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EXCELTOUR
Business Excellence in Tourism



EXCELTOUR: BUSINESS EXCELLENCE IN TOURISM

Press Release

June 28, 2022

EXCELTOUR Project. Training of new cohort of EFQM facilitators

Within the framework of EXCELTOUR project the Armenian NGO Development Principles organized an offline training of EFQM facilitators. It was held on June 24-27 and was conducted by EFQM certified facilitators Diana Avetyan and Silva Mesropyan. The aim of the training course was to prepare a new cohort of facilitators to prepare business companies in Armenia and the region to enter the process toward “Validated by EFQM”.

The first 2 days of this four-day interactive training course included theoretical and practical parts, individual and group exercises and analysis of real-life experiences. The theory included the concepts and values of the European Foundation of Quality Management certification, explanation of the model and its sub-criteria, the process and implementation of validation and the certification itself. In particular, the EFQM Model requires a company to conduct a self-assessment, and identify its strengths and opportunities for self-improvement. Based on the results, the company then chooses three improvement projects and describes the process it will employ to implement the projects. The training participants had a chance to choose a real company for this training purposes, and prepare the EFQM documentation for an improvement project, including a self-assessment and an action plan.

The third day included a study visit to Gyumri to get a practical insight from the two hotels there that have been certified as “validated by EFQM” - Berlin Art Hotel and Armenian Villas. Both hotels applied for certification, went through an intensive preparation process, implemented three improvement plans per company, and went through a very interesting and rigorous validation process. During this study visit meeting, the representatives of the hotels shared their insights on the EFQM process, and mentioned that they realize that continuity is at the heart of the model and that they are committed to continue the improvement process. In particular, they would like to conduct self-assessment regularly, to identify and implement new project opportunities.

The fourth and final day of training included a detailed analysis of the EFQM action plans that the participants had prepared for few real companies they had chosen to analyze. The day was

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concluded by handing the certificates to the new EFQM facilitators and discussion on future steps.

In their final evaluation of the course the participants mentioned that they were happy with the course content, the instructors, and the way the course was organized.

As a result of this training course a new group of 13 EFQM facilitators is ready to promote the concept of EFQM model for business excellence and to work with Armenian companies to bring them to a globally recognized and certified level of quality management.

Through the EXCELLTOUR project, the 6 partners from 5 countries aim at improving the quality of management and increasing the competitiveness of the business companies by introducing and applying the concept of Business Excellence in tourism SME's using the internationally recognized Excellence Model of the European Foundation for Quality Management (EFQM) targeting mainly to ensure sustainability of tourism.

For more details please browse project website <https://exceltour.org/about-project/>

EXCELTOUR project is co-financed by EU through ENI CBC Joint Operational Programme BLACK SEA BASIN 2014-2020. Joint Managing Authority is Ministry of Development, Public Works and Administration of Romania. Total project budget is 964,047 Euros. Armenian partner Development Principles NGO has been awarded with 137,546.44 Euros. Each partner is committed to contribute co-financing at 8% of partner budget.

This material has been produced with the financial assistance of the European Union. The contents of this publication are the sole responsibility of Development Principles NGO and can in no way be taken to reflect the views of the European Union.

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