

3-րդ ամենամյա համաժողով՝ Էկոտուրիզմը Հայաստանում

AMERICAN UNIVERSITY OF ARMENIA 3rd Annual Conference on Ecotourism in Armenia

Conference working language is Armenian
Some session will have Armenian-English simultaneous translation



Շաբաթ, ապրիլի 14, 2018 | Saturday, April 14, 2018

ace.aua.am/ecotourism

9:00 – 17:00 **Registration (open all day)**

AUA Main Building (MB) Entrance

Exhibition Hall (all day)

Large Auditorium entrance lobby, MB

10:00 – 10:30 **Opening Remarks**

Large Auditorium, MB (Armenian and English simultaneous translation)

Welcome by Dr. **Armen Der Kiureghian**, President, American University of Armenia
 Mr. **Artsvik Minasyan**, Minister, RA Ministry of Nature Protection
 Ms. **Zara Zeitountsyan**, Chair, RA State Tourism Committee
 Mr. **Alen Amirkhanian**, Director, AUA Acopian Center for the Environment
 Mr. **Artak Grigoryan**, Head of the Department of Tourism, Ministry of Culture, Youth Affairs and Tourism, Republic of Artsakh

10:30 – 10:45

Topic

11:00 – 11:45

NATIONAL TOURISM POLICY AND ROLE OF ECOTOURISM

Large Auditorium, MB
(Armenian and English simultaneous translation)

- **Mekhak Apresyan**, RA State Tourism Committee, Deputy Chair
- **Khachik Hakobyan**, Deputy Minister of Nature Protection
- **Varazdat Karapetyan**, Deputy Minister of Territorial Administration
- **Arman Vermishyan**, National Coordinator, CNF
- **Sisak Mkhitarian**, My Armenia Program Chief of Party
- **Arman Valesyan**, Project Coordinator, Integrated Rural Tourism Development

MODERATOR:
– **Alen Amirkhanian**, Director, AUA Acopian Center for the Environment

DIGITAL PLATFORMS IN ARMENIA: ALIGNING EFFORTS FOR BIGGER IMPACT

Large Auditorium, MB
(Armenian and English simultaneous translation)

- **Astghik Chaplin**, Head of Marketing and PR, RA State Tourism Committee
- **David Kartashyan**, Programme Expert, GIZ
- **Gayane Araqelyan**, Product Lead, Visit Armenia
- **Tigran Tshorokhyan**, Co-founder & CEO at Eli.am
- **Njdech Andreas**, Director, Adventures.am

MODERATOR:
– **Diana Avetyan**, Founder, Morgan

PROGRESS IN INTEGRATING PROTECTED AREAS IN TOURISM

Large Auditorium, MB
(Armenian and English simultaneous translation)

- **Karen Manvelyan**, Director, WWF
- **Arsen Gasparyan**, WWF
- **Aram Aghasyan**, RA Ministry of Nature Protection
- **Tigran Abgaryan**, Director of Ecotour LLC
- **Vahagn Sargsyan-Abovyan**, RA Ministry of Nature Protection
- **Artur Khalatyan**, RA Ministry of Nature Protection
- **Sevak Baloyan**, RA Ministry of Nature Protection

MODERATOR:
– **Alen Amirkhanian**, Director, AUA Acopian Center for the Environment

REGION: ARMAVIR, ARAGATSOTN, SHIRAK

Large Auditorium, MB

- **Karen Badishyan**, Head of Department of Development Programs, Tourism and Analysis, Shirak Marz
- **Artak Farzadyan**, Lake Arpi National Park
- **Tigran Tsaturyan**, Director, Agrológ
- **Lilit Martirosyan**, Director of Marketing and Sales, Nairian
- **Gayane Grigoryan**, Director, Geological Museum

MODERATOR:
– **Gagik Gabrielyan**, American University of Armenia

REGION: ARARAT, VAYOTZ DZOR, SYUNIK

Large Auditorium, MB

- **Lusine Baghdasaryan**, Zangezur Biosphere Complex
- **Lily Torosian**, Khosrov Forest State Reserve
- **Arusiak Mikaélian**, “Gnishik” Protected Landscape
- **Sargis Aghayan**, Young Biologists Association
- **Ruzan Ghazaryan**, Director, “Ashkhatank ev hayrenik” NGO
- **Armen Samvelyan**, Deputy Head, Meghri Community

MODERATOR:
– **Gagik Gabrielyan**, American University of Armenia

REGION: LORI, TAVUSH, AND GEGHARKUNIK

Large Auditorium, MB

- **Tatevik Sargsyan**, IDEa, Dilijan Community Development
- **Karen Balyan**, Head of Tourism, Youth and Culture Department, Chambarak Municipality
- **Lilit Apujanyan**, Program Coordinator, SME DNC
- **Inga Harutyunyan**, Haghartsin Development, Pahapan Development Foundation
- **Ashot Davtyan**, Vice President, TCT
- **Vazgen Khachikyan**, Director, Lori Renaissance Foundation
- **Arpine Hakobyan**, NGO Center, Bicycle & Village Tourism

MODERATOR:
– **Alen Amirkhanian**, Director, AUA Acopian Center for the Environment

THEME 1
National Policy and Regional Efforts to Advance Ecotourism

THEME 2
Local Wine and Organic Food in Ecotourism

ORGANIC AGRICULTURE AND CULINARY TOURISM

Room 213W, PAB

- **Husik Sargsyan**, Economic Development Technical Programme Manager, World Vision Armenia
- **Karine Sarkissian**, Marketing Expert of OASI Project
- **Anna Avagyan**, Arevakar Travel
- **Sedrak Mamulyan**, President, Development and Maintenance of Armenian Culinary Traditions NGO
- **Mariam Poghosyan**, Armenian Young Women's Association
- **Gohar Khachikyan**, Armenian Young Women's Association

MODERATOR:
– **Natella Mirzoyan**, American University of Armenia

WINE TOURISM

Manoogian Hall, PAB (Armenian and English simultaneous translation)

- **Zaruhi Muradyan**, Executive Director, Vine and Wine Foundation of Armenia, Wine Tourism Development Perspectives in Armenia
- **Silva Atoyan**, Programs Manager, EVN Wine Academy/ ICARE, Modern Education and Training Practices for Wine Tourism Development in Armenia: Case of EVN Wine Academy
- **Vahe Keushguerian**, Founder and CEO, WineWorks CJSC, Tourism in a Cube
- **Areg Khojayan**, President, Young Winemakers' Union, Quality Homemade Wines for Boosting Wine Tourism in Armenia
- **Marina Mirzabekian**, Researcher and Tourism Expert, ICARE, Best Practices of Global Wine Tourism: Implications for Armenia
- **Simon Jones**, My Armenia Program Senior Tourism Specialist, Vice-President of Solimar International, Vayots dzor Wine Route
- **Ani Manaseryan**, Van 777 Wine Making, Ararat Province

MODERATOR:
– **Aram Babayan**, GIZ

AGROTOURISM

Room 213W, PAB

- **Haykaz Simikyan**, Director, Archut Food, Organic Agrotourism
- **Garik Paytyan**, Agrotourism in Tavush: Ecotourism Potential of Berd and Adjacent Villages
- **Arkady Khachikyan**, Dried Fruits Production, Yervandashat Village, Armavir
- **Ani Melkonian**, Ecotourism in Karin Village, Aragatsotn, ATP

MODERATOR:
– **Ruzanna Hayrapetyan**, UNDP

THEME 3
Local Readiness to Host Ecotourists (Language, Food, Lodging, Transport, Green Communities, Tour Guides)

TEACHING FOR ECOTOURISM

Room 114W, PAB

- **Venera Abovyan**, Teach for Armenia, How to teach to be Eco friendly
- **Rudolf Harutyunyan**, Teach for Armenia, Eco Food and Interaction with Community
- **Olya Hovhannisyan**, Teach for Armenia, Eco Bags Project
- **Jivan Abrahamyan**, Teach for Armenia, Fostering Ecotourism and Community Development
- **Knara Ter-Hovhannisyan**, Teach for Armenia, Teaching and Ecotourism
- **Irshat Madyarov**, TEFL Book, AUA

MODERATOR:
– **Hripsime Khanzadyan** and **Irina Manukyan**, Teach for Armenia

LOCAL SERVICES: AVAILABILITY, QUALITY, AND FINANCING

Room 114W, PAB

- **Sevak Hovhannisyan**, Partner, EV Consulting
- **Marianna Petrosyan**, Deputy Executive Director, SME DNC
- **Ophelie Petrossian**, President, Bari Galust
- **Gagik Aghbalyan**, B&B Achajur, Tavush
- **Susanna Grigoryan**, Gyumri B&B
- **Tsovinar Hakobyan**, Trails or Change
- **Zorair Kirakosyan**, Director of Field Operations, AUA Turpanjian Rural Development Program

MODERATOR:
– **Zorair Kirakosyan**, Director of Field Operations, AUA Turpanjian Rural Development Program

GREEN COMMUNITIES AND SUSTAINABLE TOURISM

Room 114W, PAB

- **Sabina Hoppe**, Waste Management Expert, State of Ostergotland, Sweden
- **Narine Avetyan**, Head of Department of Territorial Investment Policy and Infrastructure Development, MTAD
- **Astghik Zargaryan**, Clean Armenia
- **Eduard Mesropyan**, APPEAR, Sustainable Development, Jinj Engineering and Consulting
- **Tigran Babayan**, APPEAR, Sustainable Tourism in Mountainous Countries
- **Marine Matosyan**, APPEAR
- **Gagik Sukhudyun** (RAU), Transport and food in Ecotourism
- **Areg Karapetyan**, Director, Soluton

MODERATOR:
– **Astghine Pasoyan**, American University of Armenia

TOUR GUIDES: TRAINING AND STANDARDS

Room 114W, PAB

- **Sergey Tantushyan**, Director, AUA Extension
- **Lusine Saghatelyan**, KASA Foundation
- **Garnik Sevoyan**, Operations Director, and **Naira Adamyanyan**, Partnership and Communications Specialist, AGBU Armenian Virtual College
- **Zaruhi Orbelyan**, Deputy Director, Armenian Association of Professional Tourist Guides
- **Davit Hakobyan**, Vice President, Guides from South NGO

MODERATOR:
– **Areg Karapetyan**, Director, Soluton

STUDENT RESEARCH

Room 114W, PAB

- **Lusine Margaryan**, MNP Intern, Research Paper on Information Issues in Developing Ecotourism in Armenia
- **Narek Sahakyan**, Social and Cultural Impact of Tourism on the Development of Regions (Lori Marz Example)
- **Tigran Yengibaryan**, Assessment of the Natural Resource Potential of the Hrazdan Region in the Context of Sustainable Tourism Development
- **Elena Vedovello** WWOOFing, as an Opportunity for Ecotourism in Armenia, UWC
- **Diana Martirosyan**, Equestrian Ecotour, Faculty of Tourism, Russian-Armenian University

MODERATOR:
– **Norayr Benohanian**, American University of Armenia

THEME 4
Outdoor Activities and Adventure Tourism + Social Enterprises, Impact Investment, and Ecotourism

HIKING, BIKING, HORSE-BACK RIDING AND TRAILS

Manoogian Hall, PAB (Armenian and English simultaneous translation)

- **Barbra Fitz**, GIZ: “Hiking trails”
- **Ardag Kosian**, Hike Armenia
- **Arman Antonyan**, Federation of Cyclists, Amateur Cycling and Sport Tourism
- **Gagik Sargsyan**, Ski Federation of Armenia
- **Armen Sarkisyan**, Paragliding and Kiteboarding in Armenia, Sky Club
- **Nairi Barseghyan**, Ballooning Sports Federation of Armenia
- **Arno Mosikyan** Vahagn Tukharyan, Savage of Sevan,
- **Tigran Ayvazyan**, Para Guide
- **Tigran Chibukhyan**, Yenokavan Development Foundation

MODERATOR:
– **Armine Melik-Israelyan**, GIZ

SAFETY AND EMERGENCY PREP IN ADVENTURE TOURISM

Room 213W, PAB

- **Spartak Hovhannisyan**, The Importance of Knowledge of First Aid and Personal Safety for Eco-Tour Guides

MODERATOR:
– **Vahagn Vardumyan**, Transcaucasian Trail

ADVENTURE TOURISM

Room 213W, PAB

- **Gor Hovhannisyan**, Mountainous Tourism
- **Gevorg Gasparyan**, Armenian Hiking Trails Project
- **Vazgen Galstyan**, Jermuk Development Center, Ice Climbing and Rock Climbing
- **Siranush Vardanyan**, ARK Armenia, Hiking Trail Projects in Syunik

MODERATOR:
– **Nazareth Seferian**, Independent CSR and Social Entrepreneurship Consultant

SOCIAL ENTERPRISES IN TOURISM: MEASURING & COMMUNICATING IMPACT

Manoogian Hall, PAB

- **Siranush Vardanyan**, ARK Armenia,
- **Robert Ghukasyan**, Timeland Foundation
- **Gohar Mnatsakanyan**, Boheme Café
- **Liana Sargsyan** Youth Program Manager, World Vision Armenia
- **Arsen Stepanyan**, AGBU, Bridge4CSOs

MODERATOR:
– **Nazareth Seferian**, Independent CSR and Social Entrepreneurship Consultant

MAXIMIZING COMMUNITY INVOLVEMENT IN IMPACT TOURISM

Manoogian Hall, PAB

- **Tatev Asryan**, Project Coordinator, DVV International
- **Abraham Artashesyan**, Deputy Chairman, Communities Finance Officers Association
- **Vahe Darbinyan**, “EU4Tourism: Community-driven Rural Tourism and Cultural Activities in Gegharkunik and Vayots Dzor Marzes” Project Manager, World Vision Armenia
- **Hovhannes Yeritsyan**, Director of Business Development, Sevan Startup Summit

MODERATOR:
– **Nazareth Seferian**, Independent CSR and Social Entrepreneurship Consultant

17:00 – 18:00 **Closing Remarks**

Large Auditorium, MB

Report on Ecotourism in Armenia Social Media Campaign