

ՀԱՅԱՍՏԱՆԻ ԱՄԵՐԻԿԱՆ ՀԱՄԱԼՍԱՐԱՆ
Էկոտուրիզմը Հայաստանում

AMERICAN UNIVERSITY OF ARMENIA
ECOTOURISM IN ARMENIA

ՀԱՄԱԺՈՂՈՎ
Ապրիլի 15, 2017

CONFERENCE
April 15, 2017

ace.aua.am/ecotourism

9:00 – 10:00	Registration <i>AUA Main Building (MB) Entrance</i>				
	Exhibition Hall (all day) <i>Large Auditorium entrance lobby, MB</i>				
10:00 – 10:50	Opening Session <i>Large Auditorium, MB (Armenian and English)</i> <p>Welcome Remarks Armen Der Kiureghian, President, American University of Armenia</p> <p>Armenia’s Economic Future, Tourism, and the Role of Ecotourism Artsvik Minasyan, RA Minister of Nature Protection</p> <p>A Village Offering Value to the World and Prospering by It Robert Ghukasyan, Founder, Timeland Foundation</p>				
11:00 – 11:45	12:00 – 12:45	13:00 – 13:45	14:00 – 14:45	15:00 – 15:45	16:00 – 16:45

National Policy and Solutions

ECOTOURISM AND NATIONAL POLICY <i>Large Auditorium, MB (Arm and Eng)</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Khachik Hakobyan, RA Deputy Minister of Nature Protection Arthur Khachatryan, RA Deputy Minister of Territorial Administration Sevak Hovhannisyanyan, Partner, EV Consulting <p>MODERATOR: Zarmine Zeitountsian, Chair, RA National Tourism Committee</p>	FUNDING OPPORTUNITIES TO SUPPORT ECOTOURISM DEVELOPMENT <i>Large Auditorium, MB (Arm and Eng)</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Karen Karapetyan, National Coordinator, TJS Zorair Kirakosian, Field Operations Director, TRDP, AUA Arman Vermishyan, National Coordinator, CNF Araksya Isakhanyan, Armenian Territorial Development Foundation Karen Gevorgyan, Deputy Executive Director, SME DNC <p>MODERATOR: Isabella Sargsyan, Program Director, Eurasia Partnership Foundation</p>	<p>Lunch</p>	ECOTOURISM HUBS AS MARKETS FOR ORGANIC PRODUCE <i>Large Auditorium, MB (Arm and Eng)</i> <p>SPEAKER: David Muckenhuber, Team Leader, Austrian Development Agency/ OASI</p> <p>DISCUSSANT: Armen Harutyunyan, RA Deputy Minister of Agriculture</p>	ROLE OF PROTECTED AREAS IN NATIONAL ECOTOURISM STRATEGY <i>Manoogian Hall, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Karen Manvelyan, Director, WWF-Armenia Arman Vermishyan, CNF Karen Karapetyan, TJS Nune Hakobyan, Khosrov Forest State Reserve Samvel Zhamharyan, Dilijan National Park Lusine Baghdasaryan, Zangezur Biosphere Complex <p>MODERATOR: Siranush Galstyan, WWF</p>	MARKETING AND BRANDING OF ARMENIA’S ECOTOURISM POTENTIAL <i>Room 113W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Zarmine Zeitountsian, RA National Committee on Tourism Karen Manvelyan, WWF Vahagn Sargsyan, RA Ministry of Nature Protection Vladimir Grigoryan, AATA Hrachuhi Barseghyan, AUA <p>MODERATOR: Armine Melik-Israelyan, GIZ</p>
---	--	---------------------	--	---	---

		<p>Lunch</p>	PROMOTING TOURISM: THE SCIENCE BEHIND STORYTELLING <i>Room 113W, PAB</i> <p>SPEAKER: Hamazasp Danielyan, Smithsonian Institute</p> <p>DISCUSSANT: Robert Ghukasyan, Timeland Foundation</p>	BUILDING A COORDINATED NATIONAL HIKING SYSTEM <i>Large Auditorium, MB (Arm and Eng)</i> <p>SPEAKER: Oscar Alvarado, Consultant, Hovnanian Foundation</p> <p>DISCUSSANT: Arsen Gasparyan, WWF</p>	JOINING FORCES TO CREATE HIKING NETWORKS AND LINKING TO REGIONAL AND LOCAL COMMUNITIES <i>Large Auditorium, MB (Arm and Eng)</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Vazgen Galstyan, Jermuk Development NGO Gor Iskandaryan, “Arm Up Hiking” NGO Njdedh Andreas, Hikers.am Gevorg Gasparyan, Armenian Hikers’ Association Vahagn Vardumyan, Trans-Caucasian Trail Tigran Chibukhchyan, Yenokavan Development Foundation <p>MODERATOR: Oscar Alvarado, Hovnanian Foundation</p>
--	--	---------------------	---	--	---

Regional Potential and Capacity + Standards

CROSS-BORDER TOURISM <i>Room 113W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Karen Karapetyan, TJS Gayane Mkrtchyan, Program Manager, Eurasia Partnership Foundation Siranush Vardanyan, Co-founder and Chairwoman, ARK Ecological NGO Davit Dilanyan, Mkrtich Dallakyan, Aida Atabekyan, Youth Cooperation Center of Dilijan NGO <p>MODERATOR: Artur Ghazaryan, Youth Cooperation Center of Dilijan NGO</p>	TOUR GUIDES: STANDARDS AND TRAINING <i>Room 113W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Lia Bakhshinyan, President, Armenian Guides Guild Lusine Saghatelyan, Kasa Foundation <p>MODERATOR: Zhanna Galyan, President, Armenian Ecotourism Association</p>	<p>Lunch</p>	NATURAL MONUMENTS, COMMUNITY-BASED ORGANIZATIONS AND BUSINESSES <i>Room 114W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Karen Manvelyan, WWF Aram Aghasyan, RA Ministry of Nature Protection <p>MODERATOR: Mikayel Hovhannisyanyan, Program Manager, Eurasia Partnership Fund</p>	NATURE-BASED TOURISM: ECOTOURISM CENTERS <i>Room 114W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Eva Martirosyan, Sun Child, FPWC Mamikon Ghasabyan, Armenian Society for the Protection of Birds Sergo Soghoyan, Mets Sepasar Tourism Center <p>MODERATOR: Hovhannes Ghazaryan, UNDP Armenia</p>	NATURE-BASED TOURISM: BIRDS <i>Room 114W, PAB</i> <p>SPEAKER: Karen Aghababayan, AUA Acopian Center for the Environment</p> <p>DISCUSSANT: To be announced</p>
	SYUNIK ECOTOURISM CORRIDOR: CREATING LOCAL LINKS <i>Room 214W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Siranush Vardanyan, Bridge project Martiros Nalbandyan and Ramaz Gokhelasvili, Support Programme for Protected Areas – Armenia, KfW Representative of IDeA Foundation <p>MODERATOR: Arthur Alaverdyan, WWF</p>		TAVUSH-SEVAN CORRIDOR: CREATING LOCAL LINKS <i>Room 214W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Tom Allen, TCT Vahagn Vardumyan, TCT Ashot Davtyan, Armhiking NGO Gorik Avetisyan, Zikatar Environmental Center Tigran Keryan, Dilijan Community Center <p>MODERATOR: Hayk Gabrielyan, TRDP-Ijevan, AUA</p>	ARARAT-VAYOTS DZOR CORRIDOR: CREATING LOCAL LINKS <i>Room 214W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Hripsime Atoyan, Young Biologists Association Samvel Geghamyan, Bezoar NGO Arus Nersisyan, Gnishik Foundation <p>MODERATOR: Argishti Mikaelyan, Greens Union of Armenia, Vayk</p>	NORTHERN ECOTOURISM CORRIDOR: CREATING LOCAL LINKS <i>Room 214W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Hayk Khachikyan, Akhtala Mayor Lilit Asatryan, Founder, Armenian Young Women’s Association NGO Nelly Sedrakyan, Head, SOSE NGO Irina Israelyan, Director, Alaverdi Iris B&B <p>MODERATOR: Anahit Ghazanchyan, Country Director, Heifer International-Armenia</p>

	TRAINING: FIRST-AID PREPAREDNESS FOR TOURISM <i>Room 114W, PAB</i> <p>TRAINER: Spartak Hovhannisyanyan, ARMHKING Tourism Center NGO</p>	<p>Lunch</p>	ECOTOURISM AS A TOOL FOR BIODIVERSITY RESEARCH AND CONSERVATION <i>Room 313W, PAB</i> <p>SPEAKER: Lusine Aghajanyan, Young Biologists Association</p> <p>DISCUSSANT: To be announced</p>	MAPPING ECOTOURISM ROUTES AND DESTINATIONS <i>Room 313W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Armine Harutyunyan & Ani Givargizyan, RRISEP, “Spatial Analysis of Tourist Destinations” (topic) Armine Harutyunyan & Ani Givargizyan RRISEP, “Opportunities for Development of Agritourism in Vayots Dzor” (topic) <p>MODERATOR: Sean Reynolds, AUA</p>	B&B STANDARDS IN ARMENIA <i>Room 114W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Ophelie Petrosyan, Armenian B&B Association President Alina Ghazaryan, Chiva B&B <p>MODERATOR: Zhanna Galyan, President, Armenian Ecotourism Association</p>
--	--	---------------------	--	---	---

Local Potential and Capacity + Standards

FESTIVALS: DO’S AND DON’TS <i>Manoogian Hall, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Nune Manukyan, Director, Areni Fest Foundation Hasmik Baghranyan, Director, “Armenia on the Crossroads of Peace” International folk festival Arthur Harutyunyan, SunChild International Environmental Festival Razmik Sargsyan, Ecotourism Festival, Young Biologists Association <p>MODERATOR: Karine Panosyan, 1000 Years of Village Life festival</p>	SUSTAINABLE HARVEST AND TRADITIONAL FOOD <i>Manoogian Hall, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Rita Martirosyan, Director, Ritea Armenia (OASI beneficiary) Sedrak Mamulyan, President, Development and Maintenance of Armenian Culinary Traditions NGO Lusine Gharajyan, Advisor, Integrated Biodiversity Management South Caucasus, GIZ Tatevik Vardanyan, 1000Leaf Project, AEN and AUA joint initiative <p>MODERATOR: Anna Yeritsyan, ICARE</p>	<p>Lunch</p>	ASSET-BASED COMMUNITY DEVELOPMENT <i>Manoogian Hall, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Vahe Darbinyan, Smithsonian Institute Levon Mkrtchyan, GIZ (Permaculture in Apaven Community) Tigran Chibukhchyan, Yenokavan Development Foundation Arthur Zakaryan, Director, Haylendz Eco Village Tigran Tsaturyan, Director, Agrolog (OASI beneficiary) <p>MODERATOR: Sevak Hovhannisyanyan, EV Consulting</p>	RURAL TOURISM: TOOLS FOR IDENTIFYING LOCAL POTENTIAL <i>Room 113W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Arman Valesyan, UNDP Armenia Varduhi Sargsyan, UNDP Armenia <p>MODERATOR: Nora Mirzoyan, World Bank</p>	EXERCISE ECOTOURISM <i>Room 313W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Sona Nahapetyan, Coordinator, Yerevan Half Marathon Aharon Khachatryan, Amateur Cycling Federation of Armenia Emma Petrosyan, Boo Mountain Bike Park <p>MODERATOR: Ashot Davtyan, Armhiking NGO</p>
LOCAL EXPERIMENTS IN MARKETING FOR ECOTOURISM <i>Room 114W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Robert Matevosyan, Kapan, Syunik Emilia Martirosyan and Nick Pittman, Margahovit Youth Club, Lori, Kristine Hovsepian, ATP Aghunik Hazryan, Aregnadem, Shirak Aren Ghulijanyan, Koghb, Tavush <p>MODERATOR: To be announced</p>			NATURE-BASED TOURISM: EXPERIENCE OF TOURISM IN PROTECTED AREAS <i>Room 314W, PAB</i> <p>SPEAKER: Eva Martirosyan, FPWC</p> <p>DISCUSSANT: Artur Grigoryan, EcoRight NGO</p>	ANCIENT RECIPES, SECRETS, POTIONS, BALMS: BRINGING HISTORY TO LIFE <i>Room 413, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Varti Qeshishyan, Head, International Relations Department, Matenadaran Lilith Martirosyan, Director of Marketing and Sales, Nairian Nelli Avetisyan, Director, Verde Pharm <p>MODERATOR: Natella Mirzoyan, AUA</p>	BEEES, HONEY, AND TOURISTS <i>Manoogian Hall, PAB (Arm and Eng)</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Wilfred Muis, PUM Expert George Tabakyan, “Honey.am” Telman Nazaryan, “Nectar” Beekeepers Union NGO <p>MODERATOR: Anna Yeritsyan, ICARE</p>

		<p>Lunch</p>		ADVENTURE TOURISM <i>Room 314, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Armen Sargsyan, “Sky Club” Paragliding in Armenia Mkhitar Mkhitarayan, Up The Rocks Director Samvel Shahinyan, Chair, Geology and Biosafety, NUACA Hayk Mikaelyan, Gardman Tour <p>MODERATOR: Vazgen Galstyan, Jermuk Development NGO</p>	
--	--	---------------------	--	--	--

Matchmaking and Networking

		<p>Lunch</p>	ONLINE ARMENIAN PLATFORMS <i>Room 414W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Sargis Aghayan, Ecotour.am Tigran Tshorokhyan, Eli.am Vladimir Grigoryan, AATA <p>MODERATOR: Aram Keryan, EPIC, AUA</p>	TOUR OPERATORS AND ECOTOURISM: CONNECTING LOCALS TO OPERATORS <i>Room 414W, PAB</i> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Milena Sargsisyan, Head, Incoming Department, Geographic Travel Shushan Sargsyan, Manager, Green Way Travel Ruben Grigoryan, Director, Rumea Tempting Trips Club Vladimir Grigoryan, Director, DA Tours Susanna Aghababayan, Director, Eden Tour <p>MODERATOR: Karine Davoyan, Director, Union of Incoming Tour Operators of Armenia</p>	
--	--	---------------------	--	---	--

17:00 – 18:00	Closing Session <i>Large Auditorium, MB (Armenian and English)</i> <p>Key Takeaways on National Policy and Solutions Key Takeaways on Regional Capacity and Potential Key Takeaways on Local Capacity and Potential Key Takeaways on Standards and Quality Assurance</p>
---------------	--