



SABIT GROUP PROGRAM
HOTEL MANAGEMENT FOR EURASIA
JANUARY 26 – FEBRUARY 23, 2008
DELEGATE BIOGRAPHIES

ARMENIA

Mihran Aghabekyan
Director and Owner, Hotel Nairi
Tsakhkadzor, Armenia
English Capability: None

Company Description: Located in a ski resort, this 75-room hotel caters to foreign tourists and to local business people. Facilities include a restaurant, café, and a 24-hour coffee shop. Mr. Aghabekyan manages finances, human resources, guest services, physical structure, marketing and business development. New staff members attend a two-month seminar with the goal of improving their service mentality. He hopes to improve managerial methods at his hotel, and make his marketing efforts more effective.

Main Topics of Interest:

Marketing and business development
Human resources management and training
Resort and winter recreation (ski) services
Food and beverage
IT applications in hotel management

Karapet Karapetyan
Director and Owner, Gladzor Hotel
Dzhermuk, Armenia
English Capability: None

Company Description: Mr. Karapetyan is a medical doctor who privatized the Gladzor Hotel. The spa hotel, located in a beautiful forested resort area, has 42 rooms and employs a staff of 50. Their clients are interested in rest, health and spa services, recreation and sports. Mr. Karapetyan seeks information on marketing and business development strategies, and intends to enhance customer service, implement new technology, and purchase fitness equipment. He is optimistic about the future of the resort and spa, and the unique and healthful services they provide.

Main Topics of Interest:

Marketing and business development
Health resorts and spas, fitness equipment
Human resources management and training
IT applications in hotel management
Cost control systems

AZERBAIJAN

Sevinj Abasova
Assistant General Manager, Austin Hotel
Baku, Azerbaijan
English Capability: Good

Company Description: Ms. Abasova assists the General Manager of the Hotel Austin, and directly manages 35 subordinates in the reception, housekeeping, and sales and marketing departments. The hotel features a restaurant, fitness center, and conference facilities. She would like to meet with U.S. companies that can book the Austin Hotel, and seeks marketing and sales expertise.

Main Topics of Interest:

Financial forecasting and capital budgeting
Revenue maximization strategies
Guest services and service management
Events management and catering
In-room entertainment and information

GEORGIA

Tsiuri Mindiashvili
Chief Administrator, Hotel Tbilotel
Tbilisi, Georgia
English Capability: Good

Company Description: With interest in Georgia growing, the owners of this small private hotel are expanding the hotel and its services, which cater to American and European guests. Currently Hotel Tbilotel facilities and services include conference rooms, a business center, a bar, and arranging tourist activities. Ms. Mindiashvili is particularly interested in expanding conference services and updating technology, upgrading management and reservation systems, and raising the level of service to meet the expectations of foreign business people.

Main Topics of Interest:

Marketing, branding, advertising and promotion
Revenue maximization strategies
Staff and management relations
Service management
Incentive travel programs



KAZAKHSTAN

Svetlana Kravchenko
Commercial Manager, Hotel Art Nuvo
Karaganda, Kazakhstan
English capability: Fair

Company description: Ms. Kravchenko, co-owner of the Art Nuvo Hotel, manages the property's finances and business development. Art Nuvo is the most upscale hotel in Karaganda, the capital of Karagandy Province, Kazakhstan. They have 30 employees. Ms. Kravchenko hopes to familiarize herself with technologies and systems that will help them to become more competitive and improve customer service.

Main Topics of Interest:

Revenue management and enhancement
Pricing policy, financial forecasting and capital budgeting
IT applications for hotel management
Restaurant and hotel equipment, property acquisition
Marketing, branding, advertising, and promotion

KYRGYZSTAN

Elmira Mukasheva
Executive Director, Royal Beach, Ltd.
Bishkek, Kyrgyzstan
English capability: Fair

Company Description: The Royal Beach is a privately owned hotel located in the Village of Chok-Tal, in the mountainous Issyk-Kul Lake area of Kyrgyzstan. In the summer their clients are focused on relaxation, and in the winter they attend seminars. The Royal Beach offers conference rooms, restaurants, bars, and billiards, and specializes in banquets and events. The owners plan to add a fitness center, pool, and sports facilities. The Hotel is a member of the Destination Marketing Association of Kyrgyzstan. Local challenges include poor infrastructure and a lack of developed tourist sites.

Main Topics of Interest:

Financial forecasting and capital budgeting
Marketing and branding
Service and HR management, personnel development
Fitness, entertainment, and recreation services
Franchising and leasing

MOLDOVA

Serghei Calughin
General Director, Elite Tour (Flowers Hotel)
Chisinau, Moldova
English Capability: Good

Company Description: The privately owned Flowers Hotel, founded in 2002, caters to foreign business people, and features conference rooms, a restaurant, room service, and an in-house travel agency. The hotel employs a staff of 36. Mr. Kalughin plans to expand business and is seeking marketing expertise. He hopes to attract more international guests coming to Moldova for tourism. Problems facing his hotel include staff retention and cost control systems. He is interested in making contact with U.S. companies that book hotels in the region.

Main Topics of Interest:

Market research and analysis
Cash flow analysis and forecasting
eBusiness strategies, IT applications
Revenue maximization strategies

Roman Haruta
Director, Vila Verde LLC
Chisinau, Moldova

English capability: Fair

Company Description: The Vila Verde Company built the Vila Verde Hotel in 2001 and acquired an additional hotel in a free trade zone on the Romanian border two years ago. The company has shown solid growth over the last seven years, including adding services at the Vila Verde Hotel property, and expanding the physical facility. The hotel features 98 rooms, a restaurant, and a conference hall. They cater to foreign business people and tourists. Mr. Haruta sees the value in collaborating with colleagues to start a hotel association, in order to have a stronger voice with the government.

Main Topics of Interest:

Revenue enhancement, cost control systems
Tourism and transportation services
IT applications, recordable entry and reservations systems
Marketing and Branding
Human resources management and training

RUSSIA

Ervand Arutyunyan
Deputy General Director, Kinoigra Plus, Ltd.
Rostov-on-Don, Russia
English capability: Good

Company Description: This privately-held company owns the Golden Horseshoe Hotel in Rostov, which features suites, a 60-person restaurant, a bar, sauna and pool. They are also building a new hotel on land they own in the Rostov district. Kinoigra Plus also owns one wing of the Hotel Rostov, including nightclubs, restaurants, bars, a movie theater complex, and casinos. Most of their regular clients are Russian business people, though their marketing efforts targeting foreign tourists via travel agencies are beginning to pay off. Mr. Arutyunyan is interested in increasing the level of hotel management in the region due to the growth of tourism in the Southern Federal Region of Russia.

Main Topics of Interest:

Marketing, branding, advertising, promotion and sales
Revenue management and enhancement
Service management
Tourism and transportation services

Igor Bulukh
General Director, Granit Hotel
Vladivostok, Russia
English Capability: Fair

Company Description: The government-owned Hotel Granit was converted from a dormitory to a 200-guest hotel. The occupancy rate is 100% in the high season and 65% in the low season. Their guests include Russian tourists and Chinese, Korean, and Japanese business people. The hotel employs a staff of 72, has a conference room, a Chinese restaurant and a bar, and is a member of the Russian Hotel Association. Challenges include high interest rates – the hotel is in need of renovation, with an estimated cost of \$3.75 million – and staff training. The hotel also faces a reduction in domestic travel, seasonal demand for services, and insufficient infrastructure for tourism in the region.

Main Topics of Interest:

Sources of finance
Revenue maximization strategies, enhancement
Marketing, branding, advertising, sales and promotion
Conference and event management

Liudmila Shibaeva
Director, Hotel Paramushir
Esso, Russia

English Capability: None

Company Description: Founded in 2006, the Hotel Paramushir consists of 21 rooms with prices ranging from \$90 to \$140 per night. The hotel is located within the Bistrinskiy National Park, one of six sites included in the UNESCO World Heritage group "The Volcanoes of Kamchatka,"; it is considered one of the world's most outstanding volcanic regions. The hotel has a restaurant, sauna, billiards room, a thermal outdoor swimming pool, and offers folk dancing, hunting, fishing, hiking, skiing, dog sled rides, and rafting, depending on the season. Guests come from Europe, North America, Asia and Australia. Expansion plans include addition of spa services, a mini waterpark, and children's activities.

Main Topics of Interest:

Financial forecasting and capital budgeting
Kitchen management
Guest services
Marketing and branding, market research and analysis
Recruitment, training and retention

T A J I K I S T A N

Munavvarsho Merovarshoev
Director, Hotel Parinen Inn
Khorog, Tajikistan

English Capability: None

Company Description: Mr. Munavvarsho is Director and Owner of Hotel Parinen Inn, financed jointly by himself and the Aga Khan Foundation. He is a member of the Tourist Association of Badakhshan, and a member of the Association of Entrepreneurs of Badakhshan. Their client base consists of foreign tourists, representatives of international organizations in Tajikistan, government employees, and business people. Challenges include his hotel's remote location, inadequate transportation and infrastructure, an unstable economy, and an unfavorable tax system, which retards the development of small and medium-sized businesses.

Main Topics of Interest:

IT technologies, eBusiness strategies
Sources of finance
Service management
Event management and planning
Staff and management relations

T U R K M E N I S T A N

Maysa Tairova
Manager of Sales & Marketing
Grand Turkmen & Ak Atyn Hotels
Ashgabat, Turkmenistan

English Capability: Good

Company Description: Located in the center of Ashgabat, the Grand Turkmen Hotel, classified as a five-star hotel, has 120 rooms. The Hotel Ak Altyn is situated closer to the international airport, and has 117 rooms. As Sales and Marketing Manager, Ms. Tairova coordinates revenue management and enhancement, financial forecasting, and capital budgeting issues in everyday activities of the hotels and their plans for the future. Turkmenistan's State Tourism Agency has a priority plan to develop an Avaza tourist and resort zone on the Caspian Sea. One billion U.S. dollars are being invested in the Avaza zone project, where five-star hotels, resort hotels, and business centers will be constructed. Ms. Tairova seeks information that will help her to be involved in this very ambitious project.

Main Topics of Interest:

Financial Management, sources of finance
Event management and planning
Business development, marketing
IT applications, eBusiness
Staff management and relations

UKRAINE

Vira Baydan

**General Director, Hotel Oreanda
Yalta, Ukraine**

English Capability: Fair

Company Description: The Hotel Oreanda, located in the Crimean resort city of Yalta, features 114 rooms and a range of services including conference facilities, a business center, casino, restaurants, bars, discos, cabaret, pools, a fitness center, spa services, beauty salon, and a bowling center. In 2006 nearly 22,000 guests stayed at the hotel; rack rates start at \$300. In addition to year round business clients, tourists frequent the hotel in summer. Prior to joining the Hotel Oreanda, Ms. Baydan served as General Manager of the Hotel Rus in Kiev for 10 years. Problems she encounters include staffing an upscale hotel, and the lack of infrastructure in Ukrainian cities and around the Crimean seacoast. Marketing is a critical concern at the Oreanda Hotel, which offers an array of packages designed to attract year round tourists.

Main Topics of Interest:

Financial forecasting and capital budgeting
Marketing and branding, sales
Event management and planning
In-room entertainment and information
Training and retention, service management

Liliya Korinovska

**General Director, Coral Restaurant & Hotel Complex
Nikolaev, Ukraine**

English Capability: Good

Company Description: The Coral Hotel is a family operated business that started out as a restaurant and bar 10 years ago, and has been expanding since then. A new wing, to be completed in March 2008, will include a conference hall, billiard room, sauna and beauty salon. Guests come from various countries, and room rates are approximately \$70 to \$200. Ms. Korinovska's particular areas of interest are construction and physical facilities, on-line marketing and IT applications. Active in the hospitality industry for over 10 years, Ms. Korinovska's strategy is the expansion of her facilities and services in advance of the 2012 Euro Soccer Championships to be held in Ukraine and Poland.

Main Topics of Interest:

Kitchen management, catering, room service
Marketing, branding, advertising, promotion
eBusiness Strategies, IT applications
Cost control systems
Franchising and property acquisitions

Yuriy Opanashchuk

**General Director, Zhitomir Hotel
Zhitomir, Ukraine**

English Capability: Fair

Company Description: The Zhitomir Hotel is located an hour and a half from Kiev by car on the road to Lvov. The hotel has contracts with foreign tourist companies in Poland, Russia, and Belarus, and guests come mostly from foreign countries. Mr. Opanashchuk is optimistic that the Euro Soccer Championships in 2012 will boost business given the hotel's position relative to at least two of the stadium sites. Current challenges include a lack of legislation and regulations pertaining to the industry.

Main Topics of Interest:

Revenue management and enhancement
Security
Business development
Staffing needs, training and retention

Oleg Radchenko

**Head, Department of Health Resorts and Hotels State
Administration**

Kyiv, Ukraine

English Capability: None

Company Description: The main goal of the department is the financial support and maintenance of state-run health resorts, sanatoria and hotels. As the department head, Mr. Radchenko wants to reform the way the facilities are administered and managed, and to introduce modern standards, services and technologies to ensure the financial viability of the properties.

Main Topics of Interest:

Financial forecasting
Service and event management
Security
Revenue maximization strategies

UZBEKISTAN

Numonjon Haydarov

**General Director, Asia-Fergana Hotel
Fergana, Uzbekistan**

English Capability: None

Company Description: The award winning Asia-Fergana Hotel has 57 rooms and offers a range of services, including sauna, fitness center, massage, a business center, beauty salon, conference hall, swimming pools, restaurants, billiards and a travel agency. Expansion plans include recruiting more staff and purchasing new equipment. Mr. Haydarov wishes to increase marketing efforts, to provide a higher level of service to clients, and to re-establish the importance of the old "silk route," thus attracting more foreign tourists and business people.

Main Topics of Interest:

Financial management
Business development, marketing
Service management
Training and retention
eBusiness Strategies