Rural Tourism Development In Armenia
Geography/History
Geography/History

- Genocide
- Diaspora
- US Interest
- Christianity
- Language
Background

• Tourism in Armenia
  – Rural vs. Urban
  – CBT
  – Market
    • Diaspora
    • Caucus Area
    • Undiscovered
    • Locals

Table 1: Country of Citizenship – Highest Percentages of Tourists

<table>
<thead>
<tr>
<th>Country</th>
<th>Total Number of Tourists</th>
<th>Percentage of Total Tourists</th>
<th>Total Number of Tourists with Armenian Ancestry</th>
<th>Percentage of Total Tourists with Armenian Ancestry</th>
<th>Percentage of Each Citizenship with Armenian Ancestry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Armenia</td>
<td>891</td>
<td>11.7</td>
<td>879</td>
<td>18.5</td>
<td>98.7</td>
</tr>
<tr>
<td>China</td>
<td>66</td>
<td>0.7</td>
<td>30</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>France</td>
<td>264</td>
<td>3.5</td>
<td>131</td>
<td>2.8</td>
<td>49.6</td>
</tr>
<tr>
<td>Georgia</td>
<td>2135</td>
<td>28.0</td>
<td>1457</td>
<td>30.7</td>
<td>68.3</td>
</tr>
<tr>
<td>Germany</td>
<td>215</td>
<td>2.8</td>
<td>50</td>
<td>1.1</td>
<td>23.3</td>
</tr>
<tr>
<td>Greece</td>
<td>60</td>
<td>0.8</td>
<td>33</td>
<td>0.7</td>
<td>55.0</td>
</tr>
<tr>
<td>Iran</td>
<td>595</td>
<td>7.8</td>
<td>178</td>
<td>3.8</td>
<td>29.9</td>
</tr>
<tr>
<td>Italy</td>
<td>55</td>
<td>0.7</td>
<td>5</td>
<td>0.1</td>
<td>9.1</td>
</tr>
<tr>
<td>Japan</td>
<td>42</td>
<td>0.6</td>
<td>1</td>
<td>0.0</td>
<td>2.4</td>
</tr>
<tr>
<td>Lebanon</td>
<td>32</td>
<td>0.4</td>
<td>26</td>
<td>0.6</td>
<td>87.5</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>1883</td>
<td>24.7</td>
<td>1438</td>
<td>30.3</td>
<td>76.4</td>
</tr>
<tr>
<td>Saudi Arabia Republic</td>
<td>89</td>
<td>1.2</td>
<td>64</td>
<td>1.3</td>
<td>71.9</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>138</td>
<td>1.6</td>
<td>35</td>
<td>0.7</td>
<td>25.4</td>
</tr>
<tr>
<td>United States</td>
<td>326</td>
<td>4.4</td>
<td>155</td>
<td>3.5</td>
<td>49.1</td>
</tr>
<tr>
<td>Other CIS Countries</td>
<td>222</td>
<td>2.9</td>
<td>114</td>
<td>2.4</td>
<td>51.4</td>
</tr>
<tr>
<td>Other Western Europe</td>
<td>242</td>
<td>3.2</td>
<td>54</td>
<td>1.1</td>
<td>22.3</td>
</tr>
<tr>
<td>All Other Countries</td>
<td>372</td>
<td>4.9</td>
<td>76</td>
<td>1.6</td>
<td>20.4</td>
</tr>
</tbody>
</table>

Total 7827               100  4746       100  62.2

Background

• Choosing a Research area

• Goris
  – Unique
  – Positioning
  – History
  – Landscape/Nature
  – Architecture
  – Previous Tourism Asset Studies
Goris: Unique

- Art
- Military
- Tradition
- Caves
- Spirits
- Churches
Goris: Unique

- Art
- Military
- Tradition
- Caves
- Spirits
- Churches
Goris: Position
Goris: Nature
Goris: Architecture
Methodology

• Based on Clark et al 2007 study of Europe’s Lagging Rural Regions
• 4 Actor Groups
  – Tourists (30) 25
  – Community Members (30) 25
  – Tourism Businesses (5) 7
  – Tourism Institutions (5) 9
• 7 Dimensions of Tourism Integration
  – Networking
  – Scale
  – Endogeneity
  – Sustainability
  – Embeddedness
  – Complementarity
  – Empowerment
## Methodology

<table>
<thead>
<tr>
<th></th>
<th>Tourists</th>
<th>Community Members</th>
<th>Tourism Businesses</th>
<th>Tourism Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking</td>
<td>8,9,10,17</td>
<td>6,8,9,10,11,17</td>
<td>5,6,12,13,16,21,22,25</td>
<td>4,5,6,8,11,18,20</td>
</tr>
<tr>
<td>Scale</td>
<td>10,11</td>
<td>6,10</td>
<td>1,2,3,4,6,7,14,15,16,18</td>
<td>5,7,9,10</td>
</tr>
<tr>
<td>Endogeneity</td>
<td>6,7,12,14,23,24,26</td>
<td>5,11,13,14,16</td>
<td>7,8,16,19,20,22,23</td>
<td>2,3,17,19,20</td>
</tr>
<tr>
<td>Sustainability</td>
<td>19,20,21</td>
<td>7,10,14</td>
<td>9,10,11,18,19,26,27</td>
<td>14,15,16</td>
</tr>
<tr>
<td>Embeddedness</td>
<td>7,12,14,15,23,24,25,26</td>
<td>5,6,8,11,12,13,14</td>
<td>6,9,16,20,21,22,23,24,25</td>
<td>2,3,7,17,18,19,22</td>
</tr>
<tr>
<td>Complementarity</td>
<td>13,14,24,25,26</td>
<td>7,10,14,15,16</td>
<td>10,16,19,20,21,22,23,24,27</td>
<td>13,17,18,19</td>
</tr>
<tr>
<td>Empowerment</td>
<td>18,19,21,26</td>
<td>6,7,9,12,16,17</td>
<td>18,19,22,24,25,26</td>
<td>4,8,13,16,20,21,22</td>
</tr>
<tr>
<td>IRT Potential</td>
<td>14,16,17,18,21</td>
<td>2,3,4,18</td>
<td>3,4,7,14,17,27,28</td>
<td>7,11,12,23,24</td>
</tr>
</tbody>
</table>
## Preliminary Results

### Opportunities:

- Unique Tourism Assets
- Entrepreneurial population
- Tradition of Hospitality
- Location
- Ties with other countries
Preliminary Results

Constraints:

- Locals are still not used to foreign tourists
- Political dominance
- Uncoordinated efforts
- Lack of information
- Infrastructure
- Investment
- Education
- Language
- Lack of scope
- Skepticism
Goals/Objectives

• Practical Application
• Base-line Integration data
• Community-based approach to facilitate successful community-based development
• Recommendations for Strategic Planning and Decision Support Systems
Thank You!!

Luke Petersen
luke.petersen@usu.edu