



My Armenia

CULTURAL HERITAGE
TOURISM PROGRAM



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Institution



My Armenia Program

Strengthening cultural heritage and rural economic sustainability through community-based tourism development.

My Armenia Target Destinations & Product Development Cycle

A 5-year project funded by USAID and implemented by the Smithsonian Institution.



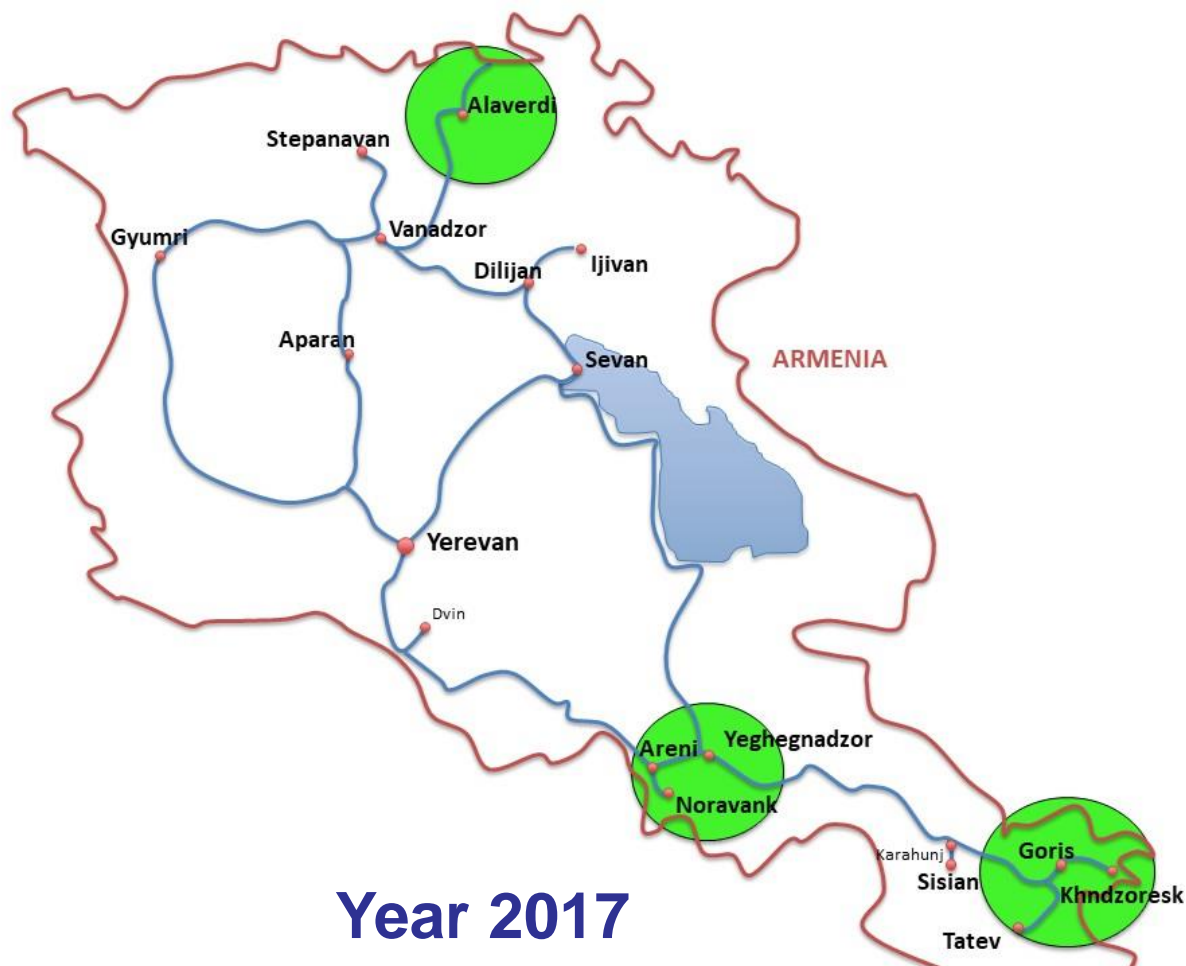
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My Armenia Target Destinations



Year 2017



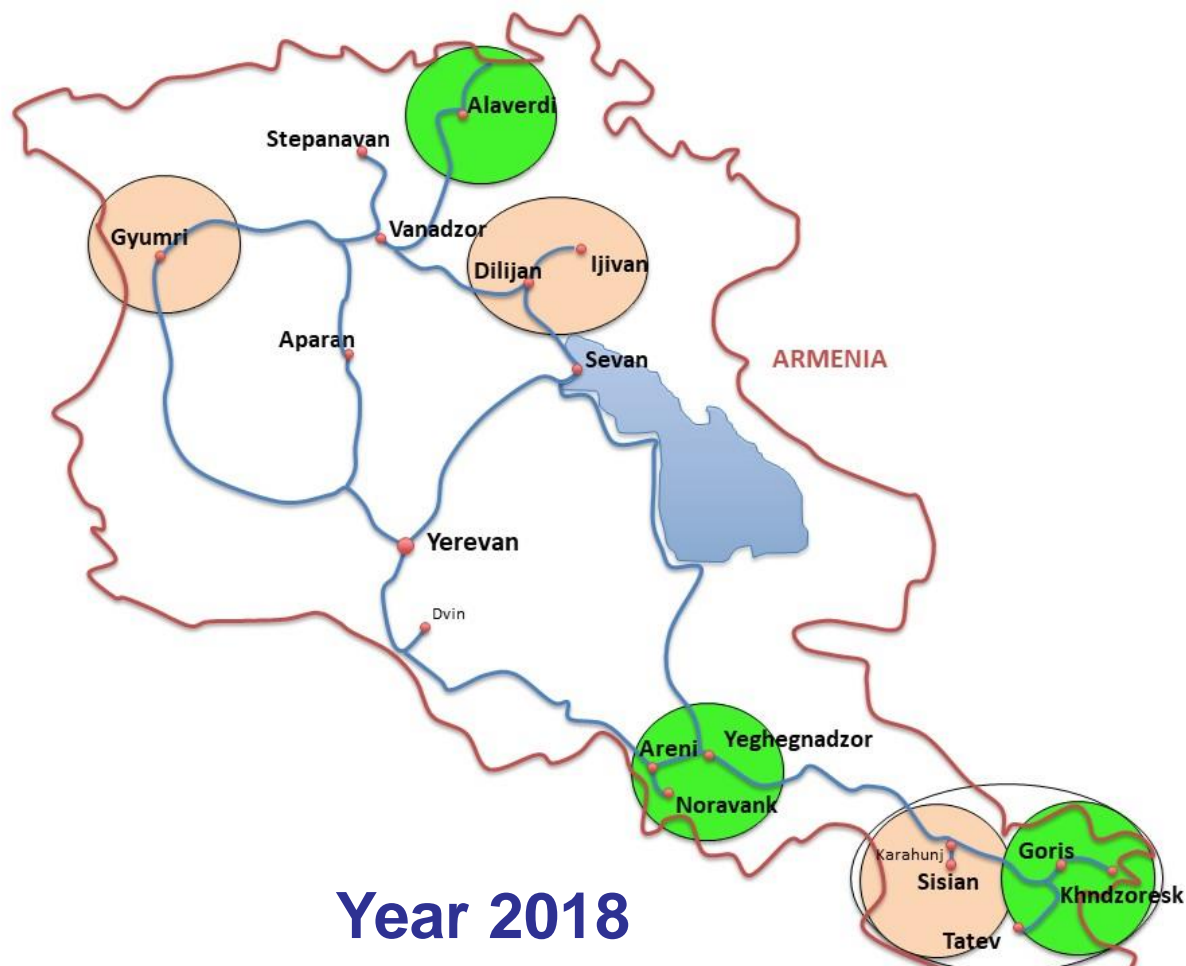
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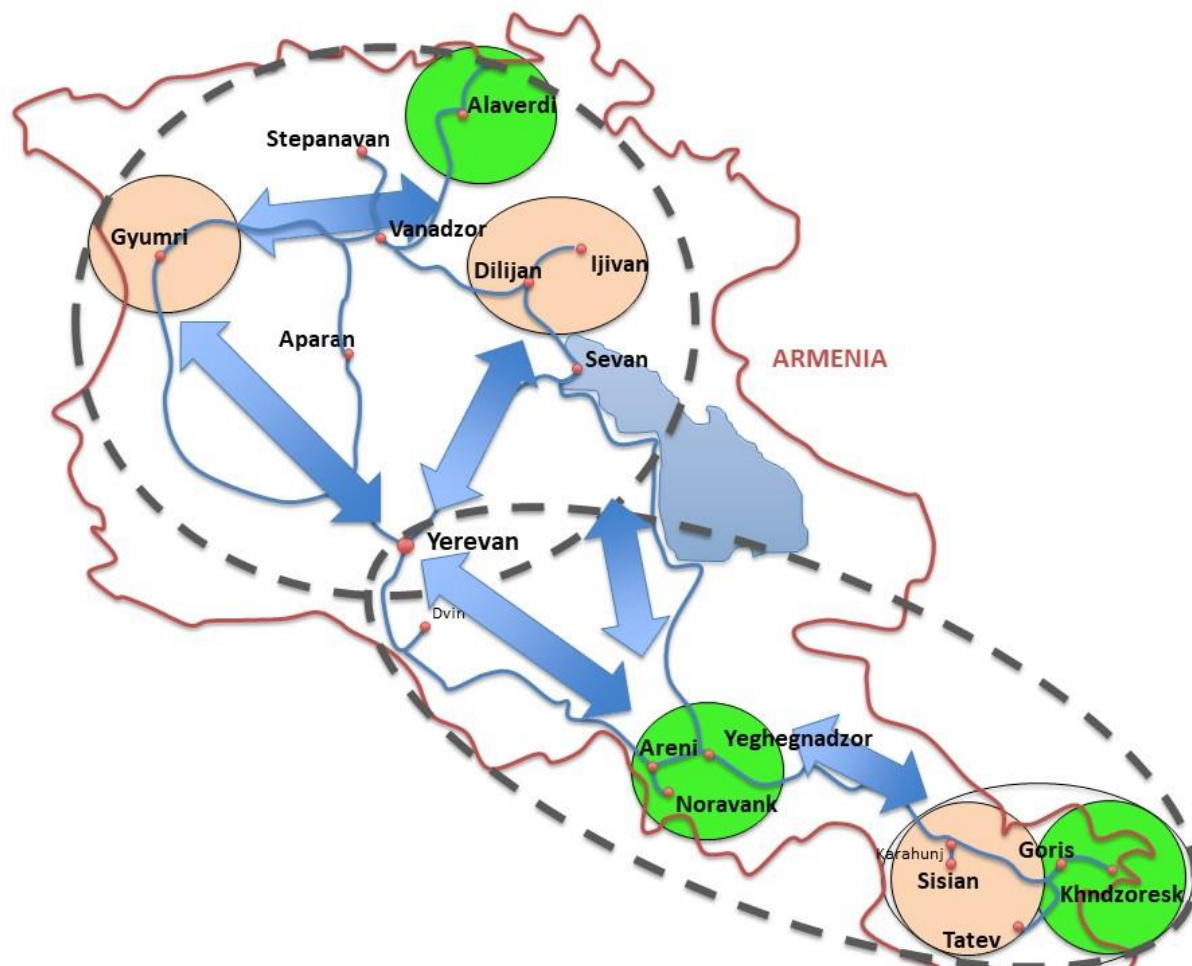
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Moving Towards Creation of Northern and Southern Circuits





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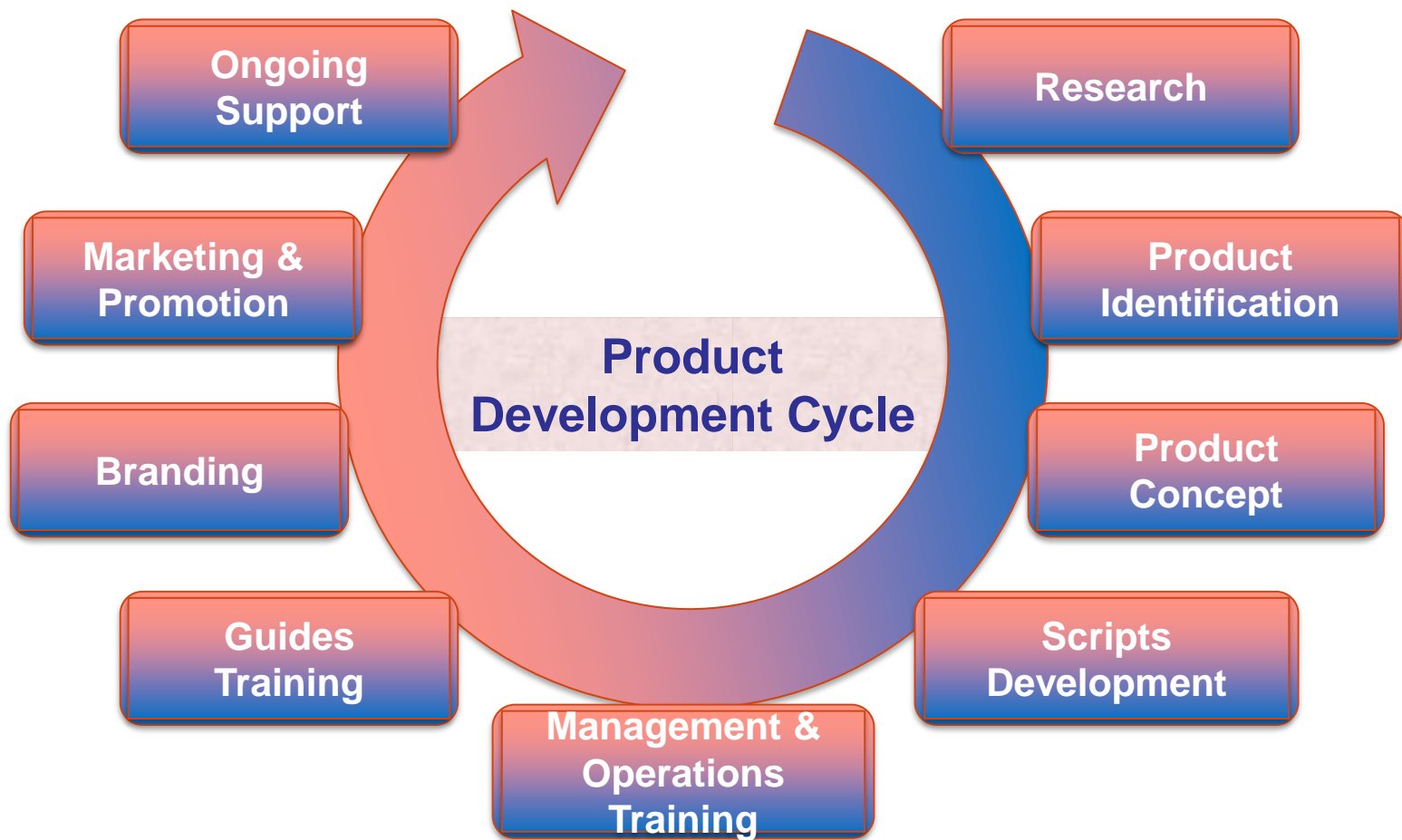


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My Armenia Product Development Cycle





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Sample: Products/Experiences

Lori Destination: Nurik Center

Product	Activity	Experience
Nurik Center	Culinary Activities	Lavash baking Food master classes
	Craft Activities	Doll making Soap making Carpet weaving
	Walking Tour	Akhtala monastery tour
	Hiking Tour	Lenk temur monastery hike Neghots village hike
1	4	8



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