PRINCIPLES FOR TARGET VILLAGE SELECTION

PILOT PHASE
**TABLE OF CONTENTS**

INTRODUCTION ............................................................................................................................................. 3
  Planned Interventions ................................................................................................................................. 3
  Strategy .................................................................................................................................................... 3

TARGET VILLAGE SELECTION IN LORI MARZ .............................................................................................. 4
  Selection Order ....................................................................................................................................... 4
  Principles for Shortlisting the Target Villages ........................................................................................ 4
  Final Selection of the Villages ................................................................................................................... 4
  Shortlisting the Villages Based on the Developed Methodology ........................................................... 5

TARGET VILLAGE SELECTION IN TAVUSH MARZ ......................................................................................... 6
  Selection Order ....................................................................................................................................... 6
  Principles for Shortlisting the Target Villages ........................................................................................ 6
  Final Selection of the Villages ................................................................................................................... 6
  Shortlisting the Villages Based on the Developed Methodology ........................................................... 7
**INTRODUCTION**

In the framework of the Integrated Rural Tourism Development project, UNDP will select 60 target villages all over Armenia (6 villages per marz) to carry out interventions supporting the development of tourism services, with the objective of creating new sources of alternative income for villagers.

**Planned Interventions**

Having analyzed the tourism development strategies of international organizations and discussing the rural tourism development opportunities with the private sector, we recommend developing tourist services and products that will later be marketed by the private sector itself - tour operators and agents. The following two approaches were formulated as a result of the discussions:

1. **Development of value added services**

Creating new tourism attractions in the villages located close to the existing popular destinations, which the tour operators will include in their existing tours. Services and products with short-term usage potential, which alone might not be sufficient to make a tour, are envisioned for this group.

2. **Creation of new tourism destinations**

Creating tourism services and/or products in the villages far from current popular destinations, which will transform the villages into tourism destinations, to which the tour operators will start organizing regular tours. Services in this group must have long-term usage potential to allow development of tour packages for at least one whole day (9:00-18:00).

**Strategy**

The creation of new tourism destinations require larger investments than the development of value added services. Taking into consideration the project time and budget constraints, it is suggested that in each marz a new tourism destination is created in one village and value added services are developed in the other five.
TARGET VILLAGE SELECTION IN LORI MARZ

Selection Order

The selection of target villages consists of the following phases:

1. Shortlisting;
2. Final selection.

Principles for Shortlisting the Target Villages

To ensure effective shortlisting, assessment of rural tourism resources is implemented in the framework of the Integrated Rural Tourism Development project. The results of the assessment are consolidated in the digital Master Matrix, which allows searching, sorting and filtering the villages based on their scores and characteristics (see the Rural Tourism Resources Assessment Methodology).

The following criteria were developed for shortlisting villages for the two types of interventions presented above:

1. Value added services

The number of shortlisted villages for value added services should not exceed 20% of all the villages in the marz.

- Distance from main tourism destinations: up to 7 km\(^1\)
- Size of the village: 100-1500 residents
- High average score for questionnaires 1, 2, and 3
- Potential usage time: 1 hour – 0.5 working day minimum

2. New destinations

During the selection of villages for new tourism destinations the priority is given to areas, where tourism is less developed and where there are no popular destinations.

Final Selection of the Villages

Prior to the final selection, the shortlisted villages are discussed with stakeholders and the representatives of the project visit the villages, in order to check the necessary information and to assess the existing tourism potential. Based on the analysis of the information gathered during the visits and on discussions with stakeholders, the final selection of villages is made. All other things being equal, it is planned to give the priority to the villages with attractions different from those of the nearest tourism destination.

\(^1\) If the destination is a settlement, the distance is calculated from the geographic center of the settlement, normally – the administrative center (municipality, village administration), the central square, etc. If the destination is a single object, it has its specific coordinates, which are used to calculate the distance.
Shortlisting the Villages Based on the Developed Methodology

To shortlist villages for value added services, places most frequently included in the packages of tour operators were considered as the main destinations. The table below summarizes the main destinations, the number of tour operators organizing tours in those directions, and the list of villages selected based on the specified criteria.

<table>
<thead>
<tr>
<th>Tourism destination</th>
<th>The number of tour operators offering tours to the destination</th>
<th>Nearby villages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akhtala</td>
<td>15</td>
<td>11. Neghots</td>
</tr>
<tr>
<td>Stepanavan</td>
<td>15</td>
<td>15. Amrakits 16. Urut 17. Urasar</td>
</tr>
</tbody>
</table>

Based on the abovementioned approach of shortlisting the villages, for creation of new tourism destinations in Lori, it is preferred to consider the northwest of the marz (villages around the town of Tashir), the southwest (villages around the town of Spitak) and the southeast (particularly in the context of inter-marz tourism opportunities).
TARGET VILLAGE SELECTION IN TAVUSH MARZ

Selection Order

The selection of target villages consists of following phases:

3. Shortlisting;

Principles for Shortlisting the Target Villages

To ensure effective shortlisting, assessment of rural tourism resources is implemented in the framework of the Integrated Rural Tourism Development project. The results of the assessment are consolidated in the digital Master Matrix, which allows searching, sorting and filtering the villages based on their scores and characteristics (see the Rural Tourism Resources Assessment Methodology).

The following criteria were developed for shortlisting villages for the two types of interventions presented above:

3. Value added services

The number of shortlisted villages for value added services should not exceed 20% of all the villages in the marz.

- Distance from main tourism destinations: up to 20 km\(^2\)
- Size of the village: 100–1500 residents
- High average score for questionnaires 1, 2, and 3
- Potential usage time: 1 hour – 0.5 working day minimum

4. New destinations

During the selection of villages for new tourism destinations the priority is given to areas, where tourism is less developed and where there are no popular destinations.

Final Selection of the Villages

Prior to the final selection, the shortlisted villages are discussed with stakeholders and the representatives of the project visit the villages, in order to check the necessary information and to assess the existing tourism potential. Based on the analysis of the information gathered during the visits and on discussions with stakeholders, the final selection of villages is made. All other things being equal, it is planned to give the priority to the villages with attractions different from those of the nearest tourism destination.

---

2 If the destination is a settlement, the distance is calculated from the geographic center of the settlement, normally – the administrative center (municipality, village administration), the central square, etc. If the destination is a single object, it has its specific coordinates, which are used to calculate the distance.
Shortlisting the Villages Based on the Developed Methodology

To shortlist villages for value added services, places most frequently included in the packages of tour operators were considered as the main destinations. The table below summarizes the main destinations, the number of tour operators organizing tours in those directions, and the list of villages selected based on the specified criteria.

<table>
<thead>
<tr>
<th>Tourism destination</th>
<th>The number of tour operators offering tours to the destination</th>
<th>Nearby villages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dilijan</td>
<td>74</td>
<td>1. Aghavnavank</td>
</tr>
<tr>
<td>Haghartsin</td>
<td>55</td>
<td>2. Hovk</td>
</tr>
<tr>
<td>Goshavank</td>
<td>51</td>
<td>3. Gosh</td>
</tr>
<tr>
<td>Lake Parz</td>
<td>26</td>
<td>4. Khachardzan</td>
</tr>
<tr>
<td>Lastiver</td>
<td>22</td>
<td>5. Yenokavan</td>
</tr>
<tr>
<td>Apaga</td>
<td>18</td>
<td>6. Lusahovit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7. Lusadzor</td>
</tr>
<tr>
<td>Ijevan</td>
<td>14</td>
<td>8. Archis</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9. Lchkadzor</td>
</tr>
<tr>
<td>Akhtala(^3)</td>
<td>15</td>
<td>10. Ditavan</td>
</tr>
<tr>
<td>Makaravank</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

Based on the abovementioned approach of shortlisting the villages, for creation of new tourism destinations in Tavush, it is preferred to consider the eastern part of the marz, in particular – villages Chinchin, Itsakar and Navur near the town of Berd. If as a result of the field visits and discussions with stakeholders it turns out that creation of new destinations in those villages is not feasible, than the approach will be revised.

\(^3\) Located close to the border of Tavush marz, for some villages of Tavush Akhtala is the closest tourism destination. Including Akhtala in the list of main tourism destination to select villages in Tavush marz will allow developing options for inter-marz tourism.