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Smithsonian  
Institution



My Armenia  
CULTURAL HERITAGE  
TOURISM PROGRAM

# Asset Based Community Development (ABCD)

Using what's strong to deal with what's  
wrong, and making what's strong stronger.

AUA Ecotourism Conference

April 15, Yerevan

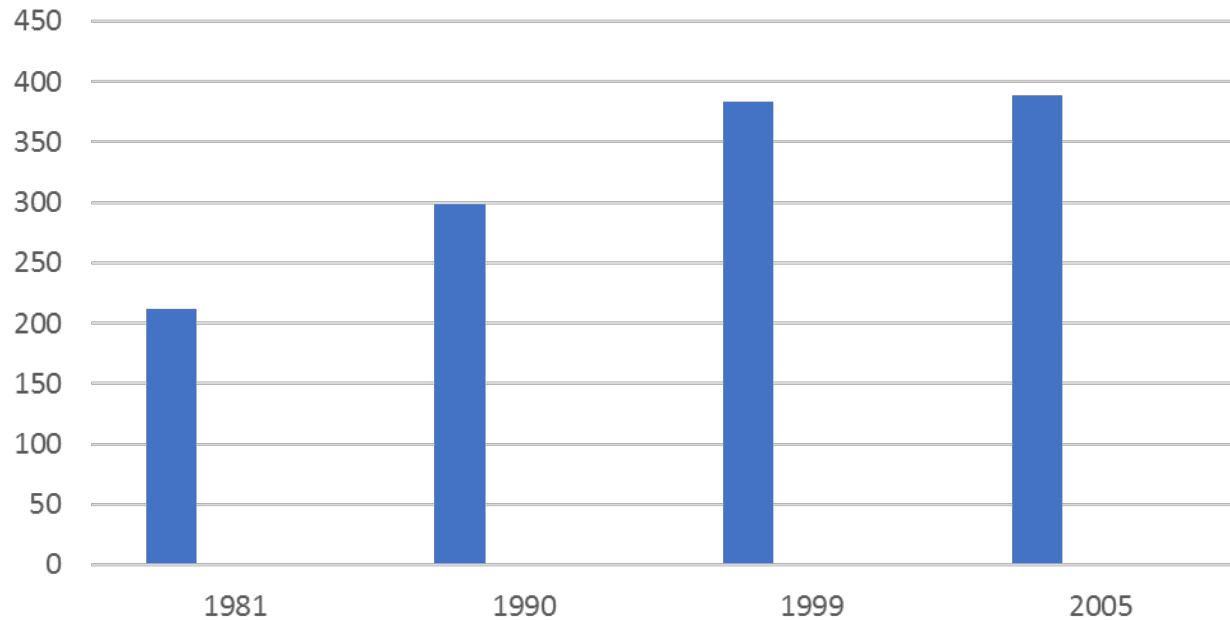
# Rosebeth Moss-Kanter, a professor at Harvard Business School

“When we do change to people they experience as violence; when people do change for themselves they experience it as liberation

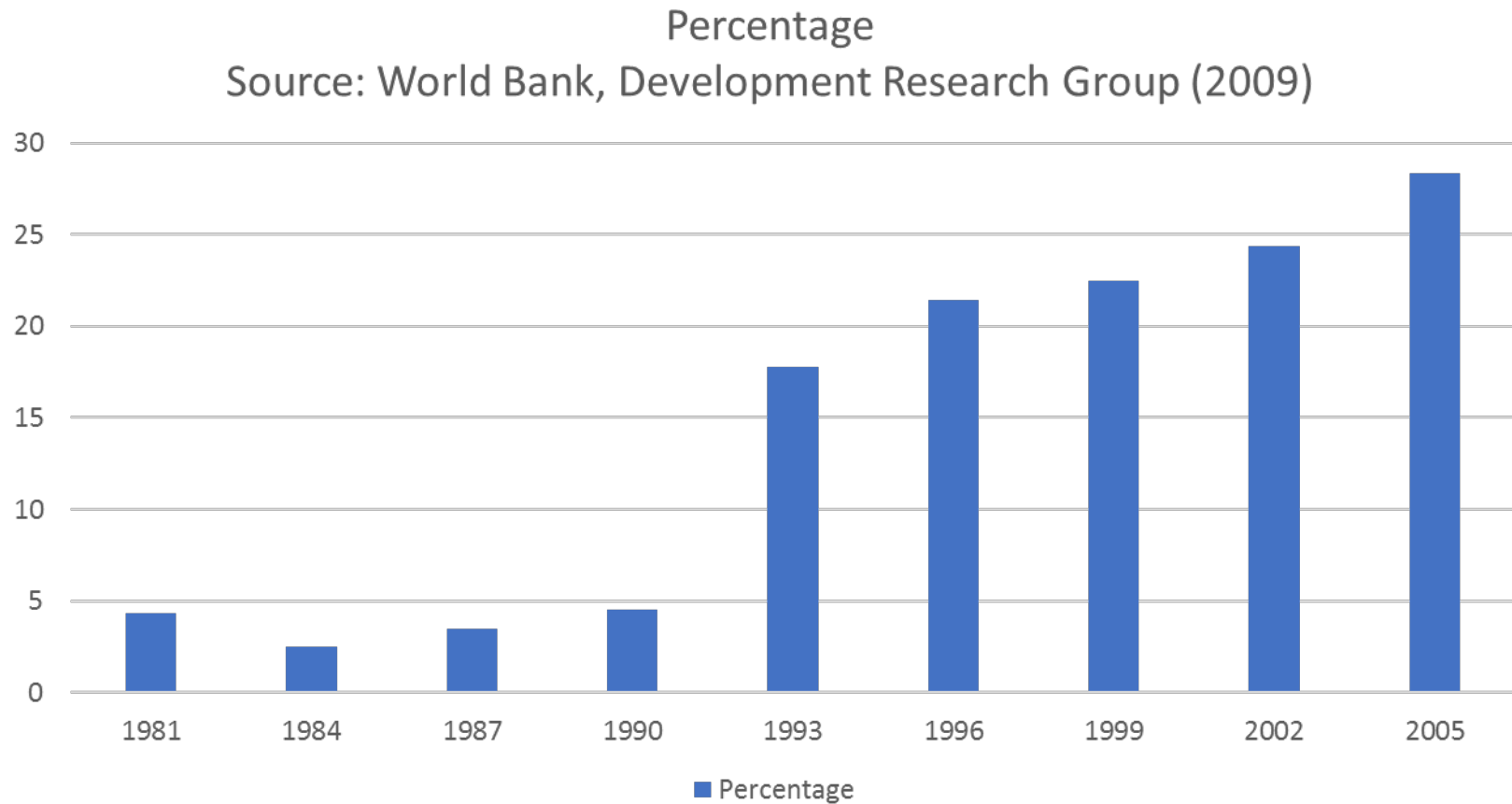
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# Number of people living on less than \$1.25 a day (Sub-Saharan Africa)

Source: World Bank, Development Research Group  
(2009)



# Regional shares in number of people in the world living on less than \$1.25 a day, 1981-2005 (Sub-Saharan Africa)

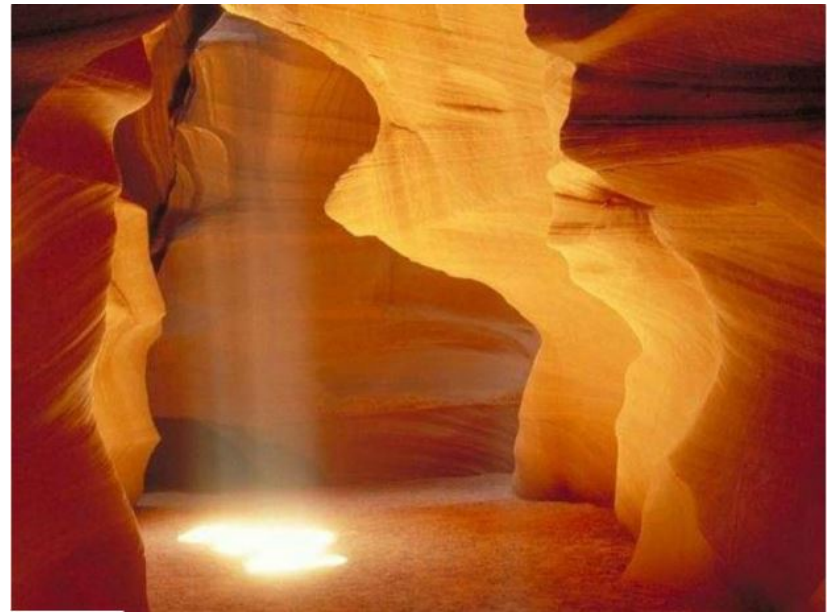


# Traditional development vs A B C D

- Needs, deficiencies, problems
- Negative mental map
- Client mentality
- Resources go to social service agencies
- Undermines local leadership
- Dependency
- Separates community
- Outside in

- Capacities, assets, dreams, strengths
- Optimistic mental map
- Citizen participation
- Minimizes bureaucracy, resources to community
- Builds local leadership and confidence
- Empowerment
- Builds connections
- Inside out

# Two different paradigms



# “My Armenia” Program



My Armenia

CULTURAL HERITAGE  
TOURISM PROGRAM

# Assessment and analysis

- Initial Destination Research
- Stakeholder Engagement
- Asset Inventory and Mapping
- Infrastructure
- Workforce Capacity Assessment
- Tourism Circuits and Itineraries
- Local Involvement in Tourism
- Collaboration and Networks



Thank you !