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Implemented by
giz
Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Tourism Hackathon

“Innovative ideas for tourism development in Armenia”

Supported by EU-SMEDA

14 April 2018

We aim to create employment opportunities and foster private sector development in Armenia



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About EU-SMEDA project

“Support to SME development in Armenia” (SMEDA) is co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ) and is implemented by GIZ’s “Private Sector Development in South Caucasus Programme” (PSDP SC).

SMEDA purpose and objective

Aims at improving the business and investment climate and supporting the creation and development of small and medium enterprises (SMEs) to enable broad-based growth in Armenia.



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SMEDA's five Result Areas

- ✓ Improving **policy making processes** and coordination of support to SME development for a conducive business development framework
- ✓ Strengthening **private sector organisations** to implement SME policies
- ✓ Improving the process of **commercialisation of ideas** and linking research institutions and businesses via cooperation networks
- ✓ Improving design and management of **economic clusters** (business incubators, technoparks and Free Economic Zones)
- ✓ Developing **diversified access to finance** for innovative start-ups and small businesses



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Tourism Hackathon

“Innovative ideas for tourism development in Armenia”

Vanadzor, April 7 & 8 2018





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The Hackathon aims

- Discover and develop “Innovative ideas for tourism development in Armenia”
- Promote the tourism industry in Armenia with a strong focus on the regions
- Introduce innovative and digital solutions and services to attract more tourists and generate more income for the ventures
- Develop tourism in the Lori region and Vanadzor where tourism is declared a priority sector of the economy
- Link tourism ideas to **Creative Industries, Heritage and Eco Tourism**



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Important figures

- **126** applications
- **50** selected teams
- **24**-hour working process
- **4** workshops and seminars
- **3** winners



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Winners of the Tourism Hackathon

- 1st place → **In the fly (Fly tour)** – from Gyumri (camera drones for extended tourism experience)
- 2nd place → **Destination** – from Vanadzor (location-based application for tourists including challenging quests)
- 3rd place → **Hi Traveler** – from Vanadzor (pocket guide mobile application for trip planning)



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Thank you!



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Support to SME Development in Armenia
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