



An Agro-Ecotourism Center was established in the Highland Region of Georgia, Sagarejo Municipality, Kochbaani Village, by the Development Fund of Highland Regions “Caucasus”, where educational trainings and seminars are held for agro-ecotourists. The Center has an office, a training base, a tourist base, and accommodation facilities. Here a 3-day plan for the program of the Entrepreneurship and Small Business Development: An educational program that helps local entrepreneurs and small business owners develop the skills and knowledge needed to succeed in the tourism industry. This program could include business management and marketing workshops, as well as mentorship and networking opportunities.

Day 1:

Morning:

Introduction to the program and overview of the tourism industry in the region.

Workshop on business management and planning, including topics such as budgeting, financial forecasting, and risk management.

Group discussion and Q&A session.

Afternoon:

Workshop on marketing and branding for small businesses, including social media marketing, customer relationship management, and advertising strategies.

Group discussion and Q&A session.

Evening:

Networking event for program participants and local business owners, providing an opportunity for mentorship and business



Day 2:

Morning:

Visit to local tourism businesses, including a guided tour and opportunity for participants to ask questions and learn from the experiences of business owners.

Group discussion and reflection on the visit.

Afternoon:

Mentorship session with experienced entrepreneurs and small business owners, who will provide guidance and advice to program participants on their specific business challenges and opportunities.

Group discussion and Q&A session.

Evening:

Free time for participants to explore the local area and experience the tourism offerings of the region.



Day 3:

Morning:

Workshop on customer service and hospitality, including topics such as communication skills, conflict resolution, and creating a welcoming atmosphere for visitors.

Group discussion and Q&A session.

Afternoon:

Panel discussion with tourism industry experts, including representatives from government agencies, tourism organizations, and successful tourism businesses. The panel will provide insights into industry trends, best practices, and opportunities for small business owners.

Closing ceremony and certificate presentation.

Evening:

Farewell dinner for program participants, organizers, and local business owners, providing a final opportunity for networking and community building.