the international travel market and the subject of tourism and quality in a one-week training measure. In addition, the participants were qualified to conduct training and consulting for Georgian tourism professionals.

We conducted and supervised the trainings in Georgia and took part in conferences. Additionally, we consulted the Georgian Ministry of Economy and leading companies in the tourism sector.

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