

# 3-րդ ամենամյա համաժողով Էկոտուրիզմը Հայաստանում

## AMERICAN UNIVERSITY OF ARMENIA 3<sup>rd</sup> Annual Conference on Ecotourism in Armenia

Conference working language is Armenian  
Some session will have Armenian-English simultaneous translation

Շաբաթ, ապրիլի 14, 2018 | Saturday, April 14, 2018  
ace.aua.am/ecotourism



9:00 – 17:00 **Registration (open all day)**  
AUA Main Building (MB) Entrance

**Exhibition Hall (all day)**  
Large Auditorium entrance lobby, MB

10:00 – 10:30 **Opening Remarks**

Large Auditorium, MB (Armenian and English simultaneous translation)

Welcome by Dr. **Armen Der Kiureghian**, President, American University of Armenia  
**Mr. Artsvik Minasyan**, Minister, RA Ministry of Nature Protection  
**Ms. Zara Zeitountsyan**, Chair, RA State Tourism Committee  
**Mr. Alen Amirkhanian**, Director, AUA Acopian Center for the Environment

10:30 – 10:45

**Mr. Artak Grigoryan**, Head of the Department of Tourism, Ministry of Culture, Youth Affairs and Tourism, Republic of Artsakh

Topic	11:00 – 11:45	12:00 – 12:45	13:00 – 13:45	14:00 – 14:45	15:00 – 15:45	16:00 – 16:45
<b>THEME 1</b> National Policy and Regional Efforts to Advance Ecotourism	<b>NATIONAL TOURISM POLICY AND ROLE OF ECOTOURISM</b>  <i>Large Auditorium, MB (Armenian and English simultaneous translation)</i>  – <b>Mekhak Apresyan</b> , RA State Tourism Committee, Deputy Chair – <b>Khachik Hakobyan</b> , Deputy Minister of Nature Protection – <b>Varazdat Karapetyan</b> , Deputy Minister of Territorial Administration – <b>Arman Vermishyan</b> , National Coordinator, CNF – <b>Sisak Mkhitarian</b> , My Armenia Program Chief of Party – <b>Arman Valesyan</b> , Project Coordinator, Integrated Rural Tourism Development  <b>MODERATOR:</b> – <b>Alen Amirkhanian</b> , Director, AUA Acopian Center for the Environment	<b>DIGITAL PLATFORMS IN ARMENIA: ALIGNING EFFORTS FOR BIGGER IMPACT</b>  <i>Large Auditorium, MB (Armenian and English simultaneous translation)</i>  – <b>Astghik Chaplin</b> , Head of Marketing and PR, RA State Tourism Committee – <b>David Kartashyan</b> , Programme Expert, GIZ – <b>Gayane Araquehyan</b> , Product Lead, Visit Armenia – <b>Tigran Tshorokhyan</b> , Co-founder & CEO at Ell.am – <b>Njdech Andreas</b> , Director, Adventures.am  <b>MODERATOR:</b> – <b>Diana Avetyan</b> , Founder, Morgan	<b>PROGRESS IN INTEGRATING PROTECTED AREAS IN TOURISM</b>  <i>Large Auditorium, MB (Armenian and English simultaneous translation)</i>  – <b>Karen Manvelyan</b> , Director, WWF – <b>Arsen Gasparyan</b> , WWF – <b>Aram Aghasyan</b> , RA Ministry of Nature Protection – <b>Tigran Abgaryan</b> , Director of Ecotour LLC – <b>Vahagn Sargsyan-Abovyan</b> , RA Ministry of Nature Protection – <b>Artur Khalatyan</b> , RA Ministry of Nature Protection – <b>Sevak Baloyan</b> , RA Ministry of Nature Protection  <b>MODERATOR:</b> – <b>Alen Amirkhanian</b> , Director, AUA Acopian Center for the Environment	<b>REGION: ARMAMVIR, ARAGATSOTN, SHIRAK</b>  <i>Large Auditorium, MB</i>  – <b>Karen Badishyan</b> , Head of Department of Development Programs, Tourism and Analysis, Shirak Marz – <b>Artak Farzadyan</b> , Lake Arpi National Park – <b>Tigran Tsaturyan</b> , Director, Agrolog – <b>Lilit Martirosyan</b> , Director of Marketing and Sales, Nairian – <b>Gayane Grigoryan</b> , Director, Geological Museum  <b>MODERATOR:</b> – <b>Gagik Gabrielyan</b> , American University of Armenia	<b>REGION: ARARAT, VAYOTZ DZOR, SYUNIK</b>  <i>Large Auditorium, MB</i>  – <b>Lusine Baghdasaryan</b> , Zangezur Biosphere Complex – <b>Lily Torosian</b> , Khosrov Forest State Reserve – <b>Arusiak Mikaëlian</b> , “Gnishik” Protected Landscape – <b>Sargis Aghayan</b> , Young Biologists Association – <b>Ruzan Ghazaryan</b> , Director, “Ashkhatank ev hayrenik” NGO – <b>Armen Samvelyan</b> , Deputy Head, Meghri Community  <b>MODERATOR:</b> – <b>Gagik Gabrielyan</b> , American University of Armenia	<b>REGION: LORI, TAVUSH, AND GEGHARKUNIK</b>  <i>Large Auditorium, MB</i>  – <b>Tatevik Sargsyan</b> , IDEA, Dilijan Community Development – <b>Karen Balyan</b> , Head of Tourism, Youth and Culture Department, Chambarak Municipality – <b>Lilit Apujanyan</b> , Program Coordinator, SME DNC – <b>Inga Harutyunyan</b> , Haghartsin Development, Pahapan Development Foundation – <b>Ashot Davtyan</b> , Vice President, TCT – <b>Vazgen Khachikyan</b> , Director, Lori Renaissance Foundation – <b>Arpine Hakobyan</b> , NGO Center, Bicycle & Village Tourism  <b>MODERATOR:</b> – <b>Alen Amirkhanian</b> , Director, AUA Acopian Center for the Environment
	<b>ORGANIC AGRICULTURE AND CULINARY TOURISM</b>  <i>Room 213W, PAB</i>  – <b>Husik Sargsyan</b> , Economic Development Technical Programme Manager, World Vision Armenia – <b>Karine Sarkissian</b> , Marketing Expert of OASI Project – <b>Anna Avagyan</b> , Arevakar Travel – <b>Sedrak Mamulyan</b> , President, Development and Maintenance of Armenian Culinary Traditions NGO – <b>Mariam Poghosyan</b> , Armenian Young Women’s Association – <b>Gohar Khachikyan</b> , Armenian Young Women’s Association  <b>MODERATOR:</b> – <b>Natella Mirzoyan</b> , American University of Armenia	<b>WINE TOURISM</b>  <i>Manoogian Hall, PAB (Armenian and English simultaneous translation)</i>  – <b>Zaruhi Muradyan</b> , Executive Director, Vine and Wine Foundation of Armenia, Wine Tourism Development Perspectives in Armenia – <b>Silva Atoyan</b> , Programs Manager, EVN Wine Academy/ ICARE, Modern Education and Training Practices for Wine Tourism Development in Armenia: Case of EVN Wine Academy – <b>Vahe Keushguerian</b> , Founder and CEO, WineWorks CJSC, Tourism in a Cube – <b>Areg Khojayan</b> , President, Young Winemakers’ Union, Quality Homemade Wines for Boosting Wine Tourism in Armenia – <b>Marina Mirzabekian</b> , Researcher and Tourism Expert, ICARE, Best Practices of Global Wine Tourism: Implications for Armenia – <b>Simon Jones</b> , My Armenia Program Senior Tourism Specialist, Vice-President of Solimar International, Vayots dzor Wine Route – <b>Ani Manaseryan</b> , Van 777 Wine Making, Ararat Province  <b>MODERATOR:</b> – <b>Aram Babayan</b> , GIZ	<b>AGROTOURISM</b>  <i>Room 213W, PAB</i>  – <b>Haykaz Simikyan</b> , Director, Archut Food, Organic Agrotourism – <b>Garik Paytanyan</b> , Agrotourism in Tavush: Ecotourism Potential of Bard and Adjacent Villages – <b>Arkady Khachikyan</b> , Dried Fruits Production, Yervandashat Village, Armavir – <b>Ani Melkonian</b> , Ecotourism in Karin Village, Aragatsotn, ATP  <b>MODERATOR:</b> – <b>Ruzanna Hayrapetyan</b> , UNDP			
<b>THEME 2</b> Local Wine and Organic Food in Ecotourism	<b>TEACHING FOR ECOTOURISM</b>  <i>Room 114W, PAB</i>  – <b>Venera Abovyan</b> , Teach for Armenia, How to teach to be Eco friendly – <b>Rudolf Harutyunyan</b> , Teach for Armenia, Eco Food and Interaction with Community – <b>Olya Hovhannissyan</b> , Teach for Armenia, Eco Bags Project – <b>Jivan Abrahamyan</b> , Teach for Armenia, Fostering Ecotourism and Community Development – <b>Knara Ter-Hovhannissyan</b> , Teach for Armenia, Teaching and Ecotourism – <b>Irshat Madyarov</b> , TEFL Book, AUA  <b>MODERATOR:</b> – <b>Hripsime Khanzadyan and Irina Manukyan</b> , Teach for Armenia	<b>LOCAL SERVICES: AVAILABILITY, QUALITY, AND FINANCING</b>  <i>Room 114W, PAB</i>  – <b>Sevak Hovhannissyan</b> , Partner, EV Consulting – <b>Marianna Petrosyan</b> , Deputy Executive Director, SME DNC – <b>Ophelie Petrossian</b> , President, Bari Galust – <b>Gagik Aghbalyan</b> , B&B Achajur, Tavush – <b>Susanna Grigoryan</b> , Gyumri B&B – <b>Tsovinar Hakobyan</b> , Trails or Change – <b>Zorair Kirakosyan</b> , Director of Field Operations, AUA Turpanjian Rural Development Program  <b>MODERATOR:</b> – <b>Zorair Kirakosyan</b> , Director of Field Operations, AUA Turpanjian Rural Development Program	<b>GREEN COMMUNITIES AND SUSTAINABLE TOURISM</b>  <i>Room 114W, PAB</i>  – <b>Sabina Hoppe</b> , Waste Management Expert, State of Ostergotland, Sweden – <b>Narine Avetyan</b> , Head of Department of Territorial Investment Policy and Infrastructure Development, MTAD – <b>Astghik Zargaryan</b> , Clean Armenia – <b>Eduard Mesropyan</b> , APPEAR, Sustainable Tourism in Mountainous Countries – <b>Tigran Babayan</b> , APPEAR, Sustainable Tourism in Mountainous Countries – <b>Gagik Sukhudyun</b> (RAU), Transport and food in Ecotourism – <b>Areg Karapetyan</b> , Director, Soluton  <b>MODERATOR:</b> – <b>Astghine Pasoyan</b> , American University of Armenia	<b>TOUR GUIDES: TRAINING AND STANDARDS</b>  <i>Room 114W, PAB</i>  – <b>Sergey Tantushyan</b> , Director, AUA Extension – <b>Lusine Saghatelyan</b> , KASA Foundation – <b>Garnik Sevoyan</b> , Operations Director, and <b>Naira Adamyan</b> , Partnership and Communications Specialist, AGBU Armenian Virtual College – <b>Zaruhi Orbelyan</b> , Deputy Director, Armenian Association of Professional Tourist Guides – <b>Davit Hakobyan</b> , Vice President, Guides from South NGO  <b>MODERATOR:</b> – <b>Areg Karapetyan</b> , Director, Soluton	<b>STUDENT RESEARCH</b>  <i>Room 114W, PAB</i>  – <b>Lusine Margaryan</b> , MNP Intern, Research Paper on Information Issues in Developing Ecotourism in Armenia – <b>Narek Sahakyan</b> , Social and Cultural Impact of Tourism on the Development of Regions (Lori Marz Example) – <b>Tigran Yengibaryan</b> , Assessment of the Natural Resource Potential of the Hrazdan Region in the Context of Sustainable Tourism Development – <b>Elena Vedovello</b> WWOOF-ing, as an Opportunity for Ecotourism in Armenia, UWC – <b>Diana Martirosyan</b> , Equestrian Ecotour, Faculty of Tourism, Russian-Armenian University  <b>MODERATOR:</b> – <b>Norayr Benohanian</b> , American University of Armenia	
<b>THEME 3</b> Local Readiness to Host Ecotourists (Language, Food, Lodging, Transport, Green Communities, Tour Guides)	<b>HIKING, BIKING, HORSE-BACK RIDING AND TRAILS</b>  <i>Manoogian Hall, PAB (Armenian and English simultaneous translation)</i>  – <b>Barbra Fitz</b> , GIZ: “Hiking trails” – <b>Ardag Kosian</b> , Hike Armenia – <b>Arman Antonyan</b> , Federation of Cyclists, Amateur Cycling and Sport Tourism – <b>Gagik Sargsyan</b> , Ski Federation of Armenia – <b>Armen Sarkisyan</b> , Paragliding and Kiteboarding in Armenia, Sky Club – <b>Nairi Barseghyan</b> , Ballooning Sports Federation of Armenia – <b>Arno Mosikyan</b> Vahagn Tukharyan, Savage of Sevan, – <b>Tigran Ayvazyan</b> , Para Guide – <b>Tigran Chibukhchyan</b> , Yenokavan Development Foundation  <b>MODERATOR:</b> – <b>Armine Melik-Israelyan</b> , GIZ	<b>SAFETY AND EMERGENCY PREP IN ADVENTURE TOURISM</b>  <i>Room 213W, PAB</i>  – <b>Spartak Hovhannissyan</b> , The Importance of Knowledge of First Aid and Personal Safety for Eco-Tour Guides	<b>ADVENTURE TOURISM</b>  <i>Room 213W, PAB</i>  – <b>Gor Hovhannissyan</b> , Mountainous Tourism – <b>Gevorg Gasparyan</b> , Armenian Hiking Trails Project – <b>Vazgen Galstyan</b> , Jermuk Development Center, Ice Climbing and Rock Climbing – <b>Siranush Vardanyan</b> , ARK Armenia, Hiking Trail Projects in Syunik  <b>MODERATOR:</b> – <b>Vahagn Vardumyan</b> , Transcaucasian Trail	<b>SOCIAL ENTERPRISES IN TOURISM: MEASURING &amp; COMMUNICATING IMPACT</b>  <i>Manoogian Hall, PAB</i>  – <b>Siranush Vardanyan</b> , ARK Armenia, – <b>Robert Ghukasyan</b> , Timeland Foundation – <b>Gohar Matsakanyan</b> , Boheme Café – <b>Liana Sargsyan</b> Youth Program Manager, World Vision Armenia – <b>Arsen Stepanyan</b> , AGBU, Bridge4CSOs  <b>MODERATOR:</b> – <b>Nazareth Seferian</b> , Independent CSR and Social Entrepreneurship Consultant	<b>MAXIMIZING COMMUNITY INVOLVEMENT IN IMPACT TOURISM</b>  <i>Manoogian Hall, PAB</i>  – <b>Tatev Asryan</b> , Project Coordinator, DVV International – <b>Abraham Artashesyan</b> , Deputy Chairman, Communities Finance Officers Association – <b>Vahe Darbinyan</b> , “EU4Tourism: Community-driven Rural Tourism and Cultural Activities in Gegharkunik and Vayots Dzor Marzes” Project Manager, World Vision Armenia – <b>Hovhannes Yeritsyan</b> , Director of Business Development, Sevan Startup Summit  <b>MODERATOR:</b> – <b>Nazareth Seferian</b> , Independent CSR and Social Entrepreneurship Consultant	
<b>THEME 4</b> Outdoor Activities and Adventure Tourism + Social Enterprises, Impact Investment, and Ecotourism	<b>Closing Remarks</b> <i>Large Auditorium, MB</i> <b>Report on Ecotourism in Armenia Social Media Campaign</b>					