



TOURISM SECTOR INVESTMENT PROJECTS IN TAVUSH PROVINCE



ENOKAVAN COMMUNITY MASTER PLAN

Yenokavan is currently one of the Tavush region tourism business cards, which this year has attracted about 65,000 visitors (overnight stays, hikes, events, etc.). In 2015 the “Yenokavan Development Strategy 2025” was developed according to which by 2025 the community will receive 250,000 visitors. Steps have been taken to achieve the strategic goals, the first of which is the development of a community master plan as a community planning passport that will serve as a basis for new investment and new revenue generation in the community. The aforementioned document was developed by Georgian Geographic Company.

The economic indicators, analyzes and forecasts are developed by Colliers International.

EXPECTED RESULTS

- ✓ the increase in the number of visits to the community will result in a significant increase in economic indicators: by 2022 tax revenues are expected to grow to \$ 1.4 million.
- ✓ Involvement of community residents in community economic development processes.

MAIN COMPONENTS:

- ✓ Required government investments include roads, infrastructure, public buildings. Private investment is estimated at \$ 12.2 million, government investment at \$ 11.8 million.
- ✓ Given the final value of the tax to be collected after the modeling period, the state can expect a 16% annual return on investment.

\$1,4 mln

tax revenue growth until 2022

\$300 000-\$1,2 mln

Annually projected income
in the form of agricultural crops

16%

Expected annual income
from government
investments



COMPOSERS CREATIVE HOUSE AND RESORT

The house bears the memory of celebrity guests, many of which are world-class musicians, namely Aram Khachaturian, Arno Babajanyan, Martiros Saryan, Benjamin Britten, Gia Kancheli, Edward Mirzoyan, Rodion Shchedrin, Valery Gergiev, Maya Placinovka, Maya Placenka as well as Rodion Schedrin, who composed the music for the “Hamlet” movie and several symphonic works. The Creative House of Composers today presents itself as a complex tourism and cultural project :

EXPECTED RESULTS:

- Formation of an important center of cultural life in the province and the region, which, based on its historical past and modern trends, becomes an important direction of cultural tourism.
- Formation of a creative environment by attracting a new stream of artists, musicians and tourists.

MAIN COMPONENTS:

➤ Creative Environment

(25 cottages where world-famous composers have lived and worked

➤ Leisure opportunities

Two Storey Residence / Boarding House, Sports Hall, Outdoor Swimming Pool, Restaurant Bar, Small Cinema Hall)

➤ Cultural Events Center

Concert Hall with about 550 seats

Location

DILIJAN

20 000

Expected guests in
the 1st year

\$ 1 mln USD

Expected average
turnover

\$3 000 000

Initial budget



ACHARKUT ETHNO-VILLAGE AND ECO-TOURISM VENUE

The Acharkut community is considered as a comprehensive tourism development program, that involves villagers in the implementation of the project. Based on promotion of the recognition of natural and cultural heritage, an environment of ecotourism will be created in the village. It will provide the local population with sufficient income, prompting them to value and preserve the environment as their main source of income. The program also reevaluates the historical and architectural buildings in the community - Astvatsatsin, Kirants churches, Samson, Dardznut, Arakelots monasteries, Sranotsi bridge and so on.

EXPECTED OUTCOMES:

- Creating a new direction of eco-tourism in the region, providing new opportunities for experiential tourism.
- Preservation of the environment and historical-cultural monuments and their re-evaluation.
- Restoring and preserving local crafts traditions, turning them into a source of new value creation and income generation.

MAIN COMPONENTS:

- Development of a community master plan
- Construction of a hotel complex (30-40 rooms), also adapted for conferences.
- Campground with the prospect of building a sanatorium later.
- Creating a dispersed network of overnight stay facilities
- Infrastructure Development: creating and furnishing hiking trails, construction of recreational booths on the road; car rental and parking space. Introduction of garbage disposal system.
- Establishment of local product sales points.

Location

ACHARKUT

\$2-\$2,5 mln

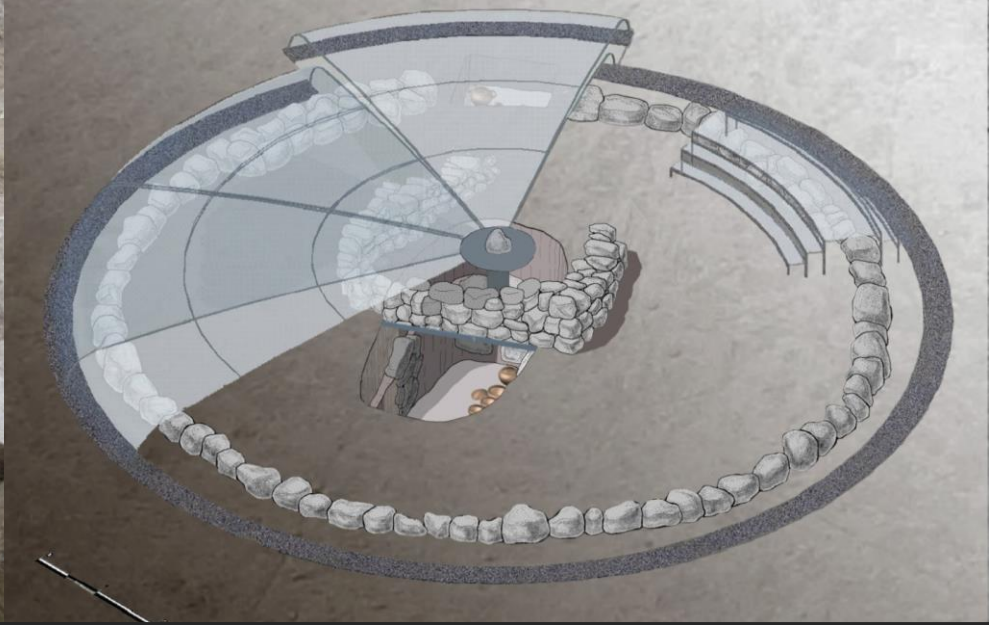
Expected private investment by 2023

\$900 000

Expected government investment by 2023

\$3 000 000

Expected turnover by 2023



“AREGUNI” TOMBSTONES IN HOVQ

The tomb dating back to the first half of the 1st millennium BC, whose burial structures are unique as the cells are lined with multistory, longitudinal boulders brought from nearby mountains. Such burial structures are not yet known, which makes the archaeological site extremely important.

EXPECTED OUTCOMES:

- Development of archaeological tourism
- Opportunity to apply scientific research environment and international science camps

MAIN COMPONENTS:

- Tomb fortification work, which will be the first such experience. Creation of a mausoleum miniature 4 times smaller than the actual size to test the constructions on the miniature.
- creation of an archeological monument in Armenia; discovering, excavating new sites through archaeological tours
- Environment for scientific research; active use of international summer archaeological school internships, research and scientific publications
- Tourist destination; conservation of excavated sites, conservation of important and prominent sites, in some cases the creation of open-air museums and museums.

Location

HOVQ

Such burial structures are not yet known, which makes the archaeological monument extremely important and unique in its kind

\$25 000

Initial budget

20 000

Average annual number of visits



RAILWAY BYKE IJEVAN RAILWAY OPERATION

Creating a unique eco and adventure service for the development of a positive tourism image in the Tavush region, using currently unused resources. It is envisaged to launch a railway bicycle using the now abandoned railway to increase the growth of tourist flow in the region.

EXPECTED OUTCOMES:

Operation of the railway infrastructure for tourism purposes, creating a new source of income generation.

MAIN COMPONENTS:

- **Creation of a railway trip** on the basis of the Lusabats-Mayisyan Railway, that in the essence is a 2-4 seats wagon tour in two directions. During the tours, the route traverses the administrative districts of Ijevan, Lusadzor, Lusahovit, Khashtarak, Aknaghbyur, Achajur and Ditavan, where strawberry, pear, grape and forget-me-not fields are located. 1.8 km of the route passes through tunnels and 3 bridges.

Tunnel Furnishing: to make a universe-like design and visual environment with light and sound effects.

Security: to provide safe and secure mobility during the tour.

Location
IJEVAN

\$2,5 mln

Initial budget

\$45 000

Expected average
annual turnover



IJEVAN SCULPTURE PARK CITY OF BRIDGES

Ijevan Sculpture Park is a unique art, tourism, as well as eco-educational institution with a long history. In Soviet times it was an open studio for sculptors from all over the world. During 1985-1991 the sculptors participating in international symposiums founded by artist Saro Sarukhanyan created works of art on site and donated them to Ijevan

EXPECTED OUTCOMES:

- Make the sculpture park one of the most important destinations of Ijevan city and region, turning it into an active cultural hub.
- Create opportunities for young people to create and develop their own community in the region.
- Restore the tradition of holding an annual international sculpture symposium, providing a new flow of international artists and cultural gurus to Ijevan.

MAIN COMPONENTS:

- Cultural: statues and sculptures, city liners designed with Ijevan carpets patterns
- National-cultural outdoor amphitheater
- Children's active leisure zone
- Tourism and leisure center
- International Annual Sculpture Symposium

Location

IJEVAN

\$1-1,5 mln

Expected average
turnover

180 000-200 000

Expected average guests

\$67 000

expected state investment
for infrastructure



WALKING TOUR “ON TREE PEAKS”

Tavush marz is the first marz of Armenia (over 40% of the total area), which is one of the primary resources for tourism development in the marz. From the strategic point of view of sustainable forest use, it is important to find alternative and innovative ways to utilize forests which are economically profitable, environmentally safe and socially just.

EXPECTED RESULTS:

Protecting the forest through new tourism direction, ensuring long-term high economic returns

MAIN COMPONENTS:

- 1.5 km long, 8-20 m high, 3-4 m wide wooden path. At the end of the trail, a 40 m high viewing area.
- Availability of educational elements and environmental games on the trail (using digital technologies)
- Tech structures for overcoming the path safely and giving visitors a breathtaking feeling (rocking bridges, transparent flooring, etc.)
- Track service infrastructure: car stop, ticketing house, etc.

LOCATION: DILIJAN NATIONAL RESORT

\$1-1,2 mln

Expected annual income
from ticket sales

100 000-120 000

Average annual visits

\$1 mln

Initial budget



GANDZAQAR

COMPLEX PROGRAM OF HEALTH, ADVENTURE AND HISTORICAL CULTURE

Gandzakar village is 5 km far from Ijevan city, 21 km far from the state border of the Republic of Armenia. The main agricultural commodities of the community are meat, dairy products, wild and cultivated fruits and berries. There are natural, historical and cultural monuments of tourist interest in the community: Zrngan, Boudur Mount, Boudur Cave, Dome Cave, rich and diverse nature and fauna, ecologically clean, organic food.

EXPECTED OUTCOMES:

Development of medical tourism, preservation of historical and cultural monuments

MAIN COMPONENTS:

- Establishment of a health resort in a place called "Cross" where 4 sources of acidic water have been found (with proper expertise)
- Creation of ropeway infrastructure connecting the resort to Mount Vision (Boudur), where wildlife and vegetal sanctuaries will be created
- Restoration of historical-cultural values of neighboring areas - churches, caves, Cyclopean fortresses
- Establishment of drinking water bottling infrastructure
- Agricultural processing plant and tea packaging

Location:
Gandzakar

\$20-25 mln

Initial own investment

\$5 000 000

Expected investment
by the state



YOUTH VILLAGE OF GETAHOVIT AND REHABILITATION CENTER

Innovative Health Tourism Center for the complete rehabilitation of children with oncological problems, rehabilitation of the soul and body. And for children and young people from disadvantaged groups, there will be an environment for capacity building that will help them improve their quality of life. The resort will serve as an international youth camp for international sports, cultural events.

EXPECTED OUTCOMES:

- Development of medical tourism
- A capacity building environment for children and young people
- positively influence and promote the development of social responsibility, physical health, practical, team building, first aid skills, and self-expression for adolescents and young people.

MAIN COMPONENTS:

- Local and international youth sports and cultural camp
- Spiritual rehabilitation facility and psychological support to families of servicemen and officers;
- spiritual-religious teaching,
- Visits various historical, spiritual, cultural sights,
- Eco-education: Ecological Farming, Plant Development.

Location:
Getahovit

10 ha
area

\$1 mln

Private investement

\$2 mln

Expected investment by the
state



“GOSHAVANK REVIVAL”

Goshavank was one of the largest cultural, educational and religious centers of medieval Armenia, founded by Mkhitar Gosh in 1188. The university was founded next to the monastery, where for the first time I began to study law as a separate subject. The aim of the project is to develop tourism infrastructure in Gosh community and to establish a scientific and cultural center near Goshavank.

EXPECTED OUTCOMES:

- Make Goshavank one of the most important destinations of the region's visit as a medieval scientific and cultural center, creating on-site modern international research platforms.
- Creation of appropriate tourism infrastructures that will involve the community's economic development processes by proper separation of the spiritual from the secular life.

BASIC COMPONENTS AND ADVANTAGES

- Increase in tourist flows up to 1500-2000 daily
- Operational community-based educational facility and library for up to 100 students per year
- Organization of scientific conferences
- Setting up workshops, studios and showrooms
- Improvement of commercial and "business" sector (market, parking, etc.)

Location:
Gosh village

\$2,1 mln

Own investment

\$7 mln

Expected state investment
for community
infrastructure, research block

\$2.5-3 mln

Expected average annual
turnover from tourist flows