



**Preparation of Destination Management Organization
(DMO) Development Model for the Republic of Armenia**

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ASSIGNMENT 2

TASK 4

Tourism Niches Identification and Development Plans

Niche 3: GASTRO AND WINE TOURISM

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LIST OF ABBREVIATIONS

Abbreviation	Definition
CTC	Committee on Tourism and Competitiveness
C&H	Culture and Heritage
DASH	Dietary Approaches to Stop Hypertension
DMC	Destination Management Company
DMO	Destination Management Organization
FAM. (Tours)	Familiarization tours
FAO	Food and Agricultural Organization
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
NGO	Non-governmental Organization
PPP	Public Private Partnership
SWOT	Strengths, Weaknesses, Opportunities and Threats
TC	Tourism Committee
TV	Television
TVET	Technical and Vocational Education and Training
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNDP	United Nations Development Programme
UNWTO	United Nations World Tourism Organization
USAID	United States Agency for International Development
VWFA	Vine and Wine Foundation



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1. EXECUTIVE SUMMARY

1.1. Articulation of the report

This study refers to Assignment 2 of “Preparation of Destination Management Organization (DMO) Development Model for the Republic of Armenia”, whose main objectives are:

- Analyze and assess the top potential niches for tourism development, through desk review, physical visits, key informant interviews and focus groups;
- Provide conceptual 3 to 10 years’ approach to develop the niches, based on identified locations/towns/regions pertaining to each category based on historical or present data and/or future development potential;
- Provide through the conceptual approach the brief SWOT analysis and status quo data per each niche, followed by 3-10 years hard and soft infrastructure needs to develop each niche and identification of potential market sources/countries per niche.

Particularly, the present task analyses the identified niche product “**GASTRO AND WINE TOURISM**”.

The study is organized in **five sections**. The first one is intended to provide the **conceptual framework** for the interpretation of the tourism niche. It includes a definition of Gastronomy and Wine Tourism along with a profiling of its travelers. A brief historical background is provided, along with a description of international visitors, which represent the market source for the niche. Travel motivations are investigated along with expected tourism experiences. Key data from main international markets are provided, with particular regard to the European markets. Emerging trends are deepened and it is provided an insight with regard to main trends such as Slow Food Travel and the combination of gastronomy tourism with sports, wellness, well-being, among others. International best practices for gastronomy and wine tourism are described such as from Georgia and Austria, including the first Slow Food Travel destination in Kärnten.

The second section analyzes the **current performance of gastro and wine tourism in Armenia**. This analysis is based on secondary data sources from various reports, studies, academic papers, among others. This includes the supply, demand and key stakeholders of the niche product. It concludes with a **SWOT analysis** of the Armenia tourism niche, which highlights key gaps to be covered for its development.

The synthesis brings to the formulation of **Recommended Development Policies** (section three), where the strategy is illustrated, including main and specific objectives, followed by the action plan. This is driven by four **strategic objectives**:

1. Creation of a competitive and sustainable portfolio of cultural and heritage tourism products;
2. Guarantee the market visibility and accessibility of such portfolio;
3. Promote positive impact on host communities and Armenian economy;
4. Update the institutional and regulatory framework for gastro and wine tourism development;
5. Improve the physical appearance and basic infrastructure of gastro & wine destinations.

To each strategic objective corresponds a hand of **specific objectives**, which in turn bring to **key actions**. Each action is represented, in the fourth section, by a sheet which illustrates key features, namely:

- a) Strategic objective;
- b) Specific objective;
- c) Description;
- d) Key activities;
- e) Key Performance Indicators;
- f) Key stakeholders involved;
- g) Source of funding;
- h) Time frame;
- i) Recommendations for implementation.

The fifth and final section provides a **sustainability assessment** of the action plan to highlight possible drawbacks and risks to be prevented, along with positive impacts. These include providing economic benefits, limiting socio-cultural problems and encouraging community involvement, as well as preventing negative environmental impacts. Planning of manpower, adaptation of legislation and implementation of investment policies and particularly micro-incentives are also considered as essential tools to ease the implementation of



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the plan. Governance and management of the tourism niche, both at the national and at the local level is finally discussed.

1.2. Key findings and recommendations

Gastro and wine tourism currently represents a relevant tourism niche for Armenia, with a big growth potential in the future. It is in particular interesting for domestic tourism and for diaspora visitors.

However, the analysis of the current situation of gastro and wine tourism shows that **the niche lacks a dedicated valorization strategy.**

A dedicated wine tourism development strategy is described with a focus on creating a regional or national wine route, a wine producer association, dedicated marketing material including a website, capacity building activities, among many others.

Moreover, an individual gastronomy tourism development strategy is described with a focus on the creation of a restaurant tourism interest group with integrated quality label, research and publications, event organisation, capacity building and PPP creation.

2. CONCEPTUAL FRAMEWORK

2.1. Definition of Gastro and Wine Tourism

Culinary, ethno-gastronomy, local cuisine or food tourism: there are many terms which are linking travel and the interest of experiencing different kinds of ingredients, dishes, recipes and agricultural products.

In the context of tourism, gastronomy is generally considered to be the food and beverages of local origin which are offered to visitors who travel to a particular destination (Beltrán et al., 2016)¹.

According to the Committee on Tourism and Competitiveness (CTC) of UNWTO the definition of Gastronomy Tourism is as follows: *“a type of tourism activity which is characterized by the visitor’s experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences, Gastronomy Tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes. Whilst Eno-tourism (Wine Tourism), as a sub-type of Gastronomy Tourism, refers to tourism whose purpose is visiting vineyards, wineries, tasting, consuming and/or purchasing wine, often at or near the source.”*²

Gastronomy is an essential part of a trip, but it is not just eating or feeding, it means entering the culture of the destination in which it is located, therefore, the gastronomy of a place becomes an attraction of the tourist destination that is being visited. Then gastronomy is a route of tourism development, able to diversify and complement the offer of a destination expanding its marketing possibilities and extending its production and relationships with other economic sectors.

In the world of tourism there are influential destinations whose brand image is linked to gastronomic values at different levels of intensity. In this way, customer’s satisfaction, to fulfill their expectations, will allow the destination to increase their loyalty by increasing their intention to repeat their stay. Thus, *“quality gastronomy is a decisive factor in satisfaction, as it produces an unforgettable memory in the experience lived by tourists”* (UNWTO, 2012).

Gastronomy is thus consolidated as a key element to diversify the tourist offer and stimulate local, regional and national economic development with sustainability values based on the territory, the landscape, the sea, local products and authenticity; all of them on the same line of current trends in gastronomic consumption.

Food tourism can be consumed in many different forms, ranging from gourmet to rural tourism³. Culinary products and services are marketed with diversified approaches to different consumer groups. The

¹ Source:

https://www.researchgate.net/publication/303714835_Gastronomy_and_Tourism_Profile_and_Motivation_of_International_Tourism_in_the_City_of_Cordoba_Spain, retrieved in September 2022.

² Source: <https://www.unwto.org/gastronomy-wine-tourism>, retrieved in September 2022.

³ Hall, M. and Mitchell, R., 2003. The changing nature of the relationship between cuisine and tourism in Australia and New Zealand: from fusion cuisine to food networks. In *Tourism and gastronomy* (pp. 200-220). Routledge.



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transformation of food into a lifestyle commodity has strong strategic implications for destination marketing⁴. Stylish food bloggers appear in cooking shows interviewing neat farmers, slim chefs are remunerated to share photos on social media channels used for tourism promotion. Gastronomy is a commodified product for domestic and international tourists likewise going beyond the actual taste of the dish.

An entry in the Encyclopedia of Food and Agricultural Ethics states that “*food is used as a vehicle on which to embark on a culinary and historical journey*” which are often “*thematically focused around culture, history, religion and/or socioeconomic class*”. When it comes to the point of packaging, sales and consumption of any culturally related product it needs to be taken into account that also “*food tours, or culinary tourism, are not without their inherent ethical considerations such as ... commodification, and exoticizing the Other*”⁵.

Food and beverage is by its nature life essential tangible products and commodified as such. However, served in combination with a tourism package as a distinctive culinary experience, it becomes intangible and is commodified as such⁶. The nutrient value, ingredients and taste become less important. What counts is the overall eating experience and the (rural) surrounding; meals and food traditions are reinvented, transformed and staged to fit tourists’ expectations and perceptions of genuineness and aesthetic appeal⁷.

2.2. Profile of Gastro and Wine Tourists

2.2.1. General profile

Gastronomy is one of the sectors most valued by tourists. When we travel, we like to discover the local cuisine of the destination, to explore its restaurants, to taste the typical products, the traditions, and to be able to live surprising, unique and special experiences. The data show that, according to the World Tourism Organization (UNWTO), more than **a third of a tourist’s spending is dedicated to food**. Gastronomy has become one of the main reasons to travel.

The food and wine tourist is **increasingly demanding**. Looking for places with beauty and integrity of the landscape, culture and traditions, a welcoming local community, as well as a quality food and wine offering. Searching for new food, new recipes, new dishes, new experiences. These experiences include an offer of workshops where the visitors can get active, i.e., cooking classes, degustation, participating in the daily life of a farmer, cook, wine producer, etc. They like to explore and to connect visits of cultural sites, hiking and sport with food and wine experiences.

2.2.2. Travel motivations

According to the World Food Travel Association “*Food is now a main motivation for travelers choosing their destinations. Travelers are spending more time and money on unique food and beverage experiences. We have seen a global increase in the number of food tour companies, food and beverage focused events and food and beverage experience-focused marketing efforts.*”

Culinary tourism has become a mainstream in the travel industry. The 2020 Food Travel Monitor gives insight into the current food travel trends, stating that 80% of all traveler research food and drink while they are visiting a destination, that 53% of all travelers are culinary travelers and that 49% of all travelers are beverage travelers. It is further stressed that **7.2 out of 10 travelers choose a destination by its food and drink**.⁸

When talking about tourism from the perspective of gastronomy, a distinction must be made between those tourists whose motivation to travel is not properly gastronomy and its enjoyment, and those that include gastronomy among the motivations for traveling. Hence, there is a differentiation of two traveler groups: those that consider gastronomy a main motivation and that forms part of what is called specific tourism; and those persons and tourists for whom gastronomy constitutes a secondary and/or complementary motivation.

⁴ Hashimoto, A., & Telfer, D. J. (1999). Marketing icewine to Japanese tourists in Niagara: The case of Inniskillin winery. *International Journal of Wine Marketing* and Germann Molz, J. (2007). Eating difference: The cosmopolitan mobilities of culinary tourism. *Space and culture*, 10(1), 77-93.

⁵ Hahn, L. K. (2019). Food Tourism and Culinary Slumming. V: Paul B. Thompson in David M. Kaplan (ur.), *Encyclopedia of Food and Agricultural Ethics*.

⁶ Gyimóthy, S., & Mykletun, R. J. (2009). Scary food: Commodifying culinary heritage as meal adventures in tourism. *Journal of vacation marketing*, 15(3), 259-273.

⁷ Crang, M. (1997). Picturing practices: research through the tourist gaze. *Progress in human geography*, 21(3), 359-373.

⁸ Source: <https://worldfoodtravel.org>, retrieved in September 2022.



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2.2.3. Expected tourism experience

Gastronomy tourism experiences can be manifold as there are different opportunities; in principle they can be differentiated in active and passive experiences, as listed below. Moreover, many tourism activities are combinations of active and passive experiences, which are further briefly described below.

Active gastronomy tourism experiences:

- Cooking master classes
- Farmer workshops such as fruit picking, vegetable harvesting, honey making
- Milking of animals
- Cheese, butter, yoghurt making workshops
- Bread baking workshops (lavash and other breads)
- Pastry and sweets making workshops
- Fishing, boating, etc.
- Specific food events, fairs and farmer's markets
- Wine festivals
- Academic conferences, seminars and workshop related to gastronomy and wine

Passive gastronomy tourism experiences:

- Degustations of food: cooked food and dishes as well as nuts, dried fruits, cheese, bread, etc.
- Degustations of fruit juices and alcoholic beverages such as wine, vodka, brandy, beer, etc.
- Sommelier courses
- Participation at workshops of food production along the whole production chain, such as: fruit cleaning / washing, drying, milling, bottling, packaging, labeling, etc.
- Guided tours at farmer's markets
- Purchase of food and wine souvenirs
- Visit of a food and beverage production factory such as beer and vodka

Combined activities of active and passive experiences:

- Biking tours with "pit-stops" for degustations of food and beverages
- Hiking tours with visits at restaurants, bars and farmers for degustation, eating or buying food souvenirs
- Wine and beer pub crawl tours in urban areas

The information in the following box is taken from the Report of Gastronomy Tourism in Italy in 2021.⁹ Italians are a big market for gastronomy tourism in their own country but also for international destinations. As stated, Italian food tourists are quite demanding and interested in combining food and wine experiences with other cultural activities.

ITALIANS ON THE ROAD

66% would be more inclined to visit an agricultural business when they get the opportunity to receive information during the visit on the ethical choices made, from staff to breeding and cultivation methods.

64% would like to participate in experiences that combine food and wine with art when they visit agricultural businesses.

51% would like to have the possibility to "adopt from a distance" a vineyard, an olive grove, an orchard, and vinegar and receive their own final product (wine, oil, fruit, balsamic vinegar, etc.).

Figure 1 - Combination of food & wine with other cultural experiences

⁹ Source: Associazione Italiana Turismo Enogastronomico. [Report of Gastronomy Tourism in Italy](#). Trends. 2021.



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2.2.4. International markets and emerging trends

As stated above, food tourism is no longer a niche product but has become a mainstream tourism trend around the world. Gastronomy tourism forms an integral part of local life and is forged by the history, culture, economy and society of a territory. This bears the natural potential to enrich the visitor experience, establishing a direct connection to the region, its people, culture and heritage.

The interest in gastronomy tourism has grown in recent years alongside its intrinsic promotion of regional identity, economic development and traditional heritage. Having identified its competitive edge, more and more destinations around the world are looking to position themselves as destinations for gastronomy tourism.

2.2.4.1. International markets

The main source countries for food tourism in Europe are **France, Germany, the United Kingdom, Italy, Spain and the Netherlands**. These countries provide the highest numbers of travelers towards developing countries and they are relatively prosperous and well-educated, and therefore most interested in culinary tourism.¹⁰ When focusing on sustainable food tourism, **Austria** offers an interesting target market as well. Although Austria offers a relatively small market, Austria has the highest demand for sustainable food in Europe.

Food is rooted in the culture of many European countries. Because they are used to travelling, they are very used to experiencing food from different cultures. Europeans are often looking for parts of their own country in their destination country. Countries that have inherited food in their culture the most are France, Italy and Spain. Germany and the United Kingdom are huge source markets, and their tourists can be found all around the world. Tourists from the Netherlands are quite adventurous travelers, and therefore it is an excellent source country for novel projects.

2.2.4.2. Emerging gastronomy tourism trends

The current emerging trends of gastronomy tourism go in various directions. While there is one trend which connects **gastronomy with rural tourism and active/adventure/sport activities**, there is another trend about **fine and luxury dining combining a stay with SPA and wellness activities**.

Particularly, health is a primary concern for a growing number of international tourists. This pushes destination to pay attention to the quality of food provides and represents an opportunity for a country such as Armenia, where raw products are still genuine and not produced by industrial methods.

The trend towards healthy diets

Health and a healthy lifestyle are becoming increasingly important in tourists' decision making. Aging tourists, the lifestyle of Gen Y and Gen Z, a growing middle class, and the technological and digital revolution all contribute to the growing importance of the health trend. Concerns about obesity, food sensitivity, and people affected by diseases, have resulted in a shift in attitude towards health care, nutrition, beauty, physical activity, and overall self-improvement. As a consequence, people begin to reconsider their past eating habits, also when travelling. Many people begin to reform their diet in a way that is much healthier. There is an increasing demand for food that is fresh, organic, nutritious and produced in a sustainable way.

Besides the information provided on a scientific basis on how to eat healthy, there is a growing number of Europeans that are inspired by other nutrition and lifestyle gurus as well. In addition, there is an increasing number of people who are restricted on their doctor's advice due to allergies, intolerances or illness. This results in a growing number of travellers that have restrictive eating habits. Examples of these restrictions are no meat, meat-only, gluten-free, peanut-free, lactose-free, kosher, halal, vegan, pescatarian, keto, paleo, raw-food, clean-eating (no additives), dietary approaches to stop hypertension (DASH) containing low sodium and high calcium¹¹.

An emerging example that covers gastronomy and rural tourism is Slow Food Travel, further explained below in detail.

2.2.4.3. Slow Food Travel

To encounter and to connect have always been strong motivations for traveling. The fascination and pleasure of traveling consists of the new experience one encounters, the new things one learns and the people one

¹⁰ Source: <https://www.cbi.eu/market-information/tourism/food-tourism/market-potential>, retrieved in September 2022.

¹¹ Source: CBI (2021). [The European market potential for food tourism](#)



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meets. Slow Food Travel¹² is a project from Slow Food¹³ with the goal to enrich the travel experience with the essential aspects of self-awareness and sensory perception. Slow Food Travel offers Travel with an additional value for those who want to enrich or revitalize their knowledge and seek unforgettable, authentic experiences.

The **strong connections between tourism, gastronomy and agriculture** are evident and basically follow the patterns of cultural tourism. In the last few years, a strong touristic trend towards regional culture, traditional way of life and knowledge became more and more apparent. These are all aspects that lie at the heart of the Slow Food movement and are strongly encouraged and supported by it. Together they form the basis for the touristic offer Slow Food Travel.

Slow Food Travel is the **world leading brand for travel offerings that have a strong connection to regional culinary arts and agriculture**. The offerings are thereby not only fair in an economic sense but also in an **ecological and social sense**.

The Slow Food Travel brand offers travelers a network of people, products and places which form the basis and heart of a region. Furthermore, they also form the heart of the Slow Food Network which on the one hand distinguishes itself through the careful approach and conservation of sustainable, local, high quality food products and their production. On the other hand, it also distinguishes itself through the careful conservation of local knowledge which characterizes culture and environment.

The goal thereby always remains the same: **to conserve the immense diversity of regional products, agricultural traditions and touristic experiences** in order to create a sustainable future for all of us.

2.2.4.4. Gastronomy and well-being activities:

The desire to follow a healthy diet has grown, with food that has, therefore, become a sort of "comforting good" to regain both a psychological and physical balance. The effect of this transformation will continue in the coming years, when the consumer will become more and more demanding and attentive, placing their diet as one of the determining factors for the choice of an itinerary or a destination. Health has become today more precious than ever a good, to be protected, to be preserved, to be improved. Holidays will increasingly become a central element and new possibilities are opening for rural businesses.

The following box contains statistics about Italians who are interested in the combination of gastronomy and wellness tourism activities.¹⁴ Italian tourists can be seen at the forefront of travellers in that segment as the gastronomy and wellness supply is very much varied in Italy. The Italian market can thus be defined as a trend-setter in that segment.

ITALIANS ON THE ROAD

65% pay much attention to nutrition, because it is a way to take care of themselves and to feel good;

53% would like there to be wellness centers / SPAs in olive oil companies to do oil-based treatments;

51% would like to benefit from wellness activities (e.g., massages, whirlpools, and SPAs) **in the vineyards**;

58% would like to find opportunities and activities in wineries, to regenerate and reprogram their habits, adopting a healthier lifestyle.

Figure 2 - Italian wine and gastronomy tourism statistics

¹² Source: [Slow Food Travel](#)

¹³ Slow Food was founded in Piedmont, Italy, in 1986 and since then it has been operating in 150 countries around the world

¹⁴ Source: Associazione Italiana Turismo Enogastronomico. Report of Gastronomy Tourism in Italy. Trends. 2021.



2.2.5. Key specialized tour operators

The tour operators listed in the following are all specialised on the Caucasus region. Moreover, all of them promote packages related to gastronomy and wine tourism in the three Caucasus countries.

Due to the current lack of supply, there are only a few packages that regard eno-gastronomy tour packages in Armenia, while most of them can be found for Georgia:

Tour operators with gastronomy and wine tour packages for the Caucasus region include: Silk Road Travel: Intrepid Travel: Arcadia expeditions; Exotour¹⁵; East West Tours¹⁶; Caucasus Reisen¹⁷; Arara tours¹⁸; Armenia Explore¹⁹; Wine Tourism²⁰.

2.2.6. International best practices

There exist many international best practices for eno-gastronomy tourism destinations around the world. In this chapter, we give some examples on a country and destination basis. The examples of Georgia and the Slow Food Travel Destination in Carinthia, Austria, have been selected because these cases could also be developed in Armenia.

2.2.6.1. Best practice Georgia

In Georgia, gastronomy plays a key role in the way tourists experience the destination. Therefore, **gastronomy is one of the key elements of the destination's brand image.** Agriculture, apart from being crucial for economic development, is an essential element of Georgian culture. The Caucasus is the said to be the birthplace of viticulture and wine, stretching back 8.000 years. Over 500 indigenous grape varieties are cultivated in Georgia and many locally endemic grapes are subject of rejuvenation. **Winemaking remains a vital part of Georgian culture and national identity.**

Culinary tourism in Georgia has immense potential to facilitate development of new quality tourism products and experiences. The Georgian National Tourism Administration is doing considerable promotion of gastronomic tourism both national and internationally. Promotional and marketing activities include food fairs and events, cookery workshops, wine tastings, creation of food and wine brochures, etc.²¹

An important contribution to gastronomy tourism is done by the Georgian Gastronomy Association, conducting research, training and masterclasses which is shared with members and industry partners. Its aim is to contribute to the development and popularization of the Georgian Gastronomy culture.²²

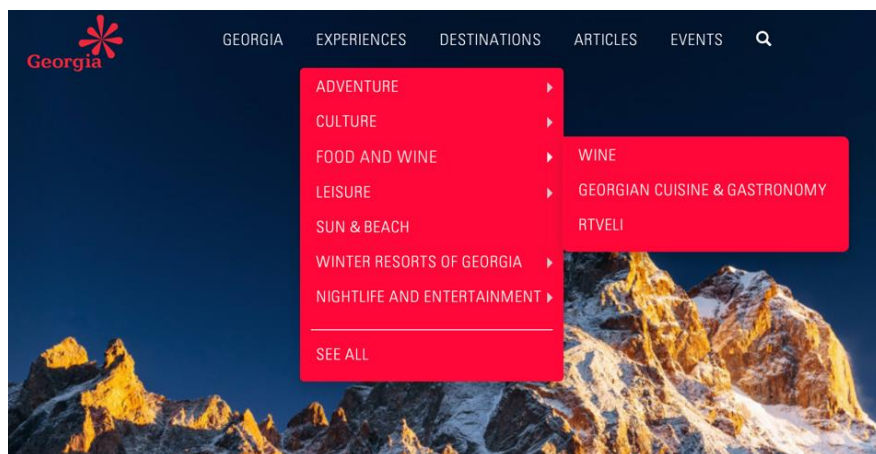


Figure 3 - Website Georgia.travel

¹⁵ Source: <https://www.exotour.travel/en>, Georgia

¹⁶ Source: <https://www.east-west-tours.com>

¹⁷ Source: <https://caucasusjourneys.com>, German tour operator

¹⁸ Source: <https://araratour.com>, tour operator from Armenia

¹⁹ Source: <https://exploreamenia.am/en/>, tour operator from Armenia

²⁰ Source: <https://www.wineturism.com/wineries-in-armenia/>, international tour operator specialized in wine tours

²¹ Source: https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2022-08/04-wine-route-georgia.pdf?VersionId=n95gDN.eFVnbvDQbeBTqXzc7S_7r7ne3

²² Source: <https://georgiangastronomy.ge/en/home>



The Georgian Tourism Board is promoting food and wine tourism as one of the key experiences as shown on the figure above.

2.2.6.2. Best practice Slow Food Travel Destination Carinthia

Carinthia is the first slow food travel destination²³ that has been developed. Its objective is to contribute to the development of a healthy and responsible nutrition and food culture throughout the region of Carinthia, Austria. With the implementation of various projects, the consciousness for good, clean and fair food on the country side shall be created.



Figure 4 - Slow Food logo in Carinthia

The local association²⁴ is strongly connected with the Slow Food Convivia and producer groups, the Carinthia Tourism Board, local schools, tourism regions as well as the resorts for tourism and agriculture in the whole territory.

The activities offered are bread baking, butter and cheese making, knowledge of herbs, degustation of ice-cream and honey, craft beer, fruit juices, workshops about the life-cycle of chicken and other animals, etc.

Many activities and workshops can be booked via the user-friendly destination website²⁵ and an interactive restaurant guide gives information about all partners for gastronomy and hospitality services.²⁶



Figure 5 - Slow Food website

²³ More information about slow food travel in chapter 2.2.4.

²⁴ More information: <https://www.slowfood-kaernten.at>

²⁵ More information: <https://www.slowfood-kaernten.at/erlebnisse/slow-food-travel/erlebnisse>

²⁶ More information: <https://slowfood.guide>



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2.3. The Gastro and Wine Tourism value chain

2.3.1. The value chain concept

According to the approach recommended by the UNWTO²⁷, a tourism product must encompass a range of services which include primary and foundation activities. These represent the **tourism product value chain**, which shall be tailored to address the specific needs of segments of the tourism demand.

Each tourism product ideally owns its value chain, consisting of primary and foundation activities. These are partly peculiar to certain tourism products and partly shared with other products.

PRIMARY ACTIVITIES	Product development	Destination and product packaging	Promotion	Distribution and sales	In and outbound logistics	Destination operations and services	Aftercare
	<ul style="list-style-type: none"> New airline alliances and destinations Development of environmental and cultural resources Upgrading and development of visitor services and facilities Exploiting new markets and market segments New routes, themes, hub/spokes and itineraries -Quality (standards) management and assurance systems Improved service delivery and visitor management 	<ul style="list-style-type: none"> Producing marketing materials Collectively packaging attractions of cities, areas and regions Negotiating commission and pricing contracts with suppliers Wholesale packaging 	<ul style="list-style-type: none"> Consumer advertising, PR and promotions Trade exhibitions, workshops, sales visit Marketplace representation Familiarisation trips Media liaison/educationals 	<ul style="list-style-type: none"> Enquiry and info mail service Distributing destination information Brochure display Tour operators alliances Retail (travel agency) sales E-business Reservations Payment and ticketing Insurance Seat pricing and scheduling 	<ul style="list-style-type: none"> Visa and passport provision Airport facilities and services VAT reclaim Emigration services Check in and gate operation Baggage handling In-flight services 	<ul style="list-style-type: none"> Airport transfers Taxi services Public transport Visitor centres Accommodation Catering Tours Attractions Car rentals Entertainment Health and beauty Sport and recreation 	<ul style="list-style-type: none"> Database management Consumer and client tracking and feedback Industry feedback and follow-up

FOUNDATION ACTIVITIES	Destination planning and infrastructure	Public transport systems, roads, airports, rail, ports, public toilets, etc.	Bulk infrastructure telecoms, water, electricity, recreation, etc.	Destination planning, design, layout and land-usage	Energy, water and resource management	Aesthetic, environmental and social quality enhancement	Safety and security management	Road signage, information networks and other navigation	Public/private partnerships, strategic alliances, mergers and acquisitions	Institutional coordination and business deregulation
	Training and skills development	Community tourism awareness and acceptance	Skills training and education.	Personnel management – recruitment, motivation, incentives, etc.	Customer care, hospitality culture	Career pathing, staff development, staff stability	Labour relations and negotiations	Job creation and intensifying projects		
	Technology and systems development	Computerised reservation systems	Market research and intelligence	Management systems and procedures	Security systems	Information systems and communication				
	Related Industries and procurement	Equipment and component supplies	Fuel, food and beverages	Contracted services	Professional services	Other services	Real estate/buildings			

Figure 6 - Components of the tourism product

2.3.2. Primary Activities for Gastro and Wine Tourism

Primary activities are the core business of private tourism actors and involve the management, promotion and service of the tourism experience to the visitor. These include the following:

- Product development:** It ensures constant rejuvenation of the destination supply. A certain project is the main motivation for a visitor to travel to a destination. At the destination a series of attractions and activities can be carried out, this can include active and passive activities with relation to gastronomy and wine as further explained in chapter 2.2.3.
- Gastro and wine tourism offers plenty of opportunities for enhancing the basis supply to cater the increasing demand for experiences that privilege its cultural dimension, thus ensuring consistency with the C&H Armenia vocation. These include food festivals, food trails, food museums, food tastings, cooking classes, wine tastings, wine trails, producer visits, local farmers' markets²⁸.**

²⁷ UNWTO (2007). *A Practical Guide to Tourism Destination Management*. Madrid

²⁸ Source: CBI (2019). *The European market potential for cultural tourism*



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- ▶ *It should also be considered new trends in international attitudes towards gastro and wine, providing attention to increasing tourism niches such as that originating from visitor with special needs, children gastronomy, vegans, vegetarians, etc.*
- ▶ *As women have a higher tendency towards reducing meat, in many cases women are vegetarians while their partners are not.*
- **Destination and product packaging:** a tourism package is a combination of various primary services, usually it contains transport and accommodation but could also be combined with meals and certain activities. A gastronomy or wine tourist package on the destination level could include transport and the primary activity (hiking, degustation, workshop, etc.). However, it will be the responsibility and initiative of individual tour operators to create packages and tours for visitors to wineries and for gastronomic reasons.
- ▶ *Because of the growing trend towards healthy tourism, restaurant operators should be trained to provide multiple options on the menu so as to target vegans or vegetarians. This might be done through a separate menu, listing the ingredients in dishes, or having specific signs that indicate it is vegan, vegetarian or gluten-free. As many tourists live on a strict diet, they have to be sure the meal meets their conditions and packaging and communication are key in this matter.*
- ▶ *Healthy cuisine and other contributors to a healthy lifestyle should be packaged together. Examples are outdoor exercise, new fitness programmes that are highly focused on results, meditation and yoga, life coaching that embraces health aspects such as nutrition, empowerment and physical exercise.*
- **Promotion:** The destination needs to be promoted to the marketplace either directly to the consumer or to the intermediaries (travel agents and tour operators) using a range of promotional methods. With regards to domestic tourism the private businesses shall have their own promotional mix consistent of website, social media channels, booking platforms for activities and services. This is because domestic tourists generally do not use the service of tour operators or travel agents. Certainly, the individual businesses shall also contribute to the promotion of their destinations.
- ▶ *Social media posts are used to promote unique food and drink experiences. Particularly travelers from generation Y and Z that are growing to become the largest target group use social media. Such attitude is also fueled by increased attention to food programs, both on TV as well as on online streaming services. When this target group is exposed to a destination, they can quickly gather more information on the internet and gain knowledge on local food and drinks before they travel²⁹.*
- ▶ *Vegans and vegetarians are an ever-growing segment within food tourism as people start to reconsider the consequences of their consumption. Vegetarianism is a serious commitment for most people, which means that they are dedicated to following their diet. These tourists are very strict on selecting their food as it has to comply with their diet. Vegetarian and vegan tourists are looking on the internet and other sources for offerings that are suited to vegetarians and vegans. They are open to new experiences and meeting new people who are likeminded.*
- **Distribution and sales:** Commercial information should be distributed through the most appropriate channels. These include destination websites, consumer enquiry lines, mailing services, brochure display facilities, retail travel agency networks. In addition, the dissemination of information and sales opportunities shall be done at specific international tourism, wine and gastronomy fairs.
- ▶ *It is important to invest in trade and press marketing by targeting specialized tour operators, opinion leaders, wine journalists and bloggers in order to increase knowledge and awareness particularly about Armenian wine productions.*
- **In and outbound logistics:** Accessibility is essential for tourist destinations. Decision making can be influenced by convenience factors such as availability and cost of flights, airport facilities and services, visa procedures, border immigration services, etc.
- **Destination operations and services:** The largest part of the tourist experience happens at the destination and this has a determining effect on the local experience. These include all aspects of the tourist visit including transfers (personal car, taxis and public transportation), visitor services and information; accommodation, food/catering, tours, restaurants and bars, gastronomy related attractions and activities, car rentals, entertainment, health and beauty services, sport and recreation, etc.

²⁹ Source: CBI (2021). [The European market potential for food tourism](#)



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- **Aftercare:** Client care and follow-up is essential to establish loyalty and positive attitudes among clients. Aftercare services include establishing, managing and maintaining client databases, tracking consumer attitudes and profiles and conducting feedback and follow-up programme.

2.3.3. Foundation Activities for Gastro and Wine Tourism

Foundation Activities include support activities (destination planning and infrastructure, training and skills development, technological and systems development, related industries and procurement), which help increasing the efficiency of the primary value chain and/or increasing the economic and social impacts of tourism development.

These activities are those where the value delivery is indirect and supports the visitor experience e.g., infrastructure, planning, human resources development, technology and related industries such as construction, retail, etc. The provision of these foundation activities is especially challenging, since they are delivered by a range of public and private agencies that do not have tourism as their core business.

The efficient delivery of these activities and their performance are however a fundamental foundation for building a tourism destination and as such are vital to the destination's success. The destination must live up to its brand promise, otherwise there will be high levels of dissatisfaction. Ensuring these foundation activities are in place requires strong leadership from the DMO. Such delivery can only occur within the framework of public/private partnerships and strategic alliances and effective institutional coordination among the various players along the value chain.

These activities include:

- **Destination planning and infrastructure:** The physical image, environment integrity and infrastructure of the destination are key determinants of the quality of the visitor's experience. The industry is not be able to function without an appropriate and operational transportation network (e.g., public transport, roads, airports) as well as bulk infrastructure (telecommunications, water, electricity, recreation and access to communication channels). The threat of diseases such as COVID 19, etc. puts also pressures on destinations to provide high quality basic infrastructures and services.
 - **Training and skills development.** Tourism is a service industry and the quality of the visitor experience is largely determined by the quality of service and personal interaction experienced at the destination. Therefore, the development of quality interactions with the people tourists encounter at the destination is an important element of the tourism value chain.
- ▶ *Particularly in the wine and gastronomy sector the question of service and quality is very important. While the related products in Armenia are without a doubt of outstanding quality, the service around it shall be improved with proper capacity building and on the job training. Ideally with specific educational facilities and vocational schools as well as master courses for chefs, winemakers and sommeliers.*
- **Technology and systems development.** Technology has become a driving force in support of the tourism value chain. Internet based reservation services have revolutionised the concept of online reservations by providing access to a far greater number of destination product. Operational and management information systems are also of major importance. With this regard, there exist already a large quantity of available platforms for booking, promoting and for connecting businesses with visitors. It is important that the existing technology is used at its best.
- ▶ *With social media gaining influence on the food travelers' destination choices, social media are becoming increasingly important when attracting food tourists. Therefore, it is very important that Armenia culinary products are promoted on Facebook, Instagram, YouTube and Twitter. An efficient social marketing action should provide lot of information, using a combination of text, photos and video, while connecting to as many of visitors as possible, so that posts can be shared and liked by large numbers.*
- **Related industries and buying local produce.** Primary tourism industry activities such as accommodation, transportation, catering, entertainment and recreation are underpinned by a wide range of related enterprises that supply services to primary tourism sectors. These are an integral part of the tourism "cluster" and the success of the value chain is highly dependent upon the effective provision of these services and products, which also help to spread economic and social impacts. These include equipment and component supplies, fuel, food and drink, contracted services, professional services, real estate/buildings, etc.
- ▶ *Gastro and wine tourism represents an exceptional tool to spread positive economic impact throughout the local economy. In order to enhance such impact, restaurants and other food operators should be encouraged to make use of local gastro and wine, which can be stimulated by proper training and adoption of quality schemes which enhance such requisites.*



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3. THE CURRENT SITUATION OF GASTRO AND WINE TOURISM IN ARMENIA

3.1. Gastro and Wine Products

3.1.1. Gastro products

Fortunately, Armenia has a lot to offer with regards to its culinary heritage. As celebrated in tour operators' guides³⁰, Armenian cuisine is the most ancient in the Caucasus region. It formed about 2000 years ago. Well-developed stock raising in the Armenian highlands led to a variety of meat and dairy products, and the early appearance of agriculture explains the extensive use of grains, vegetables, and herbs.

Originally Armenians were preparing food in pottery crockery and were baking in a special oven – called a tonir. Another characteristic of the national cuisine is the extensive use of herbs and spices. Armenian cooks use 300 species of wild flowers and herbs as a seasoning or even as a main dish.

National dishes and products include **hot soups** (spas, yayni, tarhan, bozbash and khash) and of course **meat products**. Barbecue is prepared by special recipes and is called **khovrats**, of which there are more than two dozen types. As before cooking, the meat is marinated in different sauces.

Fish dishes are also very popular. Different types are bred in Lake Sevan, but the most delicious is a trout, which is called ishkan – “a royal fish”. Traditional fish dishes are **kchuch** and **kutap**.

Bread is also very typical, especially **lavash**, which is traditional bread. It is made according to the old technology of wheat flour, and water, and then baked in tonir. This thin pancake-like bread is **of purely Armenian origin** and is the pride of the entire nation.

Dairy products include white cheese and one of the most common fermented products – **matsun**. If diluted with water, it turns into an excellent refreshing drink – called tan.

With regard to sweets, **gata** is a multi-layered cake, with each layer saturated with melted butter and sugar, which provides such soft dough and delicate flavor. A sweet **sudjkh** is also a must for any feast and New Year tables, which is prepared from grape syrup and walnuts.

As Armenia is a sunny country, it is also rich with bright and juicy fruits, with the symbol having always been **apricots**, that have been growing here for over 3000 years.

3.1.2. Wine

In 2010, the relics of a wine production facility were discovered in the **Areni cave system, the artefacts of which are said to be over 6100 years old**. Today, this archaeological site welcomes more than 20.000 visitors a year. This is a further reason why culinary tourism could become one of the country's most important products that shall be promoted to international markets.

Today there are **over 40 Armenian companies producing more than 100 different kinds of white, red and rose wines**. More than **83% of it is grown and produced in the Ararat valley and in Armavir**.³¹ There are many more private wine producers in Armenia but these are rather considered small agricultural businesses.

As said, **Armenia is considered the cradle of wine-making**, where wine production, as we know it, was born. Although there is a long tradition of winemaking in Armenia, throughout much of the 20th century, when the country was part of the Soviet Union, its wine industry moved toward mass distillation. The vast bulk of Armenia's 17,000 hectares of vineyards are still used for brandy; wine production accounts for only about 6 million liters. Since Armenian independence in 1991, however, and with the return of the Armenian diaspora, the wine industry is being revived, and the improvements in quality over the last decade have been making Armenia a rising star in the Caucasus³².

³⁰ See, for instance, [Arara Tours](#)

³¹ Source: <https://araratour.com/winemaking-in-armenia>

³² Barnes A. (2019). "What You Need to Know About Armenian Wine". *SevenFiftyDaily*. 25 April.



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As of now, there are 5 main wine regions in Armenia: Ararat, Armavir, Aragatsotn, Tavush and Vayots Dzor³³. According to winetourism.com around 85-90% of all the wine from Armenia comes from these wine regions³⁴.

Wine Region	Description
Vayots Dzor	The name of the province of Vayots Dzor translates to “whining gorge”, which stems from the frequent seismic activities. The underground is rocky and volcanic and there are a variety of gorges and caves. With around 1,000 hectares of vineyards, it is the wine-growing region for absolute quality wines. It is home to the Areni vine, which is a dark-skinned indigenous grape with a thick skin that helps maintaining the freshness and structure of the grapes. On the nutrient-rich soil, this noble grape matures to taste excellence. Rich, elegant, and velvety red wines are made from it. Other red varieties are Seyrak, Movuz, Shaheni, and Movsesi. The main white varieties are Nazeli, Mormor, K’rdi Chakat, Khatun and Khatouni.
Armavir	It is located in the west of the country at an altitude between 800 and 900 meters above sea level. The soils are deep and shaped by weathered glacial moraine. With around 7,100 hectares of vineyards, Armavir is the largest wine-growing province in the country. White wines are mainly made from the Garan Dmak and Mskhali varieties, rosé wines from the Vadaguyn Yerevani variety.
Ararat	The Ararat Valley lies at around 800 meters above sea level and is the second most important wine region in Armenia. Numerous different grape varieties are planted on over 5,000 hectares. The red varieties are Kakhet, Sev Aygeni, Karch Mat, Sev Ginuk, Garni, Yeraskheni, Vagheni, and Sev Sateni. The main white varieties are Spitak Arakseni, Spitakeni, Sarnashak’ar, Arevar, and Ararati.
Aragatsotn	These vineyards area found on the border with Turkey and cover around 1,700 hectares, mainly on basalt, tuff, and limestone soils. The climate here is hot and dry during the day. However, the altitude of around 1,200 meters above sea level provides the necessary balance with cooling nights. The main grape varieties are Voskehat, Kangun, Akhtanak, and Rkatsiteli. Trials with international varieties such as Cabernet Sauvignon and Merlot are becoming increasingly common.

Table 1: Armenia Wine Regions

3.2. Tourist experiences

3.2.1. Restaurants

For visitors who want to try Armenian national dishes, there are lots of restaurants in the country. Trip Advisor

lists 1501 venues, with some offering special experiences.

Tour operators already include the most typical in their packages, such as Dolmama³⁵ or Tavern³⁶ in Yerevan. Other are those encompassed in TUFENKIAN heritage hotels and restaurants, serving corporate events and banquets, by offering traditional Armenian cuisine with a modern twist, using local fresh farm produce. An example is Zanazan Restaurant³⁷, which has an outdoor terrace on a view on Lake Sevan.

- ▶ *As restaurants are among the first places where tourists get in touch with Armenian culture and history, that are condensed in its very rich culinary culture, much attention should be payed to the training and education of the staff. Particularly waiters should play the role of “ambassadors” and possess both excellent technical and relation skills.*
- ▶ *To cater to the growing demand fueled by visitors with special needs (vegetarians, vegans) restaurants should be trained to include dedicated offers in their menus.*
- ▶ *As well, so as to comply with international demand expectations, menus should include special meals for children.*

3.2.2. Gastro Yard

Gastro Yard is a concept that was the result of the “Integrated Rural Tourism Development” project, which was launched in 2016 covering 60 villages across Armenia³⁸. The project, funded by the Russian Federation, was

³³ See the official website of [Vine and Wine foundation](#) within the ministry of economy of RA

³⁴ Source: <https://www.winetourism.com/wine-country/armenia/#:~:text=There%20are%204%20main%20wine,home%20to%20the%20Areni%20wine.>

³⁵ <https://dolmama.am/en/what-is-dolmama>

³⁶ <https://pandokyerevan.com/en>

³⁷ <https://tufenkianheritage.com/en/zanazan-restaurant>

³⁸ <https://www.undp.org/armenia/projects/integrated-rural-tourism-development>

implemented by UNDP Armenia in close cooperation with the Ministry of Territorial Administration and Infrastructure.

It foresaw the opening of Gastro Yards, which are cultural experiences run by villagers in their premises with the aim to promote rural local hospitality, authentic food and beverages and make a wide selection of unique touristic destinations available for travelers. Here visitors are supposed to taste not only Armenian dishes, but also, according to the concept, take master classes in traditional crafts making, having the chance to get to know local culture, people and history.

Their implementation plan started back in 2018, when Yards were opened in Tavush and Aragatsotn regions. In 2019, another gastro yard was opened in Areni.³⁹ Currently, there are 7 operating gastro yards with some additionally featured family gastro businesses.

Denomination	Location	Region	Concept
Mnatsakanyan's Gastro Yard and Byurakan Art Studio	Byurakan	Aragatsotn region	It is possible to watch the wine production process and take part in master classes in preparing national Armenian dishes. The restaurant provides traditional dishes prepared by the Mnatsakanyan family members and homemade wine. The Mnatsakanyan family tried to make this place unique and included in their menu the dish "Gharshim" made of lentils and nuts, which is difficult to find elsewhere. Byurakan Art Studio also functions here, with handmade paper produced with visitors allowed to participate in the process. The studio employs professional artists and specialists.
Arakelyans' Gastro Yard in Pokr Vedi	Pokr Vedi	Ararat	It is located in the village of Pokr Vedi in the immediate vicinity of Khor Virap Monastery, the place of pilgrimage and the holy place of the Armenian Apostolic Church. It offers culinary master classes in cooking barbecue, lavash bread and much more, as well as a bed & breakfast hotel. As Arakelyans are artists, a distinctive feature is master class in drawing.
Davtyans' Gastro Yard	Ashtarak	Aragatsotn	It includes home wine making experience to be shared with visitors by the Davtyans' family. The village of Achajur, in Tavushit is also possible to taste home-made white wine, authentic Armenian dishes, listen to music played on national Armenian instruments and chat with family members who tell about local traditions and culture.
Yeganyans' Gastro Yard	Ashtarak	Aragatsotn	The vineyard of Yeganyans' cover an area of 5000 m ² growing over 10 varieties of grapes, with the possibility to stay in a guest house. It offers traditional food and the chance to get acquainted with the process of wine making, go through pastry workshops and use the services of a local guide who tell about Armenia and the local people.
Stepanyans' Gastro Yard	Areni	Vayots Dzor	Stepanyans' vineyard covers an area of 7,000 m ² . Guests are offered homemade wine and food and can be introduced to fruit harvesting and wine making processes, as well as master classes in beekeeping. Services include guided tours to the medieval churches of the area.
The Ashatarakats Cellar	Ashtarak	Aragatsotn	Historical and cultural place where guests can get acquainted with the process of making vodka and prepare Armenian confectionery products while visiting the museum of local life.
Teger Gastro Yard and Pottery Center	Teger	Aragatsotn	It offers master classes in pottery (ceramics and stained glass) and culinary master classes. It includes restaurant and guest house.
Vagharshyan's Gastro Yard	Saghmosavan	Aragatsotn	It is located in the banks of the Kasakh Gorge, where the harmony of soul and nature is mixed with delicious

³⁹ Source: <https://www.undp.org/armenia/press-releases/gastro-yard-opened-areni>



			Armenian food and the possibility to visit Saghmosavank Monastery, founded in 1215.
Mikayelyans' Family Farm	Gavar	Gegharkunik	It is a family farm that offers the chance to enjoy different types of cheese prepared using traditional technology and learn about the production process, while enjoying the hospitality of the Mikaelyan family.

Table 2: Gastro Yards in Armenia

3.2.3. Wineries hosting tourists as a tour and /or tasting in their premises

Wineries hosting tourists as a tour and /or tasting in their premises are clearly main stakeholders for the current niche tourism product. Most of the wineries listed below offer tasting and direct purchasing opportunities to its visitors.

We referred to the following databases:

- Wineries enlisted by the Vine and Wine Foundation;
- Other wineries, e.g. from My Armenia Program

Winery	Region
Armenia Wine Factory	Aragatsotn
Golden Grape ArmAs	Aragatsotn
Voskevaz wine Cellar	Aragatsotn
Van Ardi	Aragatsotn
Artashat vincon	Ararat
Wine plant of Eraskh	Ararat
Tushpa Wine and Brandy Factory	Ararat
Vedi-Alco	Ararat
Karas Wine	Armavir
ANAU Voskehat Educational and Research Center of Enology	Armavir
Aparteny	Armavir
Map CJSC	Armavir
Manukyan Brandy Factory	Kotayk
TUS	Tavush
Iljevan Wine Brandy Factory	Tavush
Getnatoun	Vayots Dzor
Areni Wine	Vayots Dzor
Hin Areni Winery	Vayots Dzor
Old Bridge	Vayots Dzor
Maran	Vayots Dzor
Matevosyan wine	Vayots Dzor
Saki and Sons CJSC	Vayots Dzor
Vayk Group	Vayots Dzor
BH Brandy Company	Yerevan
Yerevan Champagne Wines Factory	Yerevan
Je Ran de Woo	Yerevan
Gevorkian winery	Yerevan
Shirakamut	Yerevan
Artsakh Brandy Company	Yerevan
Proshyan Brandy Factory	Yerevan
Keush	Yerevan
Highland Cellars	Yerevan
Van Sevan	Yerevan
Agro Management	Yerevan
Kataro Anush	Yerevan
Trinity	Yerevan
Wine House	Yerevan
WineWorks	Yerevan

Table 3: Wineries hosting tourists as a tour and /or tasting in their premises



3.2.4. Festivals and events

The strongly intertwining of Armenian food with the national culture is evident at family related festivities such as weddings, birthday parties, or big family gatherings. Moreover, the tea ceremonies and bread making at almost any place in Armenia are intrinsic elements of daily cultural habits.

As shown in the calendar below, there are several main festivals and events about local gastronomy taking in place in Armenia throughout the year.

Such festivals are not entirely dedicated to gastronomy but also feature national cuisine and local products with food booths, stands and mobile bars. These events are mainly directed at local visitors, as they are hardly promoted to international participants. Hence, the festivals motivate local people to move around contribute to domestic tourism.

The following calendar reflects those festivals which are a member of festivAr association.

CALENDAR OF ARMENIAN FESTIVALS 2022			
JUNE	03-05 Yerevan Wine Days Yerevan, Saryan, Tumanyan, Moskovyan streets	AUGUST	10 Yerevan Music Night Yerevan, Abovyan Street
11 Sheep Shearing Festival Syunik, Khot Village	06-07 Sevan International Music Fest Gegharkunik, Sevan	13-14 Armenian Rafting Fest Lori, Tumanyan Town, Raftingashen	17 Gata Festival Vayots Dzor, Khachik village
11 Edible Plants Festival Lori, Dsegh village	14 Honey and Berry Festival Berd Town	17-18 Harvest festival Rural life and traditions Dzoraghbyur, Green training center	
18 Yerevan Color Festival Yerevan	20 Beer Day in Gyumri Shirak, Gyumri	25 1000 Years of Village Life Aragatsotn, Oshakan	
18 Aveluk Festival Gegharkunik, Vardenik	21 DiliTon Festival Tavush, Dilijan	30-01 Tea and Coffee Festival Yerevan, Seasons Park	
25 HayBuis Armenian Herb & Flower Festival Tavush, Yenokavan	26 "Gutan" Armenian National Traditional Song and Dance Annual Festival Yerevan	OCTOBER	
JULY	SEPTEMBER	01 Tea and Coffee Festival Yerevan, Seasons Park	
23-24 Vardavar on the Border Syunik, Kornidzor village	03 Arts and Crafts Festival Tavush, Dilijan	01 Areni Wine Festival Vayots Dzor, Areni village	
30-31 Yell Extreme Birthday Tavush, Yenokavan	09-11 Spirit of Armenia Yerevan, English Park	22-23 Pumpkin festival Tavush, Hovq	

Figure 7 – Calendar of Armenian Festival 2022 which are member of FestivAr association

Other local festivals related to gastronomy are reported in the following table:

Region	Festival	Period
Armavir	• Tolma Festival in the territory of «Zvartnots» Historical-Cultural Museum-Reservation	June 19
	• Kololak Festival in Ejmiatsin City	May 22 (2021)
Shirak	• Beer day in Gyumri	August 20
Syunik	• Mulberry Festival in Goris and Karahunj	July 06
	• Sheep Shearing Festival in Khot village	June 11
	• Vardavar on the Border in Kornidzor village (Syunik Province)	July 23- 24
	• Navasard Iranian Armenian cultural culinary Festival	End of July
Vayotz Dzor	• Gata Festival in Khachik village	September 17
	• Areni Wine Festival	October 01
	• Ecotourism Festival	June 04 - 05



Tavush	<ul style="list-style-type: none"> • HayBuis Armenian Herb and Flower Festival in Yenokavan village • Yell Extreme Birthday in Yenokavan village • Honey and Berry Festival in the town of Berd • DiliTon Festival in Dilijan • Pumpkin Festival in Hovq village 	June 25 July 30 - 31 September 30- October 01 October 22- 23 September 03
Aragatsotn	<ul style="list-style-type: none"> • 1000 Years of Village Life in Oshakan village 	September 25
Gegharkunik	<ul style="list-style-type: none"> • Sevan International Music Fest in Sevan • Aveluk Festival in Vardenik village 	August 06 - 07 June 18
Lori	<ul style="list-style-type: none"> • Edible Plants Festival in Dsegh village • Armenia Rafting Fest in Tumanyan town • Barbecue festival 	June 11 August 06 – 07
Kotayk	<ul style="list-style-type: none"> • Harvest Festival Rural life and Traditions in Dzoraghbyur 	September 16 - 18
Yerevan	<ul style="list-style-type: none"> • Wine Days • Armenian Celebratory Food Festival • Countries Under One Roof • Beer Festival • Water Melon Festival • Spirit of Armenia festival • Tea and Coffee Festival 	June 03 - 05 August 26 September 09- 11 October 01 June 18

Table 4: Other Gastro & Wine Festival in Armenia

3.2.5. Wine Festivals

There are also specialized wine related events such as the YereWine Days, and the Areni Wine festival, just to mention the most important events in this regard.

a) YereWine Days

It is an annual event taking place in Yerevan, with over 200 types of wine from different regions presented to visitors. The festival is an opportunity for wine producers as well as restaurants to present their products to a new audience. In 2022, around 25 wineries and 30 restaurants actively participated in promoting their products⁴¹.

b) Areni Wine Festival

It has been organized since 2009 and is considered the major wine festival in the country. The event is focused on entertainment for young visitors with folklore dancing and music performances, contemporary music concerts, and similar⁴².

Wine producing companies have the opportunity to present their wines in booths and do wine tastings. Although there has not been done any study about the economic impact of the festival, the municipality of Areni states that it contributes considerably to all local businesses. Unfortunately, the 2022 edition was cancelled.

⁴¹ Source: <https://armenia.travel/en/winery/yerevan-wine-days-2022>

⁴² Source: <https://armenia.travel/en/festivals-and-events/areni-wine-festival->



Figure 8 – Areni Wine Festival 2022

3.2.6. Other Experiences

The My Armenia Program, funded by USAID and implemented by the Smithsonian Institution dedicated a section of its website to *tasting local food and wine*⁴³. As the program committed to discover authentic Armenian gastronomic experiences where visitors might “*smell, taste, and make their own food and wine together with a local chef or a family*”, it is interesting, for our purposes, to report such experiences.

Region	Location	Experience
Aragatsotn	Ashtarak	Learn to make sweet Armenian sujuk
Aragatsotn	Ashnak	Cook, eat, dance - Feast at Noosh! ⁴⁴
Aragatsotn	Ashtarak	Learn to cook Syrian-Armenian fusion cuisine
Aragatsotn	Ashtarak	Cook tolma and make pickles at Tatoents Qotuk
Ararat	Pokr Vedi	Tour an orchard and taste homemade wine
Gegharunik	Mtnadzor	Explore medieval history and local fish cuisine
Lori	Alaverdi	Cook tanov spas, a favorite soup of Armenians
Lori	Akhtala	Traditional Armenian culinary classes
Lori	Alaverdi	Cook Armenian pumpkin dish, ghapama, and bread in a pur
Lori	Dsegh	Forage for dinner & cook with grandma's recipes
Shirak	Gyumri	Visit the studio of an award-winning blacksmith
Shirak	Gyumri	Learn how to cook traditional favorites from the city of Gyumri
Shirak	Gyumri	Cook traditional Gyumri dishes at Chalet Gyumri
Syunik	Sisian	Secrets of qyalagyosh and tasting ceremony
Syunik	Goris	Learn how to cook an Armenian feast
Syunik	Goris	Learn how to cook traditional Armenian pastries and other dishes
Syunik	Sisian	Cook a village style feast at Hatsatun
Syunik	Verishen	Make a special tolma with bean leaves at Loby
Syunik	Vorotan	Cook your dinner in the wild
Syunik	Goris	Beekeeping and hand-cream making
Tavus	Ijevan	Tour and wine tasting at an Armenian winery ⁴⁵
Tavush	Aghavnavank	Make losh and barbecue in a special tonir
Vayots Dzor	Areni	Try Armenia's "Best Homemade Wine"
Vayots Dzor	Yeghegnadzor	Vodka distillation and tasting master class ⁴⁶
Vayots Dzor	Areni	Winery tour and tasting at Areni Winery Factory
Vayots Dzor	Areni	Winery tour and tasting at Old Bridge
Vayots Dzor	Arpi	Winery tour and tasting at Trinity Canyon Vineyards ⁴⁷
Vayots Dzor	Yeghegnadzor	Learn how to make gata with a local baker
Vayots Dzor	Areni	From vine to wine: follow a grape's journey
Vayots Dzor	Yeghegis	Smbataberd fortress hike & gata baking
Vayots Dzor	Martiros	Learn to cook with wild herbs in Old Martiros

Table 5: Taste Local Food & Wine Experiences by My Armenia Program

⁴³ Source: <https://myarmenia.si.edu/en/guide/experiences/food-drink/>

⁴⁴ Established in 1917, the village of Ashnak became a new home for those fleeing genocide from the Western Armenian region of Sassoun. Here, the customs and traditions of the Sassoun peoples endure through their food, dance, and song.

⁴⁵ Founded in 1951, the Ijevan Wine Factory is one of the oldest wineries in Armenia

⁴⁶ Vodka distillation is still a widespread practice in many Armenian households. Nearly every home has a zavod (distilling equipment), or at least can borrow the equipment from their relatives or neighbours. Because the distillation process takes several days, you are not able to distill your own vodka from start to finish; however, you can get a taste of the steps and of some finished products with experienced vodka-makers.

⁴⁷ Trinity is a member of DiVine Group, which operates several wine bars and restaurants in Yerevan and promotes Armenian wines in Armenia, France, and United States. It also owns In Vino, a hip wine bar in Yerevan that is pioneering Armenia's wine drinking culture.



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3.3. Gastro and Wine Tourism Demand

The specific tourist product of gastronomy and wine tourism has not been considered in any report or statistics that have been carried out in Armenia in the last years. **Therefore, there are no numbers that can be directly related to this segment only.** However, gastronomy and wine are mostly linked to cultural tourism when it comes to visitor segmentation.

3.3.1. International demand

As there are no official numbers about the international demand for gastronomy and wine tourism in Armenia, this section shall be understood as an **interpretation of the little data that is currently available.**

Armenian diaspora consists of around 8 million people around the world. Those coming from countries such as Russia and USA make up a significant share of 31% of total tourists. The diaspora group is made up of almost entirely cultural tourists as both “early” and “recent” diaspora groups desire to reconnect with personal / family heritage. Almost 50% of diaspora tourists stay with their family and friends during their trips to Armenia. 4- and 5-star hotels are also popular choices for diaspora tourists.⁴⁸

They are also generally more patient with longer flights and are more willing to pay for them. Apart from the sheer number of tourists the diaspora group brings to Armenia, they act as a valuable source of market awareness through strong ties among diaspora communities. Diaspora tourists also tend to pay repeated visits to Armenia, bringing a continuous flow of tourism revenue to the country. Further, **the diaspora group is often aware of lesser-known tourism locations and activities, such as wineries, gastronomy hotspots, winter resorts and medical treatments, through previous visits or family connections.**

The 2019 spotlight survey reflects that non-diaspora tourists represent 69% of visitors to the country. While cultural tourism is leading as the most popular tourism, natural and recreational tourism are also two popular tourisms within the non-diaspora group.

Overall, similar to diaspora tourists, non-diaspora tourists are most impressed by Armenia’s nature (20% of survey respondents) and people’s attitude, warmth, kindness (12% of survey respondents). On the other hand, they are most unhappy with road infrastructure (43% of survey respondents), followed by ease of communication/language (25% of survey respondents). While the majority of non-diaspora tourists indicate a likelihood to visit Armenia again, recreational and nature-based tourists show a relatively higher chance of not returning to Armenia.⁴⁹

3.3.2. Domestic demand

Gastronomy and wine are not only essential elements of life but are intrinsically related to a nation’s heritage, history, religion, culture and way of living. Hence, the domestic tourism market is considered as an important group of food discoverers, supporters and purchasers of local products. Gastro and wine tourism is a very interesting product for Armenians who want to travel within their own country. This fact makes the gastro and wine tourism product very different from other products which might be more interesting for international visitors such as adventure, events and winter tourism.

Therefore, **the gastronomy and wine festivals in Armenia are mainly visited by domestic tourists.** Domestic tourists represent an important tourism segment and consisted of 1.9 million visitors in 2018.⁵⁰ This statistic, however, is based on the number of Armenians who stayed overnight in their own country. Many Armenian tourists frequently visit local monasteries and other archaeological sites along with spas and wellness centers. However, a specific number for a more precise analysis of the current or potential future demand for gastro and wine is not available.

3.4. Key Stakeholders

3.4.1. The role of the government

The Government of Armenia plays a crucial role when it comes to the development of eno-gastronomy tourism experiences. This regards in particular the **Ministry of Economy** and institutional units, currently within such

⁴⁸ 2019 Tourism Spotlight Survey data analysis

⁴⁹ 2019 Tourism Spotlight Survey data analysis

⁵⁰ Tourism Committee, 2019



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Ministry, operating in favour of Agriculture and Tourism. These units must join forces for eventual policies that regard the running of dedicated family owned and small size businesses.

This includes the financial support (in form of subsidies, grants, loans, special projects, etc.), organizational and operational support (for dedicated farmer, restaurant and business associations), and support in marketing (for the export or internal distribution of products and the promotion of specific tourism experiences).

3.4.2. Other public actors

Regional and local authorities shall be integrated into decision-making processes when it comes to the development of certain areas. These entities shall have a support character for private actors along the eno-gastronomy tourism value-chain.

3.4.3. Private actors

The private actors are those that make the big difference when it comes to the success of a destination. Key stakeholders are therefore specific associations for certain products and services such as a wine consortium / association; hotel / accommodation association; association of farmers producing specific food items and agricultural products; etc. In case of lack of such associations / business groups the public authorities, especially chambers of commerce, could support the existing networks.

3.4.4. NGOs

These entities play a significant role when it comes to the creation of farmer and business networks, skills enhancement and education, preservation of the environment and natural heritage as well as conservation of biodiversity, among others. With regard to wine tourism, key stakeholders include Vine and Wine Foundation of Armenia and Areni wine Festival Foundation.

a) Vine and Wine Foundation of Armenia

It was established in 2016, on the impulse of GIZ, for a coordinated development of the sector. It “developed a strategy aimed at creating the preconditions necessary for the provision of high-quality raw materials for wine production, focusing on the enhancement of competitiveness of Armenian wines in the international market, the enancement of legislative frameworks and quality control mechanisms, targeting the development of professional capacities, improving the business environment and increasing export volumes”⁵¹.

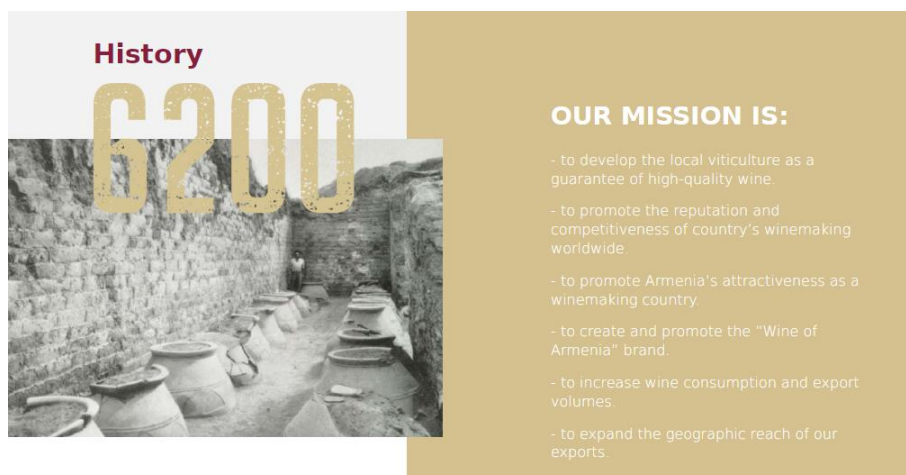


Figure 9 – Presentation of Vine and Wine Foundation of Armenia

b) Areni Wine festival Foundation

Areni Wine festival Foundation, together with Areni village Administration, organizes the above mentioned “Areni Wine Festival” and the “Gata Festival”.

⁵¹ Source: <https://vwfa.am/about/>



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3.5. SWOT analysis

3.5.1. Strengths

- The oldest wine-producing areas in the world
- Rich cuisine connected to history and heritage
- Large number of organic products from small-scale family farmers
- Around 40 family wine making businesses
- Considerable number of existing festivals and events dedicated to gastronomy and wine
- Strong gastro-yard network around the country

3.5.2. Weaknesses

- Many destinations are hardly accessible, especially in the south and east of the country
- High dependency on the operations of only 2 international airports
- Lack of tourism hospitality services provided by farmers
- Poor hospitality education among farmers
- Private actors (farmers, restaurants, accommodation facilities, etc.) suffer from a lack of funds for further investments into their structure and businesses skills
- The country lacks a large scale and long-term strategy for the development of eno-gastronomy experiences and locations
- Currently, there is hardly an awareness about Armenia as a tourist destination for eno-gastronomy experiences
- Limited economic impact due to leakages in the food and wine value chains
- Limited sector coordination and lack of a multi-sector wide growth strategy (linking agriculture with tourism and businesses)
- Hardly any data and statistics available to make an impact assessment

3.5.3. Opportunities

- Growing demand from international food & wine tourism
- Tourist motivations from key international markets coupling wine & food with cultural heritage tourism
- Growing demand from domestic tourism
- The private actors are aware of their good and interesting products and experiences and are willing to open their businesses to the tourism sector
- Organisation and implementation of additional events, festivals, competitions, promotion of activities around eno-gastronomy in the country
- Young population with innovative ideas that is willing to grow and invest in proper business activities

3.5.4. Threats

- Political instability in the Caucasus area with frequent military interventions
- Strong and growing competition from Turkey, Georgia and Azerbaijan for eno-gastronomy tourism
- Ongoing global energy crisis and inflation hampers tourist movements to the country and the larger Caucasus area

3.6. Key gaps to be filled for Gastro and Wine Tourism development

3.6.1. Infrastructure

Despite its central location on the globe and its history as one of the ancient crossroads of culture and commerce, Armenia remains a challenging destination to get to. This is primarily borne out in the physical act of reaching Armenia, where limited air access and challenging road and rail infrastructure make it harder to reach the country. But it also plays out in the process of planning a journey to Armenia itself, or logistical access.

Limited road options and poor road quality reduces tourist numbers at Armenia's hidden attractions that are mainly located in the rural areas. With many ongoing road work in progress mainly on highways, many roads leading to communities should be improved for easy accessibility and better representation of tourism services and products.



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The improve of general air connection and the increase of the number of national and international airports would contribute positively to the country.

Moreover, proper signage along the roads in rural but also in urban areas would be beneficial for all kinds of visitors.

3.6.2. Marketing and promotion

Improving awareness of Armenia as a destination for eno-gastronomy experiences will be a critical part of growing the country's tourism strategy. Investing more in targeted and strategic marketing will help strengthen Armenia's tourism brand and attract more tourists – particularly the kinds of tourists who are likely to become net promoters, repeat visitors, and support priority sectors like rural economies. Despite a presence at select travel exhibitions, Armenia's limited use of business-to-business marketing channels misses out on the potential to attract clustered tourist markets.

3.6.3. Operational level

Tourists come to Armenia for an experience; however, on-the-ground challenges reduce this experience feeling and take away the tourism impact potential. These challenges arise in areas such as transportation, accommodation, activities and sites, traveler resources, and the skills and training of people working within the tourism industry. Collectively, these challenges make it harder for tourists to experience more the country, for longer periods, and in the most enriched and diversified way. Ultimately, this reduces the socio-economic impact of the growth of the tourism sector and limits its distribution across the country.

Tourism works best with strong business networks and partnerships among the many sectors that are interlinked. Especially when it comes to the product of eno-gastronomy, where tourism operators must closely collaborate with different actors along the tourism value-chain: agricultural producers, food industry, restaurants, accommodation, tour guides, among others. Sector as well as regional / local associations of such business groups are essential in order to create tourism activities that are related to the experience of wine and gastronomy.

4. RECOMMENDED DEVELOPMENT POLICIES

4.1. Overall strategy

4.1.1. Strategic objectives

The main goal of the strategy is to create a competitive and sustainable portfolio of enogastronomy tourism products, which is well visible and accessible by perspective domestic and international tourism demand, while being well rooted in the local context so that to contribute to economic development of guest communities and farmers.

The pillars of the strategy, which correspond to its strategic objectives are:

- **Creation of a competitive and sustainable portfolio of eno-gastronomy tourism products**
- **Guarantee the market visibility and accessibility of such a portfolio**
- **Increase the economic impact of eno-gastronomy tourism**
- **Provision of institutional support for eno-gastronomy tourism development**
- **Improve the physical appearance and basic infrastructure of gastro & wine destinations.**

4.1.2. Specific objectives

Each strategic objective is linked to specific objectives, as showed hereafter.

1. Creation of a competitive and sustainable portfolio of eno-gastronomy tourism products

- 1.1. Increase collaboration of wine and gastronomy businesses with the tourism sector value-chain
- 1.2. Creation of eno-gastronomy activities and experiences
- 1.3. Increase quality levels of wine and gastronomy tourism
- 1.4. Increase capacities of actors in the eno-gastronomy sector



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2. Guarantee the market visibility and accessibility of such portfolio

- 2.1. Adopt effective marketing, promotion and dissemination activities
- 2.2. Enhance international visibility and consumption of Armenian wine and gastronomy products

3. Promote positive impacts on host community and Armenian economy

- 3.1 Link wine experiences with other local products of food and handicraft
- 3.2 Introduce Armenia certified quality merchandising

4. Update the institutional and regulatory framework for gastro and wine tourism development

- 4.1. Update and facilitate laws on the production, taxation and export of wine and gastronomy products
- 4.2. Support in foreign investment attraction
- 4.3. Regulate the tourism statistics collection

5. Improve the physical appearance and basic infrastructure of gastro and wine destinations.

- 5.1. Improve the physical appearance of gastro & wine destinations
- 5.2. Provide basic infrastructure to gastro & wine destinations
- 5.3. Improve basic infrastructures to gastro & wine destinations

4.1.3.Key actions

In order to reach specific objectives, key actions can be defined. They are reported in the synoptic scheme hereafter. The detail of each action is further analyzed in Annex 1.

Strategic objective	Specific objective	Action
1. Creation of a competitive and sustainable portfolio of eno-gastronomy tourism products	1.1 Increase collaboration of wine and gastronomy businesses with the tourism sector value-chain	1.1.1 Creation of a wine business group of interest / restaurant association / eno-gastronomy alliance with specific objectives and goals 1.1.2 Creation of a wine and gastronomy tourism interest group (with the participation of the wine and gastronomy business groups of interest, key private tourism stakeholders, key public tourism authorities)
	1.2 Creation of eno-gastronomy activities and experiences	1.2.1 Creation of an inter-regional wine-route in Armenia 1.2.2 Organize study tours for eno-gastronomy actors to best practice destinations
	1.3 Increase quality levels of wine and gastronomy tourism	1.3.1 Introduce quality standards for wine and gastronomy tourism
	1.4 Increase capacities of actors in the eno-gastronomy sector	1.4.1 Capacity building for wineries, tour guides and operators for wine and gastronomy tourism 1.4.2 Capacity building for small-scale farmers and related companies
2. Guarantee the market visibility and accessibility of such a portfolio	2.1 Adopt effective marketing, promotion and dissemination activities	2.1.1 Enhance research and publications about the wine and culinary heritage of Armenia 2.1.2 Implementation of marketing and promotion activities such as a dedicated website, social media channels and other material 2.1.3 Introduce signage and site interpretation for wineries, gastro-yards and specific gastronomy destinations
	2.2 Enhance international visibility and consumption of Armenian wine and gastronomy products	2.2.1 Organise the participation at international wine fairs and events 2.2.2 Linking Georgia with Armenian wine route
3. Promote positive impacts on host community and Armenian economy	3.1 Linking wine experiences with other local products of food and handicraft	3.1.1 Raise awareness about wine and gastronomy tourism opportunities 3.1.2 Link wine and gastronomy tourism to the creative industries
	3.2 Create a wine and gastronomy education concept	3.2.1 Set-up of a unified certification and training system for the gastronomy industry 3.2.2 Vocational school system and TVET for gastronomy 3.2.3 Installation of training facilities for business owners, chefs, and other workers
4. Update the institutional and regulatory framework for	4.1 Update and facilitate laws on the production, taxation and	4.1.1 Review of current laws on wine production and export opportunities

gastro and wine tourism development	export of wine and gastronomy products		
	4.2 Support in foreign investment attraction	4.2.1 Support in finding investment opportunities with international funding 4.2.2 Support in finding export partners for their products	
	4.3 Regulate the tourism statistics collection	4.3.1 Implement visitors and residents' satisfaction surveys	
5. Improve the physical appearance and basic infrastructure of gastro and wine destinations	5.1 Improve the physical appearance of gastro & wine destinations	5.1.1 Move gas pipelines underground 5.1.2 Improve gastro and wine related market facilities along the main roads	
	5.2 Provide basic infrastructure to gastro & wine destinations	5.2.1 Improve transport infrastructure towards key gastro and wine destinations	
		5.2.2 Improve public utilities at key gastro and wine destinations	
5.2.3 Introduce road signage and signs with site interpretation at key gastro and wine destinations			

Table 6: Gastro & Wine Action Plan



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In the following the strategies for wine and gastronomy are described separately to give an easier overview.

4.2. Wine Tourism Strategy

In order to develop the product “wine tourism” in Armenia several steps are necessary, to be implemented by both the public and private stakeholders.

The creation of an association of wineries or a wine producer interest group is essential to develop wine tourism in Armenia.

1. Objectives of the association of wineries:

- Positioning of Armenia as a destination that is known for high quality wine products and experiences;
- Creation of a first wine-route through Armenia (linking several areas thematically);
- Linking the main wine producers along this route by creating a platform for promotion and collaboration of all involved businesses (directly and indirectly related to the wine industry) along the tourism value-chain.

2. Cooperation tasks with the travel industry:

- Awareness raising of wine-tourism and routes to tour operators and travel agents;
- Collaboration with other tourism related associations;
- Cooperation with conventions and events in Armenia (business and leisure segment).

3. Marketing activities to be carried out in collaboration with this association:

- A specific website containing all tourism relevant information for wine tourism in Armenia shall become the number one platform for promotion of the wine-route and the main businesses linked to it;
- Brand development of “wine tourism in Armenia”;
- Integration of wine-tourism in the national tourism strategy (including social media, TV, radio, print media, events, etc.):
- Creation of a map of wine bars and resellers in the capital;
- Host and content management of the website;
- Communication of wine-tourism in Armenia to specific wine bloggers, influencers and experts in the field;
- Production of a wine-route map, information leaflets and books including its distribution in tourist information points in the capital (first step) and in the regions (second step);
- Support with event management related to wine products and experiences.

4. Training:

- Training / organization of master classes for tour guides with regard to the wine route and related products;
- Training to in-house tour guides of the wine producers.

5. Facilitating other topics:

- Customs issues with Russia (tourists who want to bring wine from Armenia to Russia as a souvenir);
- Linking the Georgia wine-route with the Armenia wine-route (long-term objective);
- Distribution / sale / promotion of wine products in regional souvenir shops;
- Support in individual product branding / development / packaging;
- Creation of a network of indirectly involved businesses: linking wine experience with other local products in food and handicrafts;
- Informing wine producers about international and national grants / funding opportunities.

4.3. Gastronomy tourism strategy

As already mentioned above, the creation for specific co-operations and associations is essential also for gastronomy tourism. A certain association can set its own goals and objectives, work with various stakeholders, speak with one voice to the public authorities and eventually receive funds for investment, education, equipment or promotion of its products and services. Moreover, it can more easily collaborate with the tourism industry and its tour operators and travel agents to host guests in their distinctive areas.



1. Creation of a restaurant tourism interest group with integrated quality label:

- Support to the creation of an initial group of restaurants and hotels that can offer distinctive gastronomy experiences, according to a predefined set of quality indicators;
- Linking these restaurants with a certain platform for promotion, periodical meetings (physical or online) for discussing next steps and the promotion strategy;
- Decision-making for the final quality label and support to restaurants to reach the agreed quality goals;
- Expansion of participants of the quality label;
- Creation of a dedicated brochure containing the most important tourist restaurant hotspots including the description of the place, special dishes, opening hours and contact information, etc.
- Support with the upgrade of the menu in terms of content, design, length, variety of dishes, etc.

2. Research and publications:

- Edition of an Armenia master chef journal for national and international use to chefs, marketing agencies, bloggers, tour operators, etc.
- Creation of a data platform collecting information about national recipes, ingredients, cooking methods, stories, locations, etc. to be further used for creating marketing content.

3. Event organization:

- Participation at events about a culinary championship with the presentation at tourism stands within the framework of global food organizations;
- Participation at international culinary food events at the main source markets (UNWTO, Slow Food, national chamber of commerce, etc.).

4. Capacity building:

- Set-up of a unified certification and training system for the gastronomy industry;
- Awareness raising events and campaigns for the importance of gastronomy tourism in an educative form in schools, vocational schools, universities, etc.
- Training to restaurants, chefs, and related staff, etc. about food and service quality, innovation, promotion, networking, etc.

5. Public-private-partnership (PPP):

- Partnerships between public institutions, associations and private businesses are essential when it comes to the development of certain thematic tourism areas. In the case of gastronomy tourism such PPPs could be created with international organizations such as UNWTO, UNESCO, FAO, Slow Food, among others.

4.4. Locations for development

4.4.1. Wine tourism locations

Wine and gastronomy activities are available throughout the country and every location around Armenia has its own specific points of interest, ingredients, ways of cooking, heritage and stories. This is what makes wine and gastronomy tourism so interesting: you can find a unique plate, flavour or taste in every corner of the country, especially in Armenia where many secrets are still hidden, even for the domestic travellers.

This is also the reason why **we recommend to abstain from developing solely certain locations but to apply the strategy and the development philosophy to the whole country.** This regards especially gastronomy tourism based on the fact that agriculture is carried out almost around all Armenia and every small-scale farmer and restaurant are potentially a place to be promoted and visited.

It is certainly different for wine tourism as viticulture is relevant only for certain areas. The wine areas are given and are not subject to extension to other areas on a short-term. Theoretically, more wine areas can be developed; in practice this is a long-term process and is dependent on various factors.

4.4.2. Typologies of supply to be developed

4.4.2.1. Attractions and activities

As explained earlier, there is a distinction between active and passive tourism experiences, especially when it comes to wine and gastronomy tourism:



- At an “*active experience*” a visitor can actively participate with activities such as cooking, tasting, creating, etc.
- At a “*passive experience*” a visitor typically listens, looks, learns and participates without interfering physically.

In the following, the upgrade of existing as well as the introduction of new attractions and activities with regards to wine tourism in Armenia is listed.

However, it is important that the tourism product “wine tourism in Armenia” also offers certain highlights, these are distinctive experiences which are considered as the ultimate travel motivation. Such highlights could be the visit at an ancient wine cave with multi-sensorial activities.

a) Upgrade of activities:

Active experiences:

- Visits at wineries for school kids, young adults and university students for education purposes;
- Wine tours organized by tour operators and travel agents;
- Tour guides shall be more focused on knowledge about wine, destinations, traditions, vines and methods used in the Caucasus;
- Upgrade of experiences and services at dedicated wine festivals.

Passive experiences:

- Wineries: wineries that are open for visitors should upgrade their activities such as
 - o sommelier courses;
 - o wine degustations in combination with local food tastings.
- Wine bars and restaurants shall make an effort to further focus on locally produced wines, combining it with local dishes and organize their own events and promotion packages.

b) Introduction of new activities

Active experiences:

- Wineries: wineries that are open for visitors could develop new activities such as a
 - o wine treasure hunt (ideal for family visitors);
 - o relax, retreat, yoga, wellness activities (ideal for couples);
 - o the existing rooms could be rented out for seminars, business meetings, incentive events that are then connected to wine tasting experiences (ideal for business travelers and groups);
 - o wine making and cooking master classes;
 - o wine making and cheese making as well as connection to other agricultural products such as nuts, fruits, etc.
 - o visits to the manual making of wine barrels, wine glasses and bottles, and other equipment that is used for viticulture. These are important activities in order to reach out to the larger wine value-chain or a territory;
 - o multi-sensorial wine tasting experiences: tasting, drinking, smelling, thinking, writing, touching, listening, etc.
- new experiences can be introduced by wineries in collaboration with tour operators, such as:
 - o wine and biking;
 - o wine and trekking;
 - o wine and picnic;
 - o painting courses in the vineyards;
 - o organization of wine events covering several wine making villages.

Passive experiences:

- Areni wine cave: at present, the Areni wine cave is accessible but the location does not offer any specific service or experience. The wine cave shall be well managed by a specific entity, in the best case with the opening of a **national wine museum**. Such a museum can host archaeological artefacts, history of wine, historical wine making equipment, educational services for school kids, a wine making show room, wine tastings, etc. In addition, certain events could also be organized in the wine cave / museum, such as an ancient wine fest. Such a fest would thematically focus on the ancient times with



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proper costumes, proper jars made from terracotta, and other specific ancient features. A best practice for the museum and the ancient wine fest is the Musée gallo-romain de Saint-Romain-en-Gal – Vienne in France.

- Red hill wine caves: similar experiences as suggested for the Areni wine cave could be developed, in order to create an itinerary of wine caves with different forms of museums (i.e., open air) and services.

► At the moment there is a **Wine history museum of Armenia at Sasunik**, in the Aragatsotn marz⁵². It presents the development of viticulture and winemaking in the Armenian, by artifacts and interpretation coupled with interactive solutions. The objective is to allow the visitors to get an exact idea of millennium-old Armenian culture as a whole. The main exhibition hall presents the chronological stages of the development of wine in Armenia in detail, as well as the relationship of wine with various areas of Armenian history and culture.

► The project proposal foresees a **network of Wine history museum of Armenia**, with:

- The main premise located in Yerevan, where the whole Armenia wine production and history is presented;
- Regional premises, focused on local traditions and presenting local wines, located in each of the five wine regions: Ararat, Armavir, Aragatsotn, Tavush, VAYots Dzor.

4.4.2.2. Accommodation

The network of accommodation facilities does not require any special services or experiences when it comes to the combination with wine tourism. Most often, the wineries are local in rural areas. Hence, accommodation facilities should also be available in these remote areas of the country. However, wineries with accommodation in established wine tourism countries such as Italy, France, or Austria are usually quite charming with upper service level that enhance the wine experience.

Wineries shall be incentivized to open their own accommodation structure, offering rooms and beds to visitors with a certain service quality standard for a **peculiar Armenian wine accommodation**.

4.5. Gastronomy tourism locations

As partly mentioned under chapter 4.2., gastronomy is varied throughout Armenia and the development of solely specific locations for culinary experiences would not benefit the whole potential of the country.

Certainly, some areas are known for specific agricultural products which are used as specific ingredients in local dishes but there shall not be a hierarchy in relevance of the culinary heritage. Therefore, **we consider the whole territory of Armenia as locations for gastronomy tourism**.

4.5.1. Typologies of supply to be developed

4.5.1.1. Attractions and activities

Gastronomy tourism is a vast sector and can be linked to an uncountable number of experiences, attractions and activities, depending on the creativity of the territorial actors and stakeholders. However, given the current standing of Armenia as an emerging tourism destination, the gastronomy sector is in need of developing a few but specific highlights.

These highlights are understood as the ultimate motivations for a traveller to come to Armenia for experiencing its culinary heritage. This could be a specific event, a multi-sensorial and multi-activity museum/space, or anything else that is considered a major attraction.

a) Restaurants

Restaurants and bars are most often the first touchpoint of visitors with local food and beverages. There is hardly any doubt on the quality of the food that is served in these places. However, in order that restaurants

⁵² [Wine history museum of Armenia](#)



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are in the circle of tourism relevant places some kind of partnership among the restaurants is useful. It is clear that not all restaurants and bars of a country will be able to join a certain association / cooperation / partnership.

Nonetheless, we can assume that in a short-term period at least a considerable number of restaurants and bars would be willing to join a group of interest with common objectives and ideas to be more accessible to visitors. Such a group could decide to introduce a certain **quality label with predefined standards of food and service quality**. This could further include a standardized menu (with specific information), chef and waiter service quality, and promotion with the help of an online platform and a brochure. In addition, restaurants could also be certified as “**national wine of excellence**” places if they focus on the tasting, sale and promotion of the country’s best wine labels.

b) Events

There is already a considerable amount of food events going on in Armenia as pointed out in chapter 3.1.2. The events have specific topics such honey, tea, coffee, pumpkin, edible plants, beer and wine. The activities feature mainly the showcasing and sale of these products in different forms as well as tastings. It is recommended that the existing events further focus on elaborating an educational program for the youth and schools and most importantly on creating new activities that are related to active experiences (as explained with the example for wine tourism, chapter 4.2.1.1).

c) Food and beverage making experiences

Gastronomy tourism is not only about eating, drinking and tasting local food and beverages but also about getting active and learning about local traditions and way of preparing dishes and products. Therefore, it is recommended that such “food and beverage making workshops” are being developed by restaurants, bars, farmers, barkeepers, food experts and chefs. These workshops can then further be promoted to tour operators and travel agents who connect the actor with the visitors.

Typical food making workshops that could be carried out in Armenia shall include:

- cheese, butter, yoghurt, milk;
- bread, lavash;
- oil;
- jam, sweets and pastries, honey, nuts, dried fruits;
- sausages and other processed meat products.

Typical beverage making experiences that could be carried out in Armenia shall include:

- fruit juices;
- industrial beer and artisan beer;
- spirits and distilled alcoholics such as vodka and brandy;
- liquors;
- tea.

For the above-mentioned workshops and experiences, it is important that breweries and distilleries are involved. Such places are interesting for visitors and shall get prepared for opening their doors to show how the alcoholic beverages are produced. This could then turn into experiences about beer tourism or vodka tourism, similarly to what is proposed for wine tourism.

In order to include the larger supply chain of breweries and distilleries, those companies or farmers that are responsible for the supply of ingredients (vegetables, grain, herbs, fruits, sugar, etc.) shall be integrated into the creation of certain visits, experiences and workshops.

4.5.2. Marketing and promotion recommendations

4.5.2.1. Marketing and promotion

Every tourism niche product needs a specific marketing and promotion strategy. In the following we differentiate between online and offline marketing activities for eno-gastronomy tourism:

a) Online and web-based marketing activities:



- Creation of a dedicated website for wine tourism in Armenia, featuring the locations and businesses, its activities, event calendar, and other news
- Integration of specific information, features, tours, activities, locations, etc. about gastronomy tourism experiences onto the existing tourism marketing website (Armenia.travel)
- Creation of specific eno-gastronomy tourism brochures for digital dissemination
- Specific social-media campaigns (paid, unpaid, viral, etc.)
- E-mail marketing strategy

b) Offline marketing activities:

- Participation at international tourism fairs and promotion of niche tourism products
- Dissemination of printed brochures
- Participation at dedicated international wine and gastronomy fairs with specific wineries and chefs for show-cooking at events
- Collaboration with international travel magazines and travel guides for special features
- Opening of mobile tourist information centers at the airport, in Yerevan city center and other crucial tourism hotspots of the country

c) Other strategic marketing measures

- Collaboration with national and international airline carriers for strategic marketing alliances
- Organization of FAM tours for journalists, bloggers, tourism professionals
- Organization of promo-road-shows at key source markets, especially for incoming tour operators and travel agents

4.5.2.2. Festival and events

There is already a considerable list of dedicated eno-gastronomy festivals and events going on in Armenia at the moment. Most of these events are directed at domestic visitors and do not receive big coverage in international marketing channels. It is recommended to be more active at international eno-gastronomy fairs as well as at specific wine and food fairs.

These events can often be used as a platform for tourism, such as:

- Slow Food Terra Madre event in Italy
- UNWTO Wine Tourism Conference
- National Geographic Food Fest
- Specific wine industry fairs around the world

5. SUSTAINABILITY RECOMMENDATIONS

5.1. Enhancing economic benefits

Tourism has a significant socio-economic impact on the entire country. In order to enhance the economic benefits of eno-gastronomy tourism at the community, regional and national level, the following steps should be considered:

- Create eno-gastronomy tourism experiences at local, regional, national levels based on existing activities which will promote touristic visits to those places.
- For developing tourism in the rural zones the development of critical infrastructure is necessary.
- Involve investments in different touristic projects, which will create jobs, increase life-balance of people in different regions.
- Organization of festivals based on eno-gastronomy in different regions which will increase the socio-economic activities of that regions.

► The action plan foresees several actions that regard the above mentions recommendations. This includes the **development of a general rural tourism development strategy**, diversification of experiences and activities within the gastro and wine product, introduction of quality standards, among many others.



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5.2. Preventing socio-cultural problems and encouraging community involvement

In order to enhance the socio-cultural benefits of eno-gastronomy tourism at the community level the following steps should be considered:

- Tourism shall contribute to the preservation and protection of rural communities, small-scale farming businesses, culinary traditions and practices;
- Community members (farmers, accommodation providers, restaurants, etc.) should be engaged in decision making processes in their communities regarding the planning of tourism development in their destinations.

► The action plan foresees several actions that regard the above mentions recommendations. This includes **awareness raising for the many opportunities, increasing skills and capacities, creation of dedicated associations and local or regional tourism product governance models** in collaboration with the relevant municipalities and regional government.

5.3. Manpower planning

The plan assumes the qualification of relevant tourism operators a pre-requisite for achieving above described social and economic benefits.

► The action plan therefore dedicates broad attention to the **support and creation of: unified certification and training system, vocational school system and TVET, installation of training facilities, capacity building**, among others.

5.4. Legislation

The valorization of the gastro and wine tourism niche might be favored by the adoption of proper legislation, which is considered in the present report.

► The action plan foresees the **review of current laws** on the production of wine and spirits or other alcoholic beverages, legalization of certain business and skills certificates, definition of quality standards, upgrade of the tourism law to integrate proper tourism visitor data collection and statistics system.

5.5. Investment policies and incentives

Building on the experience of other international destinations, the development of the gastro and wine tourism niche might benefit from the provision of dedicated micro-grants.

► The action plan foresees **financial aids to stimulate youth, women and residents' participation**, along with business support in finding investment opportunities, business support in finding export partners, among others.

5.6. Organization and management of the tourism niche

The implementation of the action plans rely on the collaboration of key stakeholders, which include, besides the Ministry of Economy with the Tourism Committee, the Ministry of Education, Science, Culture and Sport, the Ministry of Agriculture, and others.

► The establishment of **dedicated gastro and wine business interest groups** shall be incentivized, supported and guided by the public sector entities, with the TC playing a leading role.

With regard to wine routes particularly, but non only, following international practice, such as those described in Assignment 1.1 - *Comparative analysis of best known/functional international DMOs models*, some factors have been identified for its success⁵³:

1. Strong tourism marketing organization;
2. Cooperation between tourism and wine industry bodies;
3. Focused target marketing and communications;
4. Branding and image enhancement;
5. Packaging

⁵³ Getz, D. (2000). *Explore wine tourism: management, development & destinations*. Cognizant Communication Corporation.



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- ▶ A way of institutionalize such business interest groups is providing **support to the establishment of wine routes**, which in some cases – where wine crafts the identity of the area - **might evolve in a DMC**.

Wine routes organized as DMC

Besides examples already provided in Assignment 1.1, see also the case of [VisitNapaValley DMC](#), or that of [Barrada Wine Route](#) in Portugal, that was created at the end of the '90s by joined effort of for major regional city councils, the Bairrada Wine Commission, regional and national tourism commission and the local Economic Development Commission⁵⁴.

All route members (wineries) should have quality wines and friendly and knowledgeable staff to ensure service quality for visitors, in order to ensure good reputation and repeat visits. Most importantly, it is necessary to have good-quality wine as visitors, come to wineries primarily for the wine, although friendly and knowledgeable staff, and meeting owners and winemakers, are also considered part of the appeal.

- ▶ This can be facilitated by the **development of major events** which focus the attention of the key organizations involved in the delivery of wine tourism⁵⁵.

Although the tasting of wine is the *raison d'être* of any route, this feature alone is unlikely to sustain tourism growth

- ▶ Wine tourism authorities (or the DMC) should provide **marketing intelligence for the wineries**, organizing activities and events such as wine fairs and contests, developing promotion/communication plans, conducting research, developing criteria for the selection of members and creating tour packages. Moreover, they should **combine wine with other complementary activities**, such as local gastronomy, culture and heritage, biking, etc.

6. CLIMATE CHANGE VULNERABILITY ASSESSMENTS AND RECOMMENDATIONS-PROJECTS FOR THE DESTINATION

Armenia is one of the vulnerable countries facing various impacts of climate change. According to the Fourth National Communication on Climate Change, it is projected to raise the temperature in the country up to 4.7°C by 2100 and reduce annual precipitation (-8.3%). Tourism is significantly affected by heavy precipitation, floods, droughts and heat waves. In Armenia these phenomena increased during the recent decades.

On May 13, 2021, the Government of Armenia adopted Resolution 749-L "On Approving National Climate Change Adaptation Action Plan (NAP) and List of Measures for 2021-2025". The list of measures incorporates the development of RA draft Government Decree "On Approving Climate Change Adaptation Program in Sector of Tourism". The document has been developed and discussed with general public. It incorporates adaptation measures for the tourism sector, including gastro and wine tourism. The document guides the implementation of climate change adaptation measures in the tourism sector, enabling the identification, addressing and review of adaptation needs, issues, priorities and necessary resources.

According to the draft Governmental Decree "On Approving Climate Change Adaptation Program in Sector of Tourism", tourism destinations growing wine and agricultural products are particularly subject to climate change. Cold waves are also deeply affecting cultivated lands. Increasing temperature and low level of precipitation results in droughts, do indeed directly affect the wine and gastro niche. Floods are also periodically registered in the major tourism destinations including Areni, Meghri and other important and/or emerging tourism destinations for gastro and wine tourism. Snowstorms are also potentially influence harvesting.

According to the above-mentioned National Communication, lack of data on tourism sector is a major barrier to assess the vulnerability of the tourism sector to climate change impacts.

The list of adaptation measures for the period of 2023-2027 are proposed by the draft Government Decree "On Approving Climate Change Adaptation Program in Sector of Tourism". The measures include various

⁵⁴ Correia, L., & Ascensão, M. (2006). Wine tourism in Portugal: The Bairrada wine route. *Global wine tourism: Research, management and marketing*, 242-254.

⁵⁵ Hashimoto, A., & Telfer, D. J. (2003). Positioning an emerging wine route in the Niagara region: Understanding the wine tourism market and its implications for marketing. *Journal of Travel & Tourism Marketing*, 14(3-4), 61-76.



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activities such as capacity building or needs assessments for different stakeholders, infrastructure development for key touristic destinations, etc.

The impacts of climate change are being felt much more acutely now, and food systems and agriculture are critical to climate resilience and mitigation⁵⁶. A milestone on food and climate change is the **Koronivia Joint Work on Agriculture**(KJWA), a landmark decision under the United Nations Framework Convention on Climate Change (UNFCCC). The KJWA decision recognizes the unique potential of agriculture in tackling climate change, addressing six interrelated topics on soils, nutrient use, water, livestock, methods for assessing adaptation, and the socio-economic and food security dimensions of climate change across the agricultural sectors⁵⁷.

It appears that agriculture focused on climate change has a 10:1 return on investment. Innovation in agriculture is critical to meet the climate goals set by the Paris Convention.

- ▶ Although main interventions on this topic (e.g. crop productiveness, technologic advancement etc.) are this outside the scope of project, the Action Plan foresees sectorial innovation on introduction of **quality standards** for food and wine productions, **capacity building** for farmers and wine producers, **research on wine and culinary heritage**, support in activation of **export channels** and detection of **international opportunities** to enhance sector competitiveness.

⁵⁶ https://unfoundation.org/blog/post/cop-27-qa-food-systems-agriculture-in-a-time-of-global-crisis/?gclid=Cj0KCQiAiJSeBhCCARIsAHnAzT_i_aHJR2oNAGpNIfuDQJgvZWcF7vYxxWEzUsFeIATGxKJp0EfBju0aAqGJEALw_wcB

⁵⁷ The decision resonates with FAO's core mandate to eliminate hunger, food insecurity and malnutrition, reduce rural poverty, and make agriculture, forestry and fisheries more productive and sustainable. It has not been formally adopted by member states, but is an ongoing topic of discussion at COP annual conferences. African countries in particular are pushing for Koronivia to be formally institutionalized, but developed economies are pushing back, in part to keep costs down.



7. TIME SCHEDULE

Strategic objective	Specific objective	Key action	Years												
			1	2	3	4	5	6	7	8	9	10			
1. Creation of a competitive and sustainable portfolio of eno-gastronomy tourism products	1.1 Increase collaboration of wine and gastronomy businesses with the tourism sector value-chain	1.1.1 Creation of a wine business group of interest with specific objectives and goals		☐											
		1.1.2 1.1.2 Creation of a wine and gastronomy interest group			☐										
	1.2 Creation of eno-gastronomy activities and experiences	1.2.1 Creation of the first wine-route in Armenia					☐								
		1.2.2 Organize study tours for eno-gastronomy actors to best practice destinations		☐											
	1.3 Increase quality levels of wine and gastronomy tourism	1.3.1 Introduce quality standards for wine and gastronomy tourism			☐										
	1.4 Increase capacities of actors in the eno-gastronomy sector	1.4.1 Capacity building for wineries, tour guides and operators for wine and gastronomy tourism			☐										
		1.4.2 Capacity building for small-scale farmers and related companies				☐									
	2. Assurance of the market visibility and accessibility of such portfolio	2.1 Adopt effective marketing, promotion and dissemination activities	2.1.1 Enhance research and publications about the wine and culinary heritage of Armenia		☐										
2.1.2 Implementation of marketing and promotion activities				☐											
2.1.3 Introduce signage and site interpretation				☐											
2.2 Enhance international visibility and consumption of Armenian wine and gastronomy products		2.2.1 Organise the participation at international wine fairs and events					☐								
		2.2.2 Linking Georgia with Armenian wine route			☐	☐	☐	☐							
3. Promote positive impacts on host community and Armenian economy		3.1 Linking wine experiences with other local products of food and handicraft	3.1.1 Raise awareness about wine and gastronomy tourism opportunities				☐								
	3.1.2 Link wine and gastronomy tourism to the creative			☐											
	3.2 Create a wine and gastronomy education concept	3.2.1 Set-up of a unified certification and training system for the gastronomy industry		☐											
		3.2.2 Vocational school system and TVET for gastronomy		☐											
		3.2.3 Installation of training facilities for business owners, chefs, and other workers			☐										
4. Update the institutional and regulatory framework for gastro and wine tourism development	4.1 Update and facilitate laws	4.1.1 Review of current laws on wine production and export opportunities			☐										
		4.2 Support in foreign investment attraction			☐										
	4.3 Regulate the tourism statistics collection	4.2.1 Support in finding investment opportunities with international funding			☐										
		4.2.2 Support in finding export partners for their products				☐									
5. Improve the physical appearance and basic infrastructure of gastro and wine destinations	5.1 Improve the physical appearance of gastro and wine destinations	4.3.2 Implement visitors and residents' satisfaction surveys		☐											
		5.1.1 Move gas pipelines underground					☐								
	5.1.2 Improve gastro and wine related market facilities along the main roads						☐								
	5.2 Provide basic infrastructure to gastro and wine destinations	5.2.1 Improve transport infrastructure towards key gastro and wine destinations						☐							
		5.3 Improve the basic infrastructure of gastro and wine destinations	5.3.1 Improve public utilities at key gastro and wine destinations						☐						
	5.3.2 Introduce road signage and signs with site interpretation at key gastro and wine destinations								☐						

Table 7: Gastro & Wine Action Time Schedule



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ANNEX 1 – Details of actions

1. Creation of a competitive and sustainable portfolio of eno-gastronomy tourism products

1.1. Increase collaboration of wine and gastronomy businesses with the tourism sector value-chain

1.1.1. Creation of a wine and gastronomy business interest group

Action 1.1.1.	Creation of a wine and gastronomy business interest group
Strategic objective	1. Creation of a competitive and sustainable portfolio of eno-gastronomy tourism products
Specific objective	1.1 Increase collaboration of wine and gastronomy businesses with the tourism sector value-chain
Description	Set-up of a business association for wine and gastronomy around the country
Key activities	<ul style="list-style-type: none"> - Awareness raising among wineries, restaurants, farming companies about the importance of collaboration - Strategic meetings with potential members - Preparation of an action plan of the associations for the first and second years
KPIs	<ul style="list-style-type: none"> - 20 wineries are part of the interest group within 1 year - 50 restaurants are part of the interest group within 1 year¹
Subject responsible	Regional authorities, municipalities, TC
Key stakeholders involved	Wineries, restaurants, DMOs,
Source of funding	No relevant fund needed
Time frame	Year 1
Recommendations	<ul style="list-style-type: none"> - Members should be representative from all regions of Armenia - It should consider on-going projects, such as as DiVine group, DiVine Group, which operates several wine bars and restaurants in Yerevan and promotes Armenian wines in Armenia, France, and United States. It also owns In Vino, a hip wine bar in Yerevan that is pioneering Armenia's wine drinking culture.

1.1.2. Creation of a wine and gastronomy tourism committee

Action 1.1.2. Creation of a wine and gastronomy tourism committee	
Strategic objective	1. Creation of a competitive and sustainable portfolio of eno-gastronomy tourism products
Specific objective	1.1 Increase collaboration of wine and gastronomy businesses with the tourism sector value-chain
Description	Set-up of a wine and gastronomy tourism committee which decides together about the future of eno-gastronomy tourism in Armenia
Key activities	<ul style="list-style-type: none"> - Organization of a round-table discussion with wine and gastro associations, farmer associations, DMOs, Ministries, key tourism stakeholders, etc. - Preparation of an action plan of the committee for the first and second year of operation - Setting of goals to achieve for the first two years of operation - Awareness raising work among the industry
KPIs	- 10 different participating groups within the first years
Subject responsible	TC
Key stakeholders involved	Wineries, restaurants, DMOs, business associations, tour operators, tour guides, Ministry of Economy, regional authorities
Source of funding	No relevant fund needed
Time frame	Year 1
Recommendations	Members should be representative from all regions of Armenia



1.2. Increase collaboration of wine and gastronomy businesses with the tourism sector value-chain

1.2.1. Creation of the first wine-route in Armenia

Action 1.2.1. Creation of the first wine-route in Armenia	
Strategic objective	1. Creation of a competitive and sustainable portfolio of eno-gastronomy tourism products
Specific objective	1.2 Creation of eno-gastronomy activities and experiences
Description	The first members of the wine tourism association decide to collaborate and mutually work for promoting wine tourism along the wine route
Key activities	<ul style="list-style-type: none"> - Selection of members to form the first wine-route of Armenia - Decision for the wine route itineraries - Decision-making about key infrastructure necessities such as signage, maps, etc. - Presentation and discussion with wine specific tour operators for packaging experiences - Implementation of a website and related marketing and communication activities, with specific regard to social media marketing, trade and press marketing
KPIs	<ul style="list-style-type: none"> - FAM tour organized - 10 national tour operators are interested and have created wine tour packages
Subject responsible	TC
Key stakeholders involved	Wineries, DMOs, business associations, tour operators, tour guides, Ministry of Economy, regional authorities
Source of funding	Ministry
Time frame	Year 2
Recommendations	<ul style="list-style-type: none"> - The wine-route is a tourism product of interest to all wine regions of the country - As for other examples worldwide, it might evolve in sub-wine routes specialized in some destinations/itineraries, such as the Areni wine route - The management of the wine route can be attributed to the regional DMO which might build its image and strategic focus on wine tourism and related services and products - It can be considered: <ul style="list-style-type: none"> o Sign agreement with Iter Vitis of the European Council Cultural Routes for international visibility o Application for the inscription in the European Cultural Routes related to gastronomy o Apply for the inscription of food and beverage products on the UNESCO intangible cultural heritage list



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1.2.2. Organize study tours for eno-gastronomy actors to best practice destinations

Action 1.2.2.	Organize study tours for eno-gastronomy actors
Strategic objective	1. Creation of a competitive and sustainable portfolio of eno-gastronomy tourism products
Specific objective	1.2 Creation of eno-gastronomy activities and experiences
Description	Eno-gastronomy actors, such as wineries, restaurants and tour operators as well as tour guides visit best practice destinations
Key activities	<ul style="list-style-type: none"> - Selection of best practice destinations such as in Georgia, Turkey, Portugal or Italy - Fund raising for the payment of travel for Armenian participants - Visit of destinations with capacity building and on-hands experience
KPIs	- 10 actors have participated in the study tour
Subject responsible	TC
Key stakeholders involved	Wineries, restaurants, DMOs, business associations, tour operators, tour guides, Ministry of Economy, regional authorities
Source of funding	No relevant fund needed
Time frame	Year 2
Recommendations	Members should be representative from all regions of Armenia

1.3. Increase quality levels of wine and gastronomy tourism

1.3.1. Introduce quality standards for wine and gastronomy tourism

Action 1.3.1. Introduce quality standards for wine and gastronomy tourism	
Strategic objective	1. Creation of a competitive and sustainable portfolio of eno-gastronomy tourism products
Specific objective	1.3 Increase quality levels of wine and gastronomy tourism
Description	Eno-gastronomy actors shall participate in a process in order to increase the quality levels of wine and food products that are promoted to international tourists
Key activities	<ul style="list-style-type: none"> - Definition of goals that are feasibly achievable in terms of quality levels - Collaboration with wine and gastronomy actors that are active members of the interest groups - Decision-making process together with the wine and gastronomy tourism committee - Benchmark analysis of wine and restaurant quality levels - Linking of restaurants with farming companies and small-scale producers to reduce the logistical distances of transport for products - MoU with relevant ministries and actors about its responsibility to increase quality levels of products
KPIs	<ul style="list-style-type: none"> - A communication platform for all relevant actors has started - 50 agricultural products for quality level increase have been selected
Subject responsible	TC
Key stakeholders involved	Ministry of Economy, Wineries, restaurants, business associations
Source of funding	No relevant fund needed
Time frame	Year 3
Recommendations	Members should be representative from all regions of Armenia

1.4. Increase capacities of actors in the eno-gastronomy sector

1.4.1. Capacity building for wineries, tour guides and operators for wine and gastronomy tourism

Action 1.4.1. Capacity building for eno-gastronomy actors	
Strategic objective	1. Creation of a competitive and sustainable portfolio of eno-gastronomy tourism products
Specific objective	1.4 Increase capacities of actors in the eno-gastronomy sector
Description	Eno-gastronomy actors shall benefit from a nationwide capacity building program
Key activities	<ul style="list-style-type: none"> - Skills gap analysis eno-gastronomy actors such as wineries, restaurants, businesses offering gastronomy experiences, including tour operators and tour guides - Creation of specific modules for capacity building for customer service, restaurant services - Modules about how to plan/organize/manage/conduct an active eno-gastronomy experience - Implementation of capacity building modules
KPIs	<ul style="list-style-type: none"> - Creation of 20 different capacity building modules in the first years - 100 relevant companies participated at the trainings in the second year
Subject responsible	TC
Key stakeholders involved	Wineries, restaurants, business associations, Ministry of Economy
Source of funding	Public sector
Time frame	Year 2-4
Recommendations	Participating companies should be representative from all regions of Armenia

1.4.2. Capacity building for small-scale farmers and related companies

Action 1.4.2. Capacity building for farmers	
Strategic objective	1. Creation of a competitive and sustainable portfolio of eno-gastronomy tourism products
Specific objective	1.4 Increase capacities of actors in the eno-gastronomy sector
Description	Small-scale farmers and related companies need to be aware of the strategic linkage and the opportunities with the tourism sector
Key activities	<ul style="list-style-type: none"> - Skills gap analysis of family farming companies - Creation of specific modules for capacity building about sustainable agriculture, reduction of pesticides, utilization of natural fertilizers, business management, collaboration with the wineries and restaurants, etc. - Modules about how to plan/organize/manage/conduct an active eno-gastronomy experience; - Implementation of capacity building modules
KPIs	<ul style="list-style-type: none"> - Creation of 10 different capacity building modules in the first years - 100 relevant farming companies participated at the trainings in the second year
Subject responsible	TC
Key stakeholders involved	Ministry of Economy, Farming companies that are relevant for wineries and restaurants
Source of funding	Public sector
Time frame	Year 2-4
Recommendations	Participating companies should be representative from all regions of Armenia



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2. Guarantee the market visibility and accessibility of such a portfolio

2.1. Adopt effective marketing, promotion and dissemination activities

2.1.1. Enhance research and publications about the wine and culinary heritage of Armenia

Action 2.1.1. Enhance research and publication about wine and gastronomy	
Strategic objective	2. Guarantee the market visibility and accessibility of such a portfolio
Specific objective	2.1 Adopt effective marketing, promotion and dissemination activities
Description	Research and relevant publications about eno-gastronomy in Armenia hardly exist, such a process is important to understand the real potential and create the documentation about facts
Key activities	<ul style="list-style-type: none"> - Create a team of national researchers for endemic products, dishes, ingredients, etc. - Creation of a data platform to store the research findings - Publication of an Armenian master chef journal - Transform research findings into content for marketing and promotion
KPIs	<ul style="list-style-type: none"> - Creation of 20 different capacity building modules in the first years - 100 relevant companies participated at the trainings in the second year
Subject responsible	TC
Key stakeholders involved	Wineries, restaurants, business associations, Ministry of Economy
Source of funding	Public sector
Time frame	Year 2-3
Recommendations	Participating companies should be representative from all regions of Armenia

2.1.2. Implementation of marketing and promotion activities

Action 2.1.2. Implementation of marketing and promotion activities	
Strategic objective	2. Guarantee the market visibility and accessibility of such a portfolio
Specific objective	2.1 Adopt effective marketing, promotion and dissemination activities
Description	A marketing strategy for eno-gastronomy is necessary to adopt various activities for international promotion
Key activities	<ul style="list-style-type: none"> - Elaboration of a decent marketing and promotion strategy for eno-gastronomy tourism in Armenia - Participation at specific tourism wine and gastronomy events with selected national actors - Online marketing: Create a dedicated wine and gastronomy experiences website, separately; including the opening and management of social media channels; e-mail marketing strategy; - Offline marketing: creation of specific brochures, a wine-route map with gastronomy highlights, etc.
KPIs	<ul style="list-style-type: none"> - Website about wine tourism in Armenia is online after 1 year - 10 international events have been selected; - 5 different wine and gastronomy tourism brochures have been created and translated into 3 languages for the main source markets
Subject responsible	TC
Key stakeholders involved	Wineries, restaurants, business associations, Ministry of Economy
Source of funding	Public sector
Time frame	Year 2-5
Recommendations	Participating companies should be representative from all regions of Armenia

2.1.3. *Introduce signage and site interpretation for wineries, gastro-yards and specific gastronomy destinations*

Action 2.1.3.	Introduce signage and site interpretation for wineries, gastro-yards and specific gastronomy destinations
Strategic objective	2. Guarantee the market visibility and accessibility of such a portfolio
Specific objective	2.1 Adopt effective marketing, promotion and dissemination activities
Description	Signage and site interpretation are lacking in Armenia, a logical system of signs along the main tourism routes in Armenia are necessary
Key activities	<ul style="list-style-type: none"> - Collaboration with an international expert company for tourism signage - Integration of the wine and gastronomy tourism routes in the country product route strategy - Content and GPS coordinates for all relevant destinations are elaborated and ready for the signage design - Implementation of the strategy and installation of signs along the main roads - Research about site interpretation at specific destinations about wine and gastronomy
KPIs	<ul style="list-style-type: none"> - 5 main routes of tourism products have been selected, wine and gastronomy have been integrated - Content and GPS coordinates are ready for 50% of the destinations within the first 2 years of project implementation
Subject responsible	TC
Key stakeholders involved	Wineries, restaurants, business associations, Ministry of Economy
Source of funding	Public sector
Time frame	Year 4-6
Recommendations	Participating regions should be representative from all regions of Armenia



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2.2. Enhance international visibility and consumption of Armenian wine products

2.2.1. Organise the participation at international wine fairs and events

Action 2.2.1. Participation at specific international wine and food fairs	
Strategic objective	2. Guarantee the market visibility and accessibility of such a portfolio
Specific objective	2.2 Enhance international visibility and consumption of Armenian wine and gastronomy products
Description	The international presentation and sale of dedicated products increase the overall awareness of the destination Armenia as an attraction for wine and gastronomy
Key activities	<ul style="list-style-type: none"> - Selection of relevant wine and food product fairs - Fund raising for the participation of selected wineries and gastronomy producers - Collaboration with national and regional chamber of commerce for wine and agricultural products - Participation at international contests for wine and food quality
KPIs	<ul style="list-style-type: none"> - Website about wine tourism in Armenia is online after 1 year - 10 international events have been selected; - 5 different wine and gastronomy tourism brochures have been created and translated into 3 languages for the main source markets
Subject responsible	TC
Key stakeholders involved	Wineries, restaurants, business associations, Ministry of Economy
Source of funding	private sector with contribution from public
Time frame	Year 1-5
Recommendations	Participating companies should be representative from all regions of Armenia

2.2.2. Linking Georgia with Armenian wine route

Action 2.2.2. Linking Armenia with the Georgian wine route	
Strategic objective	2. Guarantee the market visibility and accessibility of such a portfolio
Specific objective	2.2 Enhance international visibility and consumption of Armenian wine and gastronomy products
Description	Georgia has achieved considerable results with respect to wine and gastronomy tourism. Armenia should benefit from the Georgian reputation and link its wine routes for international tourists
Key activities	<ul style="list-style-type: none"> - Collaborate with the Georgian Tourism Board and the actors especially along the Georgian wine route - Organize a meeting with Georgian and Armenian enologists and wineries to discuss about potential collaboration - Organize a meeting with Georgian and Armenian tour operators and guides specialized on wine tours for further collaboration - MoU between Georgian and Armenian wine regions as well as tourism boards
KPIs	<ul style="list-style-type: none"> - 10 tour operators from both countries decide to collaborate - 10 wineries in 2 wine regions sign the MoU
Subject responsible	TC
Key stakeholders involved	Wineries, DMOs, tour operators
Source of funding	Private sector
Time frame	Year 2-4
Recommendations	Integrate regional and international tour operators from key source markets



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3. Increase the economic impact of eno-gastronomy tourism

3.1. Linking wine experiences with other local products of food and handicraft

3.1.1. Raise awareness about wine and gastronomy tourism opportunities

Action 3.1.1. Raise awareness about wine and gastronomy tourism opportunities	
Strategic objective	3. Promote positive impacts on host community and Armenian economy
Specific objective	3.1 Linking wine and gastronomy experiences with other local products of food and handicraft
Description	Wine and gastronomy tourism are hardly known in Armenia, an awareness raising campaign is needed to catch the people's attention
Key activities	<ul style="list-style-type: none"> - Online awareness raising campaign about the benefits of eno-gastronomy tourism for the country, especially for rural regions - Create strategic partnership with business leaders in wine, gastronomy and tourism - Organise awareness raising activities with business leaders in wine, gastronomy and tourism to motivate rural actors as suppliers and actors - Implement a wine and gastronomy tourism opportunity road show in schools and universities
KPIs	<ul style="list-style-type: none"> - 5 online campaigns - 5 local campaigns in all regions of Armenia - Visit of 100 public schools - The partnership consists of at least 30 strategic leaders
Subject responsible	TC
Key stakeholders involved	Ministry of Education, Regional authorities
Source of funding	Public sector and foundations
Time frame	Year 1-3
Recommendations	

3.1.2. Link wine and gastronomy tourism to the creative industries

Action 3.1.2.	Link wine and gastronomy tourism with the creative industries
Strategic objective	3. Promote positive impacts on host community and Armenian economy
Specific objective	3.1 Linking wine and gastronomy experiences with other local products of food and handicraft
Description	The cultural and creative industries are an important cross-sector which is an extension of the tourism value-chain and can involve many additional workers
Key activities	<ul style="list-style-type: none"> - Conduct research about the culture and creative sector in Armenia - Conduct a product design study for the improvement of creative souvenirs with food and wine elements - Create a nationwide association of artisans and handicraft workshops that is willing to collaborate with the tourism sector - Create a business match-making platform for artisans and wine/food businesses
KPIs	<ul style="list-style-type: none"> - 100 artisans are members of the new association linking creatives with the culinary tourism sector - 50 artisans have found new ways of collaborating with tourism due to the online platform
Subject responsible	TC
Key stakeholders involved	Regional authorities, Ministry of Economy, private sector
Source of funding	Public sector
Time frame	Year 3-5
Recommendations	Data collection is important at the beginning.

3.2. Create a wine and gastronomy education concept

3.2.1. Set-up of a unified certification and training system for the gastronomy industry

Action 3.2.1.	Set-up of a unified certification and training system for the wine and gastronomy industry
Strategic objective	3. Promote positive impacts on host community and Armenian economy
Specific objective	3.2 Create a wine and gastronomy education concept
Description	Education and proper training facilities are the prerequisite for a successful wine and gastronomy tourism industry
Key activities	<ul style="list-style-type: none"> - Evaluation of the existing certification and training system - Analysis about the current legislation and laws with regards to education and training - Benchmark analysis of such systems in successful countries - Elaboration of a nationally unified certification of workers in the sector - Creation of a nationwide training system
KPIs	-
Subject responsible	TC
Key stakeholders involved	Ministry of Education, Regional authorities, private sector
Source of funding	Public sector
Time frame	Year 5-7
Recommendations	Explore international best practice about this action

3.2.2. Vocational school system and TVET for gastronomy

Action 3.2.2. Vocational school system and TVET for gastronomy	
Strategic objective	3. Promote positive impacts on host community and Armenian economy
Specific objective	3.2 Create a wine and gastronomy education concept
Description	Wine and gastronomy must be regulated as a profession in different sector
Key activities	<ul style="list-style-type: none"> - Evaluation of existing vocational school system for enology and gastronomy - Analysis about the current legislation and laws with regards to education and training - Benchmark analysis of such systems in successful countries - Elaboration of a nationally unified syllabus for professions such as chef, enologist, wine maker, etc. - Awareness raising of professions in the wine and gastronomy sector in schools and universities
KPIs	-
Subject responsible	TC
Key stakeholders involved	Ministry of Education, Regional authorities, private sector
Source of funding	Public sector
Time frame	Year 5-7
Recommendations	Explore international best practice about this action



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3.2.3. Installation of training facilities for business owners, chefs, and other workers

Action 3.2.3.	Installation and creation of training facilities
Strategic objective	3. Promote positive impacts on host community and Armenian economy
Specific objective	3.2 Create a wine and gastronomy education concept
Description	Physical training facilities for the certification, training, education, and vocational schools are needed for creating the next generations of wine and gastronomy tourism experts
Key activities	<ul style="list-style-type: none"> - Evaluation of existing potential training facilities for specific professions in wine and gastronomy in urban and rural areas - Upgrade of existing training facilities - Construction of new buildings for training facilities
KPIs	3 -4 training facilities are built throughout Armenia
Subject responsible	TV
Key stakeholders involved	Ministry of Education, Regional authorities, private sector
Source of funding	Public sector
Time frame	Year 5-7
Recommendations	Explore international best practice about this action

4. Provision of institutional support for eno-gastronomy tourism development

4.1. Update the institutional and regulatory framework for gastro and wine tourism development

4.1.1. Review of current laws on wine production and export opportunities

Action 4.1.1. Review of current laws on wine production and export opportunities	
Strategic objective	4. Update the institutional and regulatory framework for gastro and wine tourism development
Specific objective	4.1 Update and facilitate laws on the production, taxation and export of wine and gastronomy products
Description	The legislation for the production of wine, spirits, beers, liquors and other alcoholic beverages shall be reexamined in favour of an increased production
Key activities	<ul style="list-style-type: none"> - Review of the existing legislation of the production of wine, spirits, beers, liquors and other alcoholic beverages - Evaluation of impact of an increase of production of certain products - Review of taxation of the production, sale, export and distribution of alcoholic products - Creation of beneficial changes to the legislation to facilitate production, sale and export of wine, spirits and beers
KPIs	- Update of legislation in favour of alcohol producing companies
Subject responsible	TC
Key stakeholders involved	Regional authorities, private sector
Source of funding	Not needed
Time frame	Year 1-3
Recommendations	

4.2. Support in foreign investment attraction

4.2.1. Support in finding investment opportunities with international funding

Action 4.2.1, Support in finding investment opportunities with international funding	
Strategic objective	4. Update the institutional and regulatory framework for gastro and wine tourism development
Specific objective	4.2 Support in foreign investment attraction
Description	Wineries and other alcohol producing companies as well as gastronomy businesses that are relevant for tourism development shall receive support for more investment
Key activities	<ul style="list-style-type: none"> - Review of current investment support and business opportunity programmes - Upgrade of business support programmes, in particular for wine and gastronomy companies - Support with international funding opportunities, special loan schemes and project grants for investment
KPIs	- Update of legislation in favour of alcohol producing companies
Subject responsible	TC
Key stakeholders involved	Ministry of Economy, Regional authorities, private sector
Source of funding	Public sector
Time frame	year 2-5
Recommendations	



4.2.2. Support in finding export partners for their products

Action 4.1.3. Support in finding export partners and additional sales opportunities	
Strategic objective	4. Update the institutional and regulatory framework for gastro and wine tourism development
Specific objective	4.2 Support in foreign investment attraction
Description	Exporting wine and gastronomy products are an important business also for raising awareness for local products internationally
Key activities	<ul style="list-style-type: none"> - Installation of a coalition of the ministry, the chamber of commerce and leading businesses in the sector - Creation of an international group of interested markets in wine and gastronomy products from Armenia for a strategic marketing approach - Review of current alcohol and gastronomy export legislation, challenges and upgrade for additional opportunities;
KPIs	TC
Subject responsible	
Key stakeholders involved	Chambers of Commerce, Regional authorities, private sector
Source of funding	TBD
Time frame	Year 3-6
Recommendations	

4.3. Regulate the tourism statistics collection

4.3.1. Implement visitors and residents' satisfaction surveys

Action	4.3.1 Implement visitor and resident satisfaction surveys
Strategic objective	4. Update the institutional and regulatory framework for gastro and wine tourism development
Specific objective	4.3 Regulate the tourism statistics collection
Description	Set up a system to monitor the visitors' and residents' satisfaction level
Key activities	<ul style="list-style-type: none"> Identify specialized research centers for creating customer satisfaction surveys Include residents' survey in the plan Formulate and approve the survey's methodology to be applied at cultural tourism sites among tourists Identify key enogastronomic where surveys have to be applied Organize surveys at enogastronomic sites Engage university students and young researchers at doing surveys Fix the periods for doing surveys Evaluate survey results using various methods and programs, including evaluation of customer satisfaction score and net promoter score of enogastronomic tourism Organize quality research studies of enogastronomic tourism by cooperating with research centers Based on survey results take steps to solve the problems in order to ensure high satisfaction of tourists
Key Performance Indicators	<ul style="list-style-type: none"> Elaboration of a survey in 1 year Organizing a survey in 1 year in every key C&H site
Subject responsible	TC
Key stakeholders involved	<ul style="list-style-type: none"> Ministry of Economy Ministry of Commerce Cultural sites management organizations Research organizations Universities State organs Local government bodies Tourists
Source of funding	Public and private sector
Time frame	Year 4
Recommendations	<ul style="list-style-type: none"> Surveys may be done monthly, quarterly, yearly, depending on the site, cooperating with research organizations Results of the surveys should inform broader tourism actions Surveys should be extended to residents, so as to monitor local satisfaction with tourism

5. Improve the physical appearance and basic infrastructure of gastro and wine destinations

5.1. Improve the physical appearance of gastro and wine destinations

5.1.1. Move gas pipelines underground

Action 5.1.1	Move gas pipelines underground
Strategic objective	Improve the physical appearance and basic infrastructure of gastro and wine destinations
Specific objective	Improve the physical appearance of gastro and wine destinations
Description	The intervention is intended to better physical appearance of gastro and wine destinations. The presence of visible pipelines is not acceptable according to international best practices
Key activities	<ul style="list-style-type: none"> - Selection of pilot areas - Bury gas pipeline at least in tourist areas
KPIs	- Meters of pipelines buried
Subject responsible	Ministry of Economy
Key stakeholders involved	Ministry of Territorial Administration and Infrastructure, Regional authorities, Local Governments
Source of funding	Public sector
Time frame	Year 5
Recommendations	

5.1.2. *Improve gastro and wine related market facilities along the main roads*

Action 5.1.2. Improve gastro and wine related market facilities along the main roads	
Strategic objective	Improve the physical appearance and basic infrastructure of gastro and wine destinations
Specific objective	Improve the basic infrastructure of gastro and wine destinations
Description	The intervention is intended to improve the market stands and facilities for street vendors of gastro and wine products along the main roads of gastro and wine destinations.
Key activities	<ul style="list-style-type: none"> - Analysis of quantity of street vendors of gastro and wine products and number of vending destinations along the main roads - Elaboration of a street-vendor concept and architectural design study - Identification of final vendor destinations - Physical installation of the new market facilities -
KPIs	- Number of market facilities installed
Subject responsible	Ministry of Economy
Key stakeholders involved	Ministry of Territorial Administration and Infrastructure, Regional authorities, private sector, residents
Source of funding	Public sector
Time frame	Year 5
Recommendations	

5.2. Provide basic infrastructure to gastro and wine destinations

5.2.1. Improve transport infrastructure towards key gastro and wine destinations

Action 5.2.1. Improve transport infrastructure towards key gastro and wine destinations	
Strategic objective	Improve the physical appearance and basic infrastructure of gastro and wine destinations
Specific objective	Improve the basic infrastructure of gastro and wine destinations
Description	The intervention is intended to improve road connections towards key gastro and wine destinations
Key activities	<ul style="list-style-type: none"> - Analysis of transportation network serving key gastro and wine destinations - Specification of key interventions - Implementation of interventions
KPIs	- Kms of roads improved
Subject responsible	Ministry of Economy
Key stakeholders involved	Ministry of Territorial Administration and Infrastructure, Regional authorities, private sector, residents
Source of funding	Public sector
Time frame	Year 5
Recommendations	

5.3. Improve the basic infrastructure to gastro and wine destinations

5.3.1. Improve public utilities at key gastro and wine destinations

Action 5.3.1. Improve public utilities at key gastro and wine destinations	
Strategic objective	Improve the physical appearance and basic infrastructure of gastro and wine destinations
Specific objective	Improve the basic infrastructure of gastro and wine destinations
Description	The intervention is intended to improve local connections within key gastro and wine destinations
Key activities	<ul style="list-style-type: none"> - Analysis of public utilities serving key gastro and wine destinations - Specification of key interventions, including electricity, gas and water supply; waste disposal, digital infrastructures - Implementation of interventions
KPIs	- Number of interventions
Subject responsible	Ministry of Economy
Key stakeholders involved	Ministry of Territorial Administration and Infrastructure, Regional authorities, private sector, residents
Source of funding	Public sector
Time frame	Year 5
Recommendations	

5.3.2. Introduce road signs and signage with site interpretation at key gastro and wine destinations

Action 5.3.2.	Introduce road signs and signage with site interpretation at key gastro and wine destinations
Strategic objective	Improve the physical appearance and basic infrastructure of gastro and wine destinations
Specific objective	Improve the basic infrastructure of gastro and wine destinations
Description	The intervention is intended to give detailed information about the gastro wine destinations along the connecting roads, and site interpretation at the key destinations.
Key activities	<ul style="list-style-type: none"> - Elaboration of a logical framework, languages, material, design, and creation of content for the signs - Exact definition of locations for the signs - Installation of the signs
KPIs	- Number of interventions
Subject responsible	Ministry of Economy
Key stakeholders involved	Ministry of Territorial Administration and Infrastructure, Regional authorities, private sector, residents
Source of funding	Public sector
Time frame	Year 5
Recommendations	