

Reporting Agency: UNDP
Country: Armenia

MONITORING ACTION AND STANDARD PROGRESS REPORT¹

No. and title: 00100450, Integrated Rural Tourism Development
Reporting period: 2016-2019 Q2

I. PURPOSE

Implementing Partner: RA Ministry of Territorial Administration and Infrastructure (MTAI)

Responsible Party: UNDP Armenia

Start Date: September 2016

End Date: December 2019

Donor: Russian Federation

Budget: \$3,000,000

SDGs supported by the project: Decent Work and Economic Growth



Integrated Rural Tourism Development Project proposes intervention strategy for creating sustainable income-generating opportunities in 60 rural dwelling places in Armenia as supplemental income source for the local population to bring down the level of poverty, contribute to the equal territorial development and shape conducive environment for the growth. The concept applies integrated approach targeting strong local social networks that explicitly link actors to jointly promote and maintain the economic, social, cultural, natural, and human resources of the localities. The project seeks to build synergistic benefits for the various stakeholders by engaging the local human resources in value creation to combat social exclusion, retain maximum benefits in place and focusing on the requirements, capacities, and values of its people, and ensure sustainable development considering environmental protection.

II. RESOURCES AND FINANCIAL PERFORMANCE

Donor	Total Project Budget	Current Year (2019)			All Years Delivery as of June 2019 (USD)	All Years Delivery rate as of June 2019 (%)
		Annual Budget	Delivery as of June 2019 (USD)	Delivery rate as of June 2019 (%)		
Russian Federation	3,000,000.00	1,597,435.00	927,801.00	58%	2,330,365.92	78%
Total	3,000,000.00	1,597,435.00	927,801.00	58%	2,330,365.92	78%

Co-funding	2017-2019 Q2
Private Sector	\$ 468,424.00
USAID	\$ 60,144.38
SME DNC	\$ 68,717.05
UNDP Integrated Support to Rural Development Project (RF funded)	\$ 60,000.00
UNDP "Future Skills and Jobs for Armenia's Rural Youth" Project	\$ 24,137.21
TOTAL	\$675,276.64

III. RESULTS, PROGRESS, INNOVATIVE AND TRANSFORMATIVE ASPECTS

COMPONENT 1: Planning of sustainable integrated rural tourism

Objective 1.1. Raise the accessibility and sustainable utilization of tourism assets of the community

Results:

- *Inventoried of 954 villages re the Tourism Resources (2017)*
- *Developed Methodology for grading the tourism potential of the destination (agreed with Skolkovo) (2017)*
- *Created Online electronic database "Tourism Resources Management"-TRM (2018)*
- *Prototyped per RA Government (2019)*
- *Created Online electronic database "Community Resources Management"-CRM based on TRM (2019)*
- *3 defined directions of participatory planning of integrated rural tourism development (2018-2019)*

¹ The report shall be evidence-based, short, and informative. Add up information through the monitoring cycles, thus the final report will contain information for all the years. Use the results language i.e., change vis-à-vis the baseline and target informing also about a 'so what' aspect. Financial performance to be indicated based on CDR amount (i.e., actual not committed). A second table on commitments-based delivery is optional. **UNDP Armenia timeline of monitoring action:** Q1 planning – 20 January; Q1 reporting – 15 April; Q2 – 15 July; Q3 – 15 October; Q4 provisional – 15 November; Q4 final – 20 January. Do not delete guidelines from the report. **Distribution and filing:** Atlas/Attachments; UNDP Armenia e-Archive/Project folder; Project Board (Annual SPR; quarterly SPRs are sent to Project Board upon agreement); project files. Report file names are to be kept consistent.

Impact: *The Government of the Republic of Armenia requested to provide for all country tool to support the MTAI in collecting data to manage relationships and interactions with communities intended to improve the efficiency of decision making.*

Community Resource Management (CRM) tool was successfully development on the bases of the Tourism Resources Management tool for the closed user group only. CRM permits to collect, upload, store, manage, analyze and report information provided from different registered users for different periods of time. CRM allows simultaneously provide work permit for more than 900 users with different permission levels. CRM's build in custom surveys and flexible to design custom questionnaires (without quantitative limitations), save them as templates for the future, as well as automatically create links to the database to save the collected information. CRM's analytical tool allows to do advance searches, apply mathematical formula, do comparison etc.

Impact: *In cooperation with the Committee for Tourism of the Ministry of Economy of the RA, the project conducts a market research in Armenia concentrating on the three largest cities - Yerevan, Gyumri and Vanadzor to identify: 1) the dwellers awareness level for the defined cities as domestic (rural) tourism opportunities in Armenia, particularly nearby countryside, 2) the main obstacles to domestic (rural) tourism development.*

Based on findings of the research, set of practical recommendations on strategies to spur domestic (rural) tourism in Armenia will be developed.

Planned:

- to transfer the ownership of the database to the RA Ministry of Territorial Administration and Infrastructure (RA MTAI), issue the report on “Domestic Tourism Potential of Armenia” in the Second Half of 2019.

In the reporting period the project had announced the “Gastro Yards” project co-funding competition. All Armenian citizens who reside in village areas were eligible for the call.

Gastro Yards are unique touristic destinations which aim to promote rural local hospitality, authentic food and beverages. Tourists will have chance to get to know local culture, people and history of Armenia.

123 applications were received out of which the the long-list selection of the successful applicants was done through the established committee member by the representatives of RA MTAI, Tourism Committee of the RA ME, Vine and Wine Foundation of Armenia, Armenian Tourism Federation, 2 representatives of “Bridge” network.

Planned:

- to continue using the defined participatory planning methods with the active involvement of tourism stakeholders, LSGs, Government representatives, etc.

COMPONENT 2: Increase income level through diversification of tourism products and services in the community

Objective 2.1. Support the community to thrive as a tourism destination by diversification of services and developing high quality products

Results

- *Defined 7 rural tourism development directions: value added sustainable solutions, gastro-yards, guest houses, innovations, alternative solutions and technology in tourism, eco-routes, archeological routes, community-based hotels/decentralized hotels (2018-2019)*
- *Accomplished 7 ICC projects (2018-2019)*
- *Initiated 5 Start Me-Up projects (2019)*
- *Conducted 12 training courses and 1 big event (2019)*
- *Launched 9 Gastro Yards (2019)*
- *Trained 182 people (2019)*
- *Planned 7 infrastructure projects (2018-2019)*

Activity 2.1. Capacity building for tourism startups.

In reporting period, the Project continued the series of trainings, workshops to enhance the human capital capacity in the places. The beneficiaries of all initiations within the project were involved in different capacity building activities. 8 Training Sessions in Tavush, Gegharkunik, Shirak & Lori Marzes were held around 8 thematic topics (Local PM4SD, SMM, Market Research, Promotion, Sales, Hospitality

Management, Communication, Presentation Skills) in the result of which 120 participants of the sector were equipped with the new skills.

2nd round of PM4SD was launched in April -June 2019. 18 candidates participated in the 2nd PM4SD – Foundation level where there were representatives of the RA MTAI, Tourism Committee, Yerevan State University-Ijevan Branch, “Bridge” Network, ICC and Start Me-Up applicants and 7 candidates participated in the 1st PM4SD Practitioner Level and those were successful graduates of 1st and 2nd PM4SD Foundation Level. The purpose of this level is to have certified trainers for the industry in Armenia that will illuminate and share their knowledge with other counterparts of the sector.

Ms. Silvia Barbone, an international expert in sustainable tourism and project management, one of the EU experts selected by the European Commission to implement the European Tourism Indicator System (ETIS), visited Armenia for the on-site 2 training sessions and examination of PM4SD-Foundation and Practitioner certification.

The project used the chance of the international expertise and held a public event “Destination: Armenia” with the private sector (ACBA Credit Agricole Bank) where about 130 tourism industry participants managed to hear about the concept of sustainable tourism and the project developed products.

Planned:

- to develop the capacity building scheme depending of feedbacks and needs assessments of the ex-participants and implement
- to organize more FAM tours for tour agencies to the newly developed destinations

Impact: *The Project introduced a learning programme on internationally recognized standards for the sustainable tourism development. Foundation for European Sustainable Tourism (FEST) - accredited by APMG International and delivered by Jlag Europe - conducted series of Project Management for Sustainable Development PM4SD qualification online courses to enhance project management skills in contribution for the Armenia’s tourism industry. The Tourism Committee of the Ministry of Economy of Armenia requested UNDP to provide PM4SD expertise for elaboration of the Country’s Tourism Development Strategy.*

Impact: *The PM4SD approach was of high interest and the Yerevan State University, Ijevan Branch considers piloting the approach in their educational curriculum within “Tourism Management and Cultural Studies” Faculty.*

Activity 2.2. Facilitate access of local tourism startups to seed funding.

“Armenia Innovation Challenge Call (ICC)” Model:

In the reporting period 7 ICC projects are finalized and 4 of them are preparing for the official openings in July 2019 and the remaining 4 are to be finalized by September 2019.

The projects beneficiaries were supported with hands-on trainings on sales and marketing of the products, menu (where needed) and tour products development. A familiarization tour (FAM tour²) and a presentation with the “Bridge” Network tour operators were organized to those new rural destinations to be added in their tour’s packages for tourists.

Planned:

- to finalize the implementation of the rest 4 projects and launch for official opening in August-September 2019;
- to organize one more FAM tour for tour agencies to those new destinations

Impact: *Innovative and successful outcome of the Project is the new approach in cooperation with the private sector in the tourism industry, the so called “Innovation Challenge Call” which is to motivate public and private institutions to expand into the regions and create job places in the villages. ICC is a co-funded initiative, where 60% is covered by the UNDP IRTD Project and 40% is covered by the partnering private company. The model was inherited by the RA Government of Armenia in 2018 and the new subvention procedure was introduced where the government was co-financing 60-40 and 40-60 ratio for economic and social infrastructure development respectively.*

<https://armenpress.am/eng/news/921445/petutyuny-nor-kargov-subvencianer-ktramadri-hamaynqnerum.html>; <https://www.e-draft.am/projects/1422/justification>

² The term FAM stands for Familiarization. The Tours - commonly known as FAM Trips - are trips organized by travel providers (can be a Tour Operator, an Airline, a Hotel Chain, a Tourism Board or other DMOs representing a Destination, etc.) with the purpose of educating about their products & services and promoting them.

“Start Me-Up” Model:

The model was designed by the Integrated Rural Tourism Development project to create sustainable income-generating opportunities in the regions of Armenia as complementary income source to bring down the level of rural poverty, contribute to equal territorial development and shape conducive environment for the sustainable development.

“Start Me-Up” is directed to the new starters of the sector and/or to those that are already started as small entrepreneurs, small family businesses with strong motivation, courage and implementation potential to transform their unique ideas from words into the establishment of sustainable and formal business units that can conquer their niche in the marketplace.

“Start Me Up” is a co-funded project, where up to 60% (max 20,000\$, but 50% as materials or tools) is covered by the Project and 40% by the selected start-up.

In 2019, the following projects were launched:

- “Yeramak Hippodrome” in v. Drakhtik, RA Gegharkunik region
- “Carpet Heritage Museum” in v.Karmirgyugh, RA Gegharkunik region
- “Natural Adventure Park” in v.Hovk, RA Tavush region
- “Debed Co-living and Workation House” in v.Debed, RA Lori Marz
- “Tasty” Gastro Yard and Gastro House in v.Paraqar, RA Armavir Marz

Planned:

- to finalize the implementation of the projects and launch for official opening in August-September 2019;

“Gastro Yard” Model:

In the result of 2018 lessons learned from the pilot “Wine Yards” projects, the project finalized the “Gastro Yard” conceptualized model which is the combination of the oeno-tourism components³.

In 2019 the project organized the opening of the 2 out of 4 piloted “Wine Yards” - Stepanyan’s Gastro Yard in v.Areni, RA Vayots Dzor and one is planned for July in v.Byurakan, RA Aragatsotn Marz.

“Gastro Yard” was opened in Poqr Vedi, a unique concept which aims to bring a new culture into the home-made food representation and rural local hospitality.

In the reporting period of 2019 the target of the Gastro Yards is planned to achieve 30. With this purpose the project announced the “Gastro Yards” co-funding competition in April 2019. All Armenian citizens who reside in village areas were eligible for the call. There were 123 applicants out of which 20+ projects to be selected. To have participatory, transparent and objective selection a committee was gathered membered by the representatives of RA MTAI, Tourism Committee of the RA ME, Vine and Wine Foundation of Armenia, Armenian Tourism Federation, 2 representatives of “Bridge” network.

Planned:

- to transfer the ownership of the wine equipment to the Young Wine Makers Association for three years and later transfer to the beneficiary, in case of successful utilization within the mentioned period by the beneficiary. In case of the failure, the equipment will be transferred to another beneficiary;
- to finalize the list of new Gastro Yards and implement
- to organize the openings of “Byurakan”, “Saghmosavan”, “Tegher”, “Qyamancha” in July-August 2019

Activity 2.3. Rehabilitation of community infrastructure.

Sustainable Guesthouses:

In the reporting period the project supported 2 B&Bs with provision of septic sewerage system as model to be prototyped by the other B&Bs and Guest houses to use it as sustainable sewerage system in rural areas. The B&B and Guest house standard requirements were presented at the public event by the B&B Association.

³Enotourism, oenotourism, wine tourism, or vitourism refers to tourism whose purpose is or includes the tasting, consumption or purchase of wine, often at or near the source in combination with food. Enotourism can consist of visits to wineries, tasting wines, vineyard walks, or even taking an active part in the harvest.

Rehabilitation of community infrastructures:

In the reporting period the following infrastructure initiations are in progress:

- Mineral Water Alcove in v.Bjni, RA Kotayk Marz: the design of the alcove was accomplished and it is in the construction period and planned to complete in August 2019.
- Ditavan Community - Based Boutique Hotel (guesthouse cellar, bakery, restaurant) in v. Ditavan, RA Tavush Marz: the initiation is implemented together with another “Integrated Support to Rural Development” Russian Federation. The big IBT of the construction is accomplished and the construction is launched, it is planned to open the new model of the hospitality in late autumn of 2019.
- Chinchin Community-Based Decentralized Hotel in v.Chinchin, RA Tavush Marz: the initiation is in construction stage and planned to open in early autumn of 2019.
- Scientific and Adventure Tourism Center in v.Kalavan, RA Gegharqunik Marz: the initiation is accomplished and will be officially opened in late July 2019.
- 3 development plans were designed:
- In Armavir Marz: “Taronik Archeological Visitor Center” and “Digital Museum in Metsamor Archaeological Museum-Reserve” and now are at the stage of the approval from the RA Government to process with the implementation. “Taronik Archeological Visitor Center” design was approval by the RA Government but since project cost is overbudgeted and overdue from the planned budget and deadlines, so the Project is negotiating with the Archeological Museum Reserve SNCO to take over the project. At this stage the project supports the museum in upgrading of restrooms and signage of the area.
- “Digital Museum in Metsamor Archaeological Museum-Reserve” is to be accomplished by the end of July the opening of which is planned in August 2019.
- In Ararat Marz: Design of “Dvin Reconstruction and Conservation” was initiated and since it is highly costly from what was budgeted, it is decided to share the design with the RA Government for further consideration in the State Budget. The project will accomplish the area and preservation museum standardized signage which will later serve as a standardized model to passed over to the RA Government to use for such archeological museums in Armenia.
- The construction of the Gavar Tourism R&D Center and IT Hub is launched and planned to accomplish by the late autumn of 2019.
- Tree-planting: IRTD project together with the State Tourism Committee organized tree planting event at Drakhtik. Participants planted 3000 trees during the initiative.
- The house facades were painted in the v. Semenovka, RA Gegharqunik Marz

Planned:

- to finalize the on-going projects by late autumn 2019;
- to organize series of project-end openings

Impact: RA MTAI expressed the readiness of the Government to prototype the successful cases and include into the state budget for further financing and sustainability. It is also discussed to include this model in the new Law on Tourism.

COMPONENT 3: Destination Management

Objective 3.1. Ensure the sustainability of the rural tourism through establishing basic destination management mechanisms.

Results

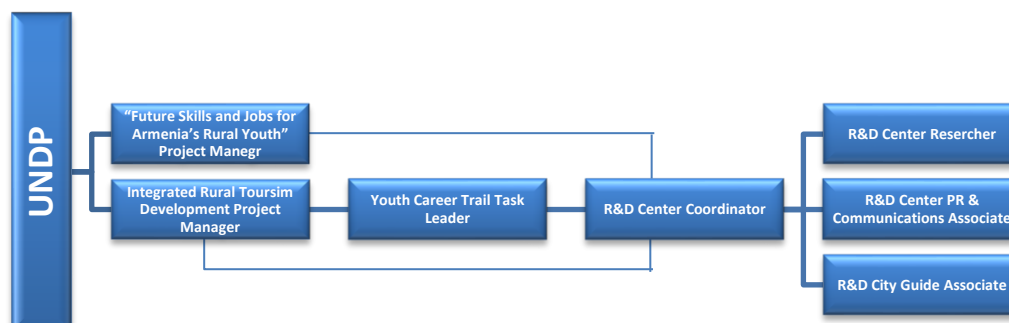
- 1 more Center in South of the country
- Established Synergy with other Russian federation funded project
- Defined 2 main directions of the centers
- 17 job placed youth
- 95 Trained youth

In the reporting period the establishment of the one more Tourism of R&D is initiated in the South part of Armenia in the frames of which there were meetings held with the Syunik and Vayots Dzor Marzpets. And it was decided to establish the R&D Center in Kapan, RA Syunik Marz using the Marzpetaran-Based Model like in Shirak and Vanadzor R&D Centers. The center is planned to launch in September 2019. Other 4 R&D Centers (Shirak, Lori, Vanadzor and Gegharkunik) continue their activities towards sustainability and for that purpose the centers are defined for the strategic 2 main areas of tourism research and promotion. The interns of the centers were equipped with the necessary knowledge and skills of innovative tools in research conduction and promotion in March 2019. After the Youth Career

Trail Internship opportunities, the incumbents were given chance to apply for the newly opened vacancies within the Center’s Organigram (see below).

The IRTD Project established a synergy with another Russian Federation funded project within UNDP “Future Skills and Jobs for Armenia’s Rural Youth” project, that needs empowered staff in each Center, thus it was agreed to recruit the staff under the mentioned project.

Impact: *The Government of the Republic of Armenia, in the face of the RA MTAI and Tavush Marzpetaran requested to support in the development of business plans attracting investment to Tavush Marz by added a service with the Tavush R&D Center.*



With this purpose in the reporting period the project added an Investment Block with the Center and recruited respective Investments Block Coordinator of Tavush Tourism R&D Center under the direct Deputy-Marzpet supervision to ensure an efficient and productive work environment with potential counterparts addressing the issue. In case of success the RA Government will incorporated the model in another RA Marzes.

Impact: *The Tourism Committee of the RA Ministry of Economy reached the project with the request to support in amendment of the RA Law on Tourism that the DMO Models developed by the project to be part of the new Law.*

With this purpose in the reporting period the project recruited a legal company to work on the legislation amendment as support of the initiation.

Planned:

- to launch the opening of the new Syunik R&D Center;
- to finalize the development plans for the Centers’ further sustainability

In the reporting period the project was invited to participate at the “My Step for Ararat Marz”, “My Step for Tavush Marz” “My Step for Syuniq Marz” investment forums, where the IRTD project initiatives and future activities were presented.

Activity/Output	Expected Results	Amount (\$)	Current Year (2019)					
			Planned				Actual	
			Q1	Q2	Q3	Q4	Status	Comments
Activity 1 Planning of Sustainable Integrated Rural Tourism for Pilot Community	• Inventory Database Upgrade (if needed by RA MTAD)	40,000	X 20,000	X 20,000			In the testing stage	To transfer to RA MTAI in Q3
	• Planning and Monitoring	40,000		X 15,000	X 15,000	X 10,000	In process	
Activity 2 Increased income through diversification of tourism products and services in the community	• Establish 26 additional Wine Yards in 5 Marzes to create a homemade wine route for tourists	80,000			X 80,000		In selection Process	
	• Establish 20+ Gastro Yards in cooperation with the B&Bs and Guest houses association of Armenia	80,000			X 80,000		In selection Process	
	• Infrastructure Development (establish 2 more community-based hotels in Ditavan and Drakhtik)	300,000	X 25,000	X 200,000	X 50,000	X 25,000	In construction process	
	• Pilot an alpinist shelter project in Shirak Marz to Showcase the sustainable mountain tourism	50,000			X 30,000	X 20,000		

	• Pilot an archaeological route in Metsamor and Dvin	80,000	X 10,000	X 30,000	X 20,000	X 20,000	In Process	Construction to launch in Q3
	• Implement 5 co-funded project with the private sector targeted	70,000		X 40,000	X 30,000		Completed	
	• Organize the Developed Products Showcase in Armenia/World Summit on ST	50,000				X 50,000	In planning process	
	• Start me -up	40,000		X 40,000			Completed	
	• Human Capacity Building	40,000	X 20,000	X 10,000	X 10,000		Completed	
	• Implementation Expenses	50,000.00			X 25,000	X 25,000		
Activity 3 Sustainable Destination Management	• Renovation of Gegharquniq Tourism R&D Center	40,000.00	X 5,000	X 15,000	X 20,000		In construction process	
	• Establishing 1 Tourism R&D in South of Armenia	20,000.00			X 10,000	X 10,000		
	• Support R&D Initiatives	10,000.00		X 5,000	X 5,000		In process	
	• Tourism R&D Canters' Salaries	45,000.00	X 6,000	X 14,000	X 15,000	X 10,000	Completed	
Activity 4 Programme Implementation, Monitoring and Evaluation	• Programme Implementation	134,476.00	X 30,000	X 30,000	X 30,000	X 44,476	Completed	

IV. GENDER MAINSTREAMING, CROSSCUTTING RESULTS, TARGETING

Gender equality is considered as an integral part of all activities implemented by the Project. The project gender marker is GEN2.

Attention is given to the initiatives that are proposed by woman entrepreneurs; 21 (57%) of 37 guesthouses are led by women, 6 (46%) out 13 Innovative Challenged Projects were initiated by women.

2019	2018	2017	Project Target
In 2019 (Q1+Q2) the number of full-time equivalent jobs created in communities for women-14, men-10; number of women from strengthened livelihoods-10, men-7; number of women capacities built-93, men-89.	Gender equality is considered as an integral part of all activities implemented by the Project. Attention is given to the initiatives that are proposed by woman entrepreneurs; 21 (57%) of 37 guesthouses are led by women, 6 (46%) out 13 Innovative Challenged Projects were initiated by women. In 2018, the project in synergy with UNDP WiLD projects launched women economic empowerment targeted project "Innovation Challenge Call for Women Entrepreneurs", as a result 3 projects were selected for implementation. In 2018 the number of full-time equivalent jobs created in communities for women was 49, for men - 47; number of women from strengthened livelihoods was 186 and men - 173; number of women capacities built was 55 and men - 51.	In 2017 the number of full-time equivalent jobs created in communities for women -39, men -37; number of women from strengthened livelihoods-176 and men 165; number of women capacities built- 41, men-50.	The project will address gender issues by promoting full and equitable participation of men and women in the conservation and landscape management approach, particularly through their involvement in the investments and capacity building activities that will provide sustainable livelihoods and ecosystem services upon which they depend. The project has an overall target of 30% female participation across its activities. The project will equally consider both men and women as potential project beneficiaries. Investments which will facilitate unification of the families will be considered as a priority.

V. RISKS AND CHALLENGES

In the reporting period the main challenge was getting the development plan designs and overbudgeting from what was planned, some were managed to redesign and process, some were able to negotiate with the State representatives but there were few that the Project urged to cancel.

VI. PRODOC CHANGES, HORIZON SCANNING

– n/a

VII. PARTNERSHIPS, COMMUNICATION, KNOWLEDGE MATERIALS

The project established a cooperation with the Russia based non-governmental organization “Alliance of Armenians in Russia” to develop Tourism R&D center in Gavar and establish the IT hub for the development of the Armenian Guide application. Parties agreed to co design the space and co finance the future activities of the center. The construction phase of the project is planned for the mid of 2019.

In the reporting period the project had Russian Intern, PR and Communications expert of our tourism project and was actively involved in many areas of our work.

In the reporting the project had very powerful visibility for the tourism sector by getting an opportunity to be published in Italian well known on-line platforms, where IRTD project activities were featured. This will create an additional opportunity to make Armenia internationally recognizable. To increase the project visibility country-wide the following activities have been conducted:

- introduction and work with project beneficiaries regarding visibility and communications policy,
- social media constant updates about project current and future activities,
- preparation of upcoming openings specifically organization of all printed materials, media coverage
- communication with local media representatives in line with PR and Communications guidelines
- publication of 2 articles where one is translated in Italian and disseminated for the Italian readers

Media Features		
1	Rural Tourism Project (Italian) “Un Progetto di Turismo Rurale – di Marilisa Lorusso”	http://anelloverde.it/un-progetto-di-turismo-rurale-di-marilisa-lorusso/?fbclid=IwAR2o0T6wimELO_Oj4UmVlh7_bI06wJJTmROGvG7WvSM1M4MAU5z2-Q8loHA
2	UNDP and Rural Tourism in Armenia (Italian) “L'UNDP e il turismo rurale in Armenia”	https://www.balcanicaucaso.org/aree/Armenia/L-UNDP-e-il-turismo-rurale-in-Armenia
3	Rural Tourism in Armenia (English)	https://sustainableexperience.blogspot.com/2019/04/rural-tourism-in-armenia.html?fbclid=IwAR2ixKh8egBsvBtDkcKjtCM4NBN1LhXMKCYCUpCTeIO3RCX4ec9ljZE8kk4
4	Tourism Season in Poqr Vedi will start form New Gastro Yard (Armenian)	https://armeniasputnik.am/armenia/20190318/17735768/hayastani-gyuxerum-kbacven-gastrobaker-rd-n-ognum-e-zarqacnel-mer-agrozbosashrjutyuny.html
5	Russia dedicated 3mln USD to Armenia for Rural Tourism Development (Russian)	https://rusarmino.ru/2019/03/18/rossiya-vydelila-armenii-3-milliona-dollarov-na-razvitie-selskoqo-turizma/?fbclid=IwAR1SfJxjZaZ3YG7I-073IU7VhP3WVMO9IJSxMqRm-zhr2z03Bxe06xCTaA
6	Reshaping Tourism through Sustainable Investments Projects (English)	https://www.trainingaid.org/course/reshaping-tourism-through-sustainable-investments-projects?fbclid=IwAR3-RwfYc9SRRIo7xterL873LrhDuOBP-6Ib3JGPFEMBZQtR2ajjps1x25U
7	Presentation of the New Rural Touristic Products to Tour Operators (Armenian/English)	https://www.facebook.com/ruralArmenia/photos/a.942165995930903/1293832044097628/?type=3&theater
8	Family business: cheese makers from Gegharkunik (Armenia)	https://www.facebook.com/armqovernment/videos/290025341890305/UzpfSTkxMTgxOTU4MjI5ODg3ODoxMjIxMTE4MTcxMDM1Njgy/
9	“Destination: Armenia” Event (Armenian)	https://www.youtube.com/watch?v=Rsjf3FuBtAE&feature=share&fbclid=IwAR29pZlS6uexmn_vuouSoXdhXxYK2CxcX4HfuUV8ldpKE9EN1zq8eYN0wY
10	Local TV Live Feature “Tourism Perspectives in Shirak Marz” (Armenian)	https://www.youtube.com/watch?v=XU2ghwvweb9s&feature=youtu.be&t=983&fbclid=IwAR0H8ypKkHDSWw9pStRhysm8KI9xfKVE3Ki808Pnkfmj55kTHnVW3YHTPUK
11	Local TV “Armenia” Programme “Good Morning Armenia” Guests “Concept of Gastro Yards” (Armenian-Russian)	https://www.facebook.com/BariLuysHayer/videos/2705851462776390/UzpfSTkxMTgxOTU4MjI5ODg3ODoxMzI0MDQ5NzY3NzQyNTIy/
12	Announcement of “Gastro Yard” co-funding competition (Armenian)	http://www.mtad.am/hy/news/item/2019/04/19/mtad19.01/
13		https://syunik.net/irahos/kapannews/783--.html
14	A Gastro Yard is opened in Areni (Armenian)	https://azat.tv/haytararutyun-gastro-bak-nakhagci-hamafinansavorman-mrcuyti-veraberyal/
15	Announcement of “Gastro Yard” co-funding competition (Armenian)	https://gastrovino.mediamax.am/am/news/food/33199
16		http://www.byureghavan-kotayk.am/Pages/Misc/Announces/view.aspx?recID=656#.XSWGXYgzaUk

17	A Gastro Yard is opened in Areni (Armenian)	http://www.verinptghni.am/Pages/Misc/Announces/view.aspx?reclD=13#.XSWGx4gzaUk
18		https://www.tert.am/am/news/2019/04/17/areni/2976207
19	“Destination: Armenia” Event (Armenian)	https://www.aysor.am/am/news/2019/06/28/%D5%BF%D5%B8%D6%82%D6%80%D5%AB%D5%A6%D5%B4%D5%AB-%D5%A6%D5%A1%D6%80%D5%A3%D5%A1%D6%81%D5%B8%D6%82%D5%B4/1581557
20		https://banks.am/am/news/newsfeed/17513
21		https://news.am/arm/news/521130.html
22		https://arminfo.info/full_news.php?id=43403&lang=1
23		https://urlzs.com/aQLni
24		https://finport.am/full_news.php?id=38767&lang=1
25	Announcement of “Gastro Yard” co-funding competition (Armenian)	http://vanadzor.am/gastrobank-hamafinasavorum/
26		http://www.margahovit.am/Pages/Misc/Announces/view.aspx?reclD=311#.XSWQmYgzaUk
27		http://www.chambarak.am/Pages/Misc/Announces/view.aspx?reclD=259#.XSWREogzaUk
28	RA Government video “What can Armenia offer for gastro-tourism lovers this summer?” the Yeganyans' Guest House and Wine Yard project is showcased (Armenian)	https://www.facebook.com/armgovernment/videos/2876759465698713/UzpfSTlyOTQ4NjgwMzc5OTI2MzoyMzExNDI2Njk4OTM4NTg2/
29	Local TV Channel “Yerkir Media” Programme “Country Today” Interview (Armenian)	https://www.facebook.com/Yerkirmedia/videos/638145259946351/UzpfSTkxMTgxOTU4Mjl5ODg3ODoxMzE4MjUwNjA0OTg5MTA1/
30	Gastro Yard Opening in Pokr Vedi (Armenian)	https://www.facebook.com/UNDPArmenia/videos/288351155397864/UzpfSTkxMTgxOTU4Mjl5ODg3ODoxMjk5NzExMTY2ODQzMDQ5/
31	“My Step for Ararat Marz” Event (Armenian)	https://www.facebook.com/1260611117/videos/10219055007547026/UzpfSTkxMTgxOTU4Mjl5ODg3ODoxMzIxNDU2OTk4MDAxNzk5/

VIII. EVALUATIONS

The project evaluation to be conducted in the Q3, the TOR is finalized and submitted for the expert recruitment.

IX. DONOR REPORTS

The semi-annual donor report was submitted to donor on 15 July 2019.

X. VALIDATION OF RESULTS (FIELD VISITS) AND QUALITY ASSURANCE

Attached

XI. FUTURE ACTIONS, WORK PLAN

- Finish and launch started projects.
- Selected and launch 20+ Gastro Yards
- Increase awareness about our projects to include into the touristic packages.
- Create awareness about developed new destinations to initiate visits.
- Increase the RA Government awareness on project developments and progress to replicate the developed successful models.
- Strengthen the business component of the launched projects.

Results Framework⁴

Intended Outcome as stated in the UNDAF/Country [or Global/Regional] Programme Results and Resource Framework:

OUTCOME 1. By 2020, Armenia's competitiveness is improved and people, especially vulnerable groups, have greater access to sustainable economic opportunities

Outcome indicators as stated in the Country Programme [or Global/Regional] Results and Resources Framework, including baseline and targets:

Indicator 1.1: Number and quality of policies to ensure decent work and an improved business environment in line with sustainable development principles.

Baseline: Insufficient adequate policies Target: Policies improved

Indicator 1.2: Global Competitiveness Index improved Baseline: 85 (2014) Target: 80 (2020)

Indicator 1.3 Poverty rate decreased Baseline: 32 (2013) Target:18 (2020)

Indicator 1.4: Unemployment and employment rates disaggregated by sex, age and regions, improved. Baseline: unemployment rate: 16.2 unemployed-by sex- Male: 14.4unemployed-by sex-Female: 18.1 unemployed-by urban/rural-Urban: 23.4 unemployed-by urban/ rural-Rural: 6 Youth (15-24) unemployment rate-33.1 (2013) Target: unemployment Rate:13 Unemployed- Female: 15Unemployed- Male: 12 Unemployed-by urban/ rural-Urban: 19 Unemployed-by urban/ rural-Rural: 5 Youth- 30 (2020)

Indicator 1.5: Income level of rural population increased Baseline: Average monthly income per capita: AMD 41,514 (2013) Target: AMD 51,500 (2020)

Applicable Output(s) from the UNDP Strategic Plan:

OUTPUT 1.1. Local capacities strengthened to develop and implement innovative and diversified income-generating practices that are sustainable and employment and livelihood intensive targeting most vulnerable groups.

Project title and Atlas Project Number: Integrated Rural Tourism Development

EXPECTED OUTPUTS	OUTPUT INDICATORS ⁵	DATA SOURCE	BASELINE		TARGETS (by frequency of data collection)							DATA COLLECTION METHODS & RISKS	
			Value	Year	Year 1 2017		Year 2 2018		Year 3 2019		FINAL		
					Planned	Actual	Planned	Actual	Planned	Actual Q2	Planned		Actual
Output 1 Planning of sustainable integrated rural tourism	1.1 Number of marzes inventoried	Project Progress Reports	0	2016	2	10	5	0	3	0	10	10	Community development plans.
	1.2 Number of Integrated rural tourism development plans.		0	2016	12	7	30	44	18	2	60	56	
Output 2 Increased income through diversification of tourism products and services in the community	2.1 Number of training courses	Community Development Plans	0	2016	32	6	58	21	35	13	125	40	Registration logs Reports, MoU, registration certificates of private enterprises. Questionnaires filled out by beneficiaries
	2.2 Number of people trained		0	2016	110	91	259	206	165	182	534	479	
	2.3 Number of formal and informal new economic entities established		0	2016	13	4	34	30	20	4	67	38	
	2.4 Number of new job opportunities		0	2016	27	11	74	96	50	22	151	129	
	2.5 Income increase		0	2016	0	0	0	0	0	0	0	0	
	2.6. Rehabilitated community infrastructure		0	2016	6	2	12	4	7	7	25	13	
	2.7 Rehabilitated extended tour spots infrastructure		0	2016	6	3	18	4	11	5	35	12	
Output 3 Sustainable destination management	3.1 Number of local committees on sustainable destination management established	Registration logs Project reports	0	2016	12	2	30	2	18	1	60	5	filled out questionnaires online posts
	3.2 Number of local authorities and stakeholders trained		0	2016	30	2	60	22	36	21	126	45	
	3.3 Number of online information sources about the destination		0	2016	3	1	1	8	0	15	4	13	
	3.4 Number of feature articles printed/posted		0	2016	12	17	30	63	18	33	60	113	
	3.5 Number of new private sector companies involved in the network		0	2016	30	53	15	10	10	50	55	113	
	3.6 Number of partnership projects initiated		0	2016	4	3	6	4	3	1	13	8	

OFFLINE RISK LOG

	Description	Risk Category	Impact & Probability	Risk Treatment / Management Measures	Risk Owner
GUIDANCE:	Enter a brief description of the risk. Risk description should include future event and cause. Risks identified through HACT, SES, Private Sector Due Diligence, and other assessments should be included.	Social and Environmental Financial Operational Organizational Political Regulatory Strategic Other Subcategories for each risk type should be consulted to understand each risk type (see Enterprise Risk Management Policy)	Describe the potential effect on the project if the future event were to occur. Enter probability based on 1-5 scale (1 = Not likely; 5 = Expected) Enter impact based on 1-5 scale (1 = Low; 5 = Critical)	What actions have been taken/will be taken to manage this risk.	The person or entity with the responsibility to manage the risk.
1	Big target number of villages (60) implies big number of projects to be implemented. The rush after the targets achievement within the given time frame, may result in weak territorial need analyses, poor planning, monitoring and evaluations of results.	Organizational	Touristic resources are difficult to market due to accessibility, duration and package price. P=3 (medium) I=3 (medium)	In the product development process create bundle packages with different value-added services. Find alternative easy-access touristic resources or alternative transportation means. Depending on the destination accessibility complication leading to the tour extension create alternative accommodation opportunities.	Risk owner: PC Status: no change
2	The internal political situation in Armenia may restrict and delay the project implementation in the target communities.	Political	Delay of the planned implementation activities. P=3 I=3	Attracting additional funds from the communities and beneficiaries, establishing public private partnerships, leveraging funds with other organizations / projects operating in the region. Budget revision to be considered.	Risk owner: PC Status: no change
3	Worsening of the situation on Armenia-Azerbaijan border (cease-fire violations).	Security	It may create difficulties/security restrictions for operating in certain communities and impose risk for sustainability of actions. P=4	Project will follow instructions from UN DSS for the trips to those communities (additional security measures may be taken into account). In case of restrictions to effectively operate in certain communities that result in considerable implementation constrains relevant project activities and budget will be adjusted accordingly.	Risk owner: PC Status: no change

⁴UNDP publishes its project information (indicators, baselines, targets and results) to meet the International Aid Transparency Initiative (IATI) standards. Make sure that indicators are S.M.A.R.T. (Specific, Measurable, Attainable, Relevant and Time-bound), provide accurate baselines and targets underpinned by reliable evidence and data, and avoid acronyms so that external audience clearly understand the results of the project.

⁵It is recommended that projects use output indicators from the Strategic Plan IRRF, as relevant, in addition to project-specific results indicators. Indicators should be disaggregated by sex or for other targeted groups where relevant.

				I=4		
4	Certain reputational risk and undermined project impact due to limited resources to address all the components which will be included in rural tourism development plans.	Other	Proper communication plan with the communities regarding the capacity and scale of the project. I=3 P=3	Continuous search for partners (institutional donors, government, and private parties) to provide resources for components of the plans not covered under this project.	Risk owner: PC Status: no change	
5	Weak long-term sustainability of the implemented projects due to the lack of adequate involvement of the private sector and dedicated approach of the community	Operational	Poor interest of the private sector and lack of business profitability vision leading to weak mentorship and guidance to the projects' implementation. Lack of initiative and willingness among the beneficiaries to sustain the results of the project after its completion. I=3 P=3	Set of measures to control the process of the project implementation should include appropriate reporting, mechanism of assessing the level of involvement of the interested and dedication of the local communities and interested parties. Special incentive programs should be introduced to motivate the process of successful implementation.	Risk owner- PC Status: increasing	
6	High investment demanding touristic resources with low return potential	Financial	The selected communities may have hidden barriers for development that may occur during the implementation. Real life project plans implementations may reveal that planned infrastructure investments are not sufficient to reach the goal and more investments may be required. I=3 P=3	Real life business plans and financial feasibility of the investments and business potential should be developed and agreed with the community and private sector.	Risk owner- PC Status: increasing	
7	Insufficiency of funds due to: fluctuations of currency exchange rates, increase of prices for materials, equipment, machinery etc.	Operational	Lack of funds may be an on=obstacle for sustainable projects. I=3 P=3	Attracting additional funds from the communities and beneficiaries, establishing public private partnerships, leveraging funds with other organizations/projects operating in the region. Budget revision may also be considered.	Risk owner: PC Status: no change	
8	Low capacity of the identified touristic resources to become touristic attractions/destinations	Operational	Touristic resources are difficult to market due to accessibility, duration and package price. I=3 P=3	In the product development process create bundle packages with different value-added services. Find alternative easy-access touristic resources or alternative transportation means. Depending on the destination accessibility complication leading to the tour extension create alternative accommodation opportunities.	Risk owner- PC Status: no change.	

ANNUAL/MULTIYEAR WORK PLAN AND BUDGET FROM PRODOC ⁶⁷

All anticipated programmatic and operational costs to support the project, including development effectiveness and implementation support arrangements, need to be identified, estimated and fully costed in the project budget under the relevant output(s). This includes activities that directly support the project, such as communication, human resources, procurement, finance, audit, policy advisory, quality assurance, reporting, management, etc. All services which are directly related to the project need to be disclosed transparently in the project document.

EXPECTED OUTPUTS	PLANNED ACTIVITIES	Planned Budget by Year				RESPONSIBLE PARTY	Funding Source	PLANNED BUDGET	
		Y1	Y2	Y3	Y4			Budget Description	Amount
Output 1: Planning of Sustainable Integrated Rural Tourism. <i>Gender marker: GEN2</i>	1.1 Activity: Assessment of local products and services attractiveness for tourism market.					UNDP	RF	Int. Consultant	10,000.00
		Local Cons.	35,000.00						
		Contr. Serv. - Ind. - PC	24,000.00						
	1.2 Activity: Participatory planning of integrated rural tourism development	Travel	5,000.00						
		Contractual Services	40,000.00						
		Audio Visual Printing Production	2,300.00						
		Miscellaneous Expenses	5,907.00						
	Sub-Total for Output 1	Facilities and Admin.	10,176.56						
		Trainings, Workshops & Conferences	5,004.00						
			137,387.56						
Output 2: Increased income through diversification of tourism products and services in the community <i>Gender marker: GEN2</i>	2.1 Activity: Capacity building for tourism startups.					UNDP	RF	Local Cons.	40,000.00
		Travel	8,000.00						
		Contractual Services	820,000.00						
		Grants to Instit & other Benef	110,000.00						
	2.2 Activity: Facilitate access of local tourism startups to seed funding.	Equipment and Furniture	1,000.00						
		Materials and Goods	3,000.00						
		Communications and Audio-Visual Eq.	2,000.00						
	2.3 Activity: Rehabilitation of community infrastructure.	Rent&Maint. - Other Eq.	500.00						
		Audio Visual Printing Production	30,000.00						
		Miscellaneous Expenses	20,097.00						
Sub-Total for Output 2	Facilities and Admin.	83,560.00							
	Trainings, Workshops & Conferences	10,000.00							
		1,128,157.00							
Output 3: Increased income through diversification of	3.1 Activity: Establishing an Integrated Rural Tourism Development Committee.					UNDP	RF	Local Cons.	25,000.00
		Travel	5,000.00						
		Contractual Services	80,000.00						
		Supplies	3,500.00						
		Grants to Instit & other Benef	10,000.00						

⁶ Cost definitions and classifications for programme and development effectiveness costs to be charged to the project are defined in the Executive Board decision DP/2010/32

⁷ Changes to a project budget affecting the scope (outputs), completion date, or total estimated project costs require a formal budget revision that must be signed by the project board. In other cases, the UNDP programme manager alone may sign the revision provided the other signatories have no objection. This procedure may be applied for example when the purpose of the revision is only to re-phase activities among years.

<i>tourism products and services in the community</i> <i>Gender marker: 20 – Women; 17-Male</i>	3.2 Activity: Capacity-building in sustainable destination management for the Committee.						Audio Visual Printing Production	3,000.00
	3.3 Activity: Developing and promoting an online platform.						Miscellaneous Expenses	10,527.00
	3.4 Activity: Publication of a tourism guidebook.						Facilities and Admin.	12,960.00
	3.5 Activity: Promotional activities.						Trainings, Workshops & Conferences	25,000.00
	Sub-Total for Output 3	-	149,383.69	128,680.54	174,987.00			174,987.00
Project Implementation, Monitoring					UNDP	RF	Project staff and admin expenses	126,903.52
Evaluation (as relevant)	EVALUATION						Evaluation and Audit	20,000.00
General Management Support							Staff Mgt	10,000.00
	Sub-Total for Project Implementation	11,806.47	75,675.95	110,964.39	156,903.52			156,903.52
TOTAL		11,973.03	433,922.93	956,668.97	1,597,435.08			1,597,435.08

Output Verification Template

Field Visit Report Format

The content of the field visit report varies depending on the purpose of the visit. At a minimum, any field visit report must contain an analysis of the progress towards results, the production of outputs, partnerships, key challenges and proposed actions. **This format may be slightly adjusted.**

Date of visit: 03 May 2019

Subject and venue of visit: 00100450 “Integrated Rural Tourism Development” Project

Monitoring Visit of the construction site of “Scientific and Adventure Tourism Center” in v.Kalavan, RA Gegharqunik Marz before the official opening in late July 2019.

Purpose of the field visit:

Outcomes	Update on outcomes	Outputs	Update on outputs	Reasons if progress Below target	Update on partnership strategies	Recommendations and proposed action
By 2020, Armenia’s competitiveness is improved and people, especially vulnerable groups, have greater access to sustainable economic opportunities.	Project provided strategic, technical and financial support to individuals and communities to promote the integrated sustainable development as a competitive mechanism for the rural tourism development in Armenia.	2. Increased income through diversification of tourism products and services in the community	The Scientific and Adventure Tourism Center in Kalavan is the joint project of UNDP and the SME DNC PRP project funded by the USAID and Kalavan-Time Land Foundation. This is a diversified tourism product that suggests varying services within tourism value chain where the community is involved. The construction is close to completion. Opening is planned for September 2019.			The construction is on stage of completion, suggestion is to continue daily monitoring of the site to prepare everything for the official opening in September 2019.

PROJECT PERFORMANCE—IMPLEMENTATION ISSUES

[If the person conducting the field visit observes problems that are generic and not related to any specific output, or that apply to all of them, he or she should address the ‘top three’ such challenges.] List the main challenges experienced during implementation and propose a way forward.

The year is challenging for the project since it is the last year of implementation and the target for the development plans is high. The project achieved the delivery threshold and managed to bring interesting and innovative ideas in the sector.

LESSONS LEARNED

Describe briefly key lessons learned during the project:

- Challenging scale of targets and limited time frame
- Community Development Plans Vice Cluster Development Plans
- Sustainability Risk Management

Participants in the field visit: Dmitry Mariyasin, UNDP RR, Arman Valesyan, PC, Anna Gyurjyan, PO

Prepared by (Project Coordinator): Arman Valesyan _____

Approved by: Anna Gyurjyan, Programme Officer _____