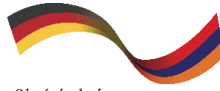




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Travel Preferences of Locals when Visiting the Regions of Lori, Shirak and Tavush

Survey Results Summary

November 2020

Acknowledgements

This publication has been produced with the financial assistance of the European Union. The contents of this publication are the sole responsibility of Tour Advice LLC and can under no circumstances be regarded as reflecting the position of the European Union.

Within “The Innovative Tourism and Technology Development for Armenia” project under EU4Business initiative, “Tour Advice” travel agency has carried out “New touristic itineraries taking into account the new sanitary and safety measures” project. In the scope of the project, the staff members of the travel agency conducted a research on travel preferences of locals when travelling to the regions of Lori, Tavush and Shirak.

The survey was conducted and the results were analysed by the executive director of “Tour Advice” travel agency Artak Avetisyan, strategy planning expert Artak Kyurumyan, deputy director Varduhi Sevachyan, inbound tour manager Alina Hovikyan and tour manager Arpine Hunanyan lasting from the 15th of September to the 15th of November, 2020.

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Section 1: Executive Summary

The questionnaire was prepared by "Tour Advice" LLC within the frameworks of The EU4Business "Innovative Tourism and Technology Development for Armenia" project, co-funded by the European Union and the Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by German Development Cooperation GIZ through the Private Sector Development and TVET South Caucasus Programme. The project is part of the EU4Business initiative of the European Union. The purpose of the questionnaire is to discover the travel preferences of Armenian travelers visiting Shirak, Lori and Tavush regions. Due to the collected data, travelers' preferred services and factors affecting their travel choice were determined. Based on the analysis, new touristic routes will be created, which will include less known destinations.

Section 2: Objectives

Taking into account the services Armenian travelers prefer when travelling to the regions of Shirak, Lori and Tavush, the following objectives have been set:

- to understand the travel motivations of Armenian travelers;
- to identify types of tourism Armenian travelers are interested in;
- to find out modes of organizing trips to the target regions;
- to discover the average number of overnights Armenian travelers spend in the target regions;
- to identify the criteria of choosing an accommodation in the target regions;
- to find out the categories of catering service providers Armenian travelers prefer;
- to examine the type of dishes Armenian travelers prefer;
- to estimate the amount of money Armenian travelers spend during their trips in the target regions;
- to identify the problems Armenian travelers face in catering service providers
- to discover the criteria of choosing a catering service provider in the target regions;
- to identify the main factors considered when travelling to the target regions;
- to identify the main attractions Armenian travelers visited in the target regions;
- to sort out travel suggestions by Armenian travelers.

Section 3: Research Methodology

The technical approach and methodology of the survey relies on several layers and tools. The survey was introduced via google survey form and the sample was based on visits. The method of random sampling was chosen to ensure the necessary number of participants and to provide more accurate results.

Section 4: Interpretation of Results

1. Age group

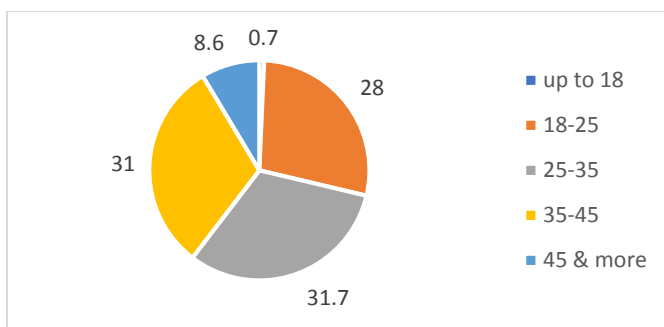


Figure 1. Age group distribution

Figure 1 depicts the age group distribution of the survey participants from Armenia. The majority of respondents comprise surveyees aged between 25-35 /31.7%/, going in line with respondents from the age group 35-45 /31%/. Fewer responses were received from participants aged between 18-25 /28%/. 8.6% of the response rate comprises surveyees aged between 45 and more. The least number of responses are recorded from participants aged up to 18 /0.7%/. Total number of respondents is 268.

2. Gender

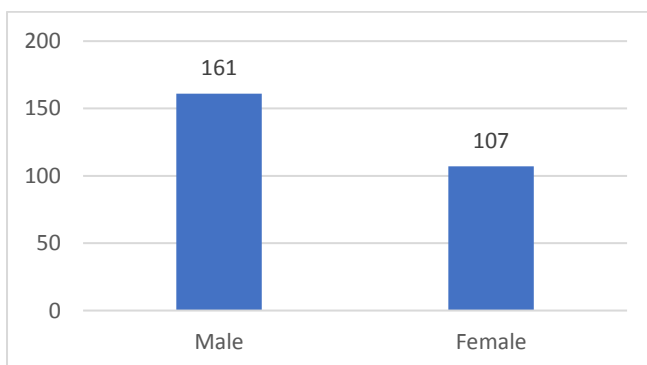
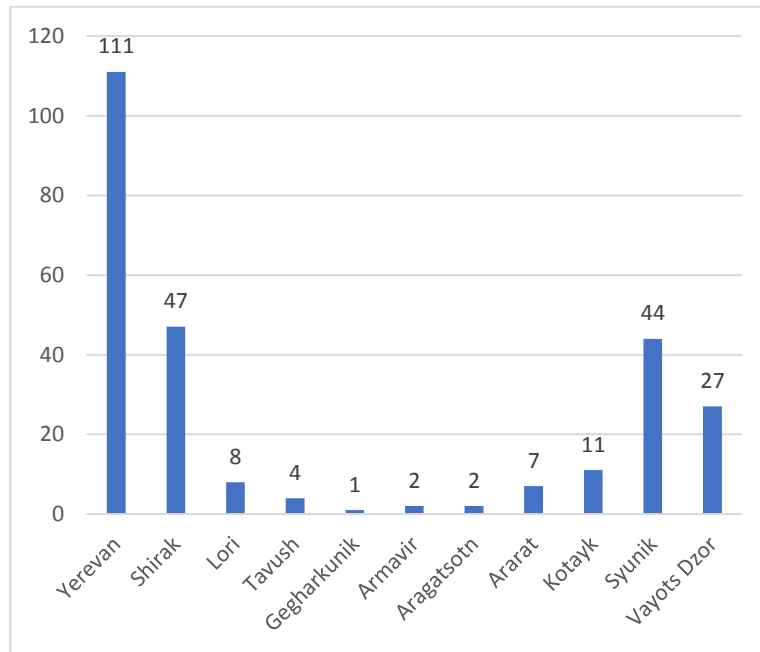


Figure 2. Gender

Female respondents mark up 60.1% /161 responses/ of the response rate, outweighing male participants that comprise 39.9% /107 responses/ of the overall number of responses. Total number of respondents is 268.

3. Place of residence



Location	Percentage
Yerevan	42%
Shirak province	17.8%
Lori province	3%
Tavush province	1.5%
Gegharkunik province	0.4%
Armavir province	0.8%
Aragatsotn province	0.8%
Ararat province	2.7%
Kotayk province	4.2%
Syunik province	16.7%
Vayots Dzor province	10.2%

Figure 3. Place of residence

Figure 3 showcases the distribution of the surveyees' place of residence. The majority of participants /111 surveyees/ are from Yerevan, making up 42% of the total response rate. Shirak province features 47 surveyees that contributes 17.8% of the total response rate. On the contrary, the least number of responses are recorded from Gegharkunik province with only 1 response /0.4%. Total number of respondents is 264.

4. What is your main motivation for travelling to the target regions?

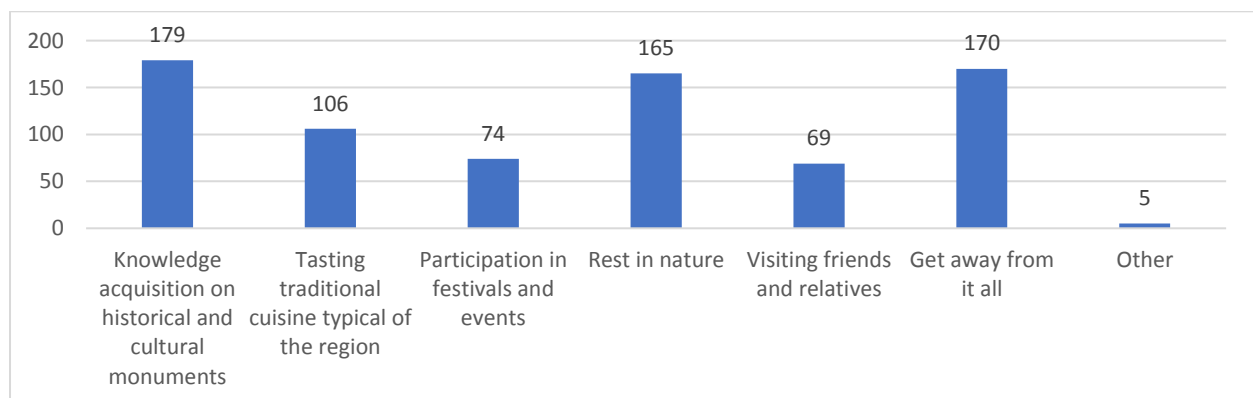


Figure 4. Travelers' motivation

Motivation	Percentage
Knowledge acquisition on historical and cultural monuments	23.3%
Tasting of traditional cuisine typical of the region	13.8%
Participation in festivals and events	9.6%
Rest in nature	21.4%
Visiting friends and relatives	8.9%
Get away from it all	22.1%
Other	0.6%

The aim of Question 4 is to analyze Armenian travelers' motivation for taking a trip to the target regions. The majority of respondents that mark up 23.3% of the response rate /179 responses/, claim that their main motivation to travel to the northern regions is to learn about their historical and cultural heritage. 170 surveyees mentioned they feel the need to get away from it all, marking 22.1% of the total response rate. The least number of responses recorded from 5 surveyees /0.6%/ include pilgrimages, business trips and meetings with new groups of people. Total number of respondents is 266.

5. Which types of tourism do you prefer?

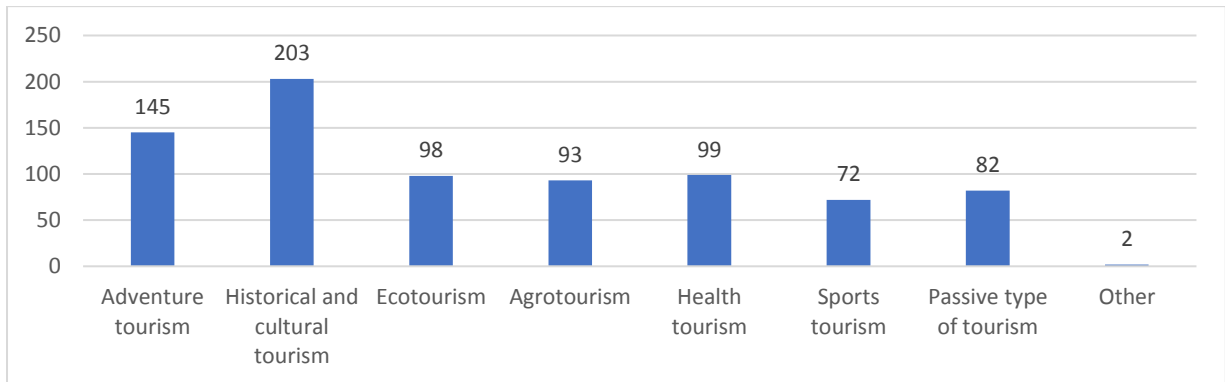
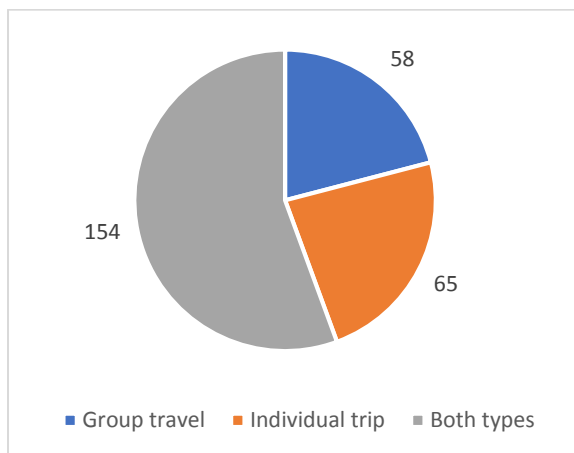


Figure 5. Tourism types

Type of tourism	Percentage
Adventure tourism	18.2%
Historical and cultural tourism	25.5%
Ecotourism	12.3%
Agrotourism	11.7%
Health tourism	12.4%
Sports tourism	9%
Passive types of tourism	10.3%
Other	0.25%

The aim of Question 5 is to identify the types of tourism Armenian travelers are most interested in. Historical and cultural tourism makes up 25.5% of the response rate, with overall 203 participants. Relatively high number of responses are also recorded for adventure tourism, with 145 responses making up 18.2%. Surveyees interested in sports tourism mark up 9% of the total response rate /72 participants/. Total number of respondents is 268.

6. Which mode of trip do you prefer?



Mode of trip	Percentage
Group travel	20.9%
Individual trip	23.1%
Both types	55.6%

Figure 6. Modes of trips

Question 6 aims to discover the modes of trips Armenian travelers prefer to take. The majority of the surveyees /154 participants/ reported that they prefer to take both group and individual trips, making up 55.6% of the overall rate. Group travel was chosen by 58 surveyees /20.9%/, meanwhile individual trip was chosen by 65 participants, marking 23.1% of the response rate. Total number of respondents is 267.

7. How do you organize your trip?

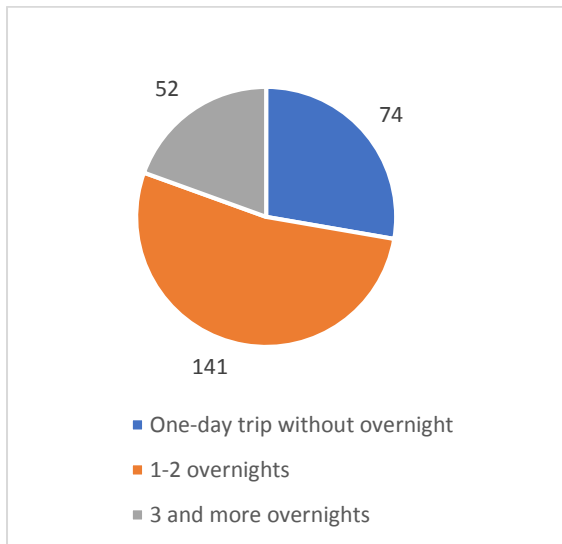
Trip organization type	N of responses	Percentage
I apply to specialized travel companies	95	37,5%
I organize the trip with friends	158	62,4%

Table 1. Trip organization type

The goal of Question 7 is to discover how Armenian travelers organize their trips. The results introduced in Table 1 show that 158 participants organize their trips with friends, which makes the

majority of the total response rate /62,4%/. The rest of the surveyees that comprise 95 participants, make up 37,5% of the overall rate. Total number of respondents is 209.

8. What is the average number of overnights you spend in the target regions?



Duration of a trip	Percentage
One-day trip without overnight	27.7%
1-2 overnights	52.8%
3 and more overnights	19.5%

Figure 7. Average number of overnights

The aim of Question 8 is to discover the average number of overnights Armenain travelers spend in the target regions. Figure 7 shows that 141 participants /52,8% mentioned 1-2 overnights, while 74 surveyees prefer to take a one-day trip without an overnight /27,7%/. The least number of responses /52 surveyees/ are recorded from surveyees that mentioned '3 and more overnights', marking 19,5% of the total number of responses. The overall response rate is 267.

9. How important are these factors when choosing an accommodation?

Criteria	Rating points / 1 – least important, 5 – most important/				
	1	2	3	4	5
	N of responses				
Quality of services	5	21	25	30	180
Maintenance of hygiene norms	4	19	20	28	191
Price	5	28	41	72	102
Comfort	4	27	21	57	139
Safety measures	6	27	21	57	142
Location	11	32	38	72	99

Table 2. Accommodation criteria

The aim of Question 9 is to discover the main criteria when choosing an accommodation in the target regions. Table 2 shows that for 191 surveyees, ‘maintenance of hygiene norms’ is the most crucial criterion to take into account when choosing an accommodation. On the contrary, ‘location’ is regarded to be the least important factor for choosing an accommodation by 11 surveyees.

10. Which catering service provider do prefer in the target regions?

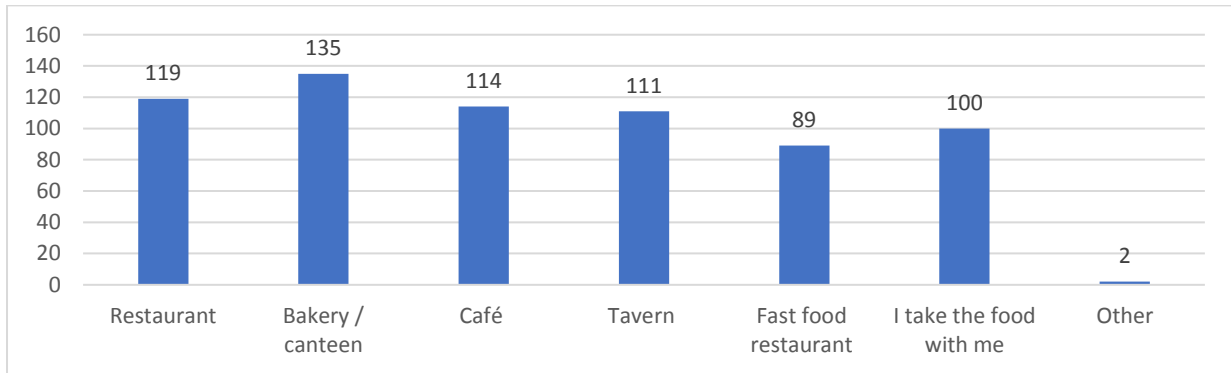
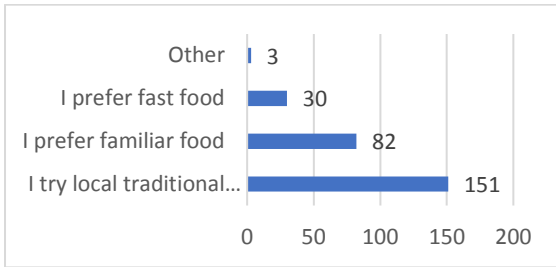


Figure 8. Catering service provider types

Type of catering service provider	Percentage
Restaurant	17.7%
Bakery / canteen	20.1%
Café	17%
Tavern	16.5%
Fast food restaurant	13.2%
I take the food with me	14.9%
Other	0.29%

The aim of Question 10 is to find out which catering service providers are preferred by local travelers. Over 135 surveyees mentioned ‘bakery/canteen’, contributing 20.1% to the majority of the responses. The least number of responses /13.2%/ are recorded for fast food restaurants with 89 surveyees. Total number of respondents is 268.

11. What type of food do you prefer when travelling to the northern regions?

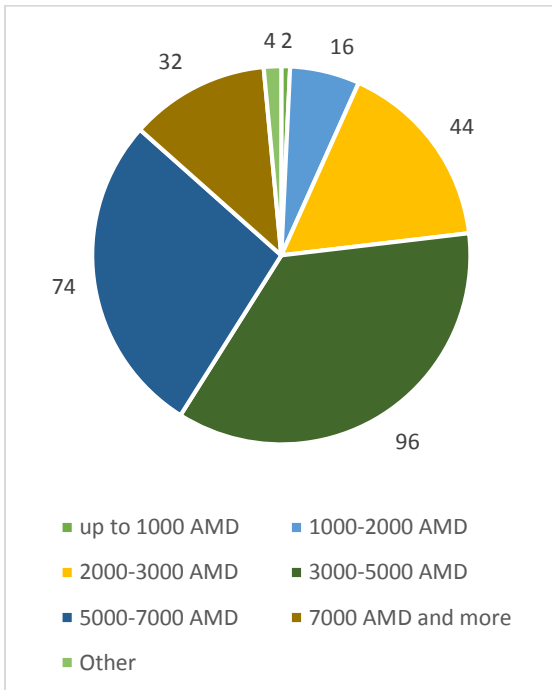


Type of food	Percentage
I try local traditional cuisine	56.8%
I prefer familiar food	30.8%
I prefer fast food	11.3%
Other	1.1%

Figure 9. Type of food

The goal of Question 11 is to identify the types of food Armenian travelers prefer when taking a trip to the northern regions. The majority of travelers with 151 surveyees make up 56.8% of the total response rate, who mentioned local traditional cuisine. The least number of respondents with over 30 surveyees claim they prefer to have fast food /11.3%/. Total number of respondents is 266.

12. How much money do you spend daily on a trip /per person/?



Amount spent	Percentage
up to 1000 AMD	0.7%
1000-2000 AMD	6%
2000-3000 AMD	16.4%
3000-5000 AMD	35.8%
5000-7000 AMD	27.6%
7000 AMD and more	11.9%
Other	1.6%

Figure 10. Daily spending on a trip

Question 12 aims to estimate the amount of daily spendings when travelling to the target regions. Figure 10 shows that 96 participants /35.8%/ reported they spend 3000-5000 AMD on a trip in the

target regions. The least number of respondents mentioned they spend up to 1000 AMD /4 surveyees/ making up 0.7% of the overall rate. Total number of respondents is 268.

13. What kind of problems have you faced in catering service providers?

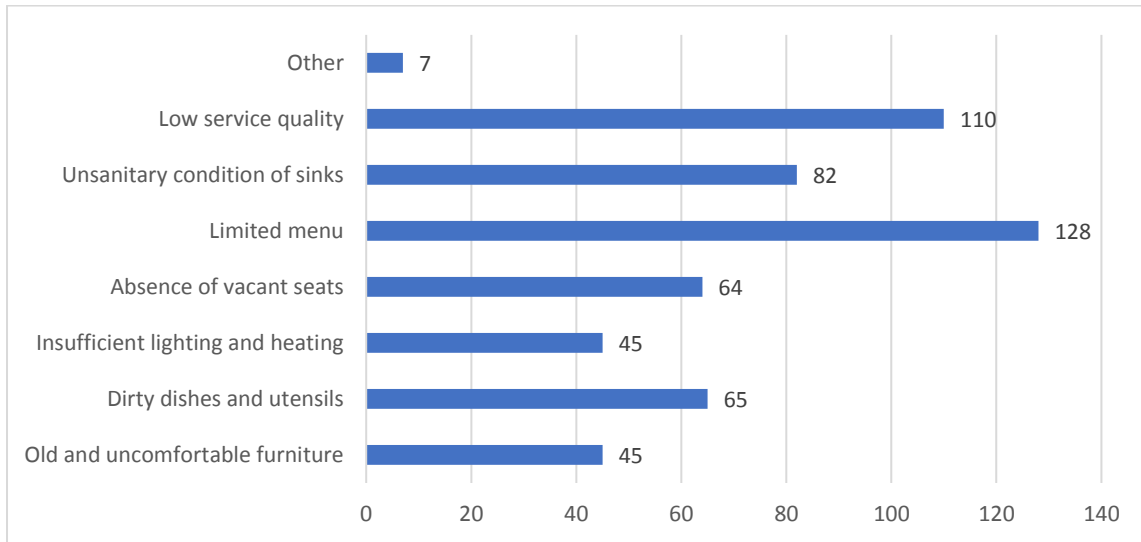
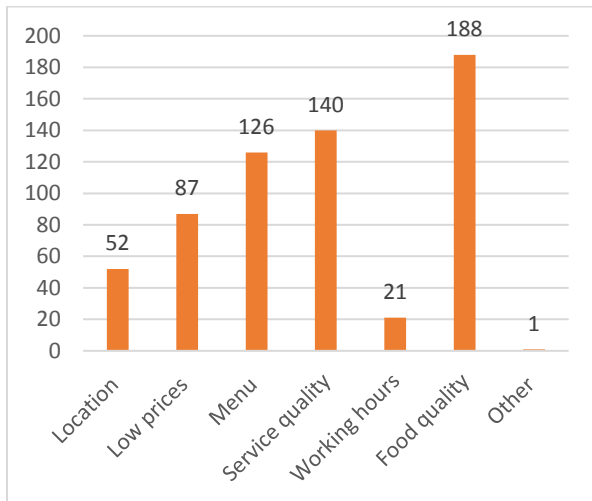


Figure 11. Problems while travelling

Issue	Percentage
Old and uncomfortable furniture	8.2%
Not clean dishes and utensils	11.9%
Insufficient lighting and heating	8.2%
Absence of vacant seats	11.7%
Limited menu	23.4%
Unsanitary condition of sinks	15%
Low service quality	20.1%
Other	1.2%

The goal of Question 13 is to find out the problems Armenian travelers face in catering service providers. It was discovered that the biggest issue is the limited menus of catering service providers, reported by 128 surveyees /23.4%. 'Old and uncomfortable furniture' and 'insufficient lighting and heating' was mentioned by 45 respondents /8.2%/ respectively. Total number of respondents is 266.

14. According to what criteria do you choose a catering service provider?



Criteria	Percentage
Location	8.4%
Low prices	14.1%
Menu	20.4%
Service quality	22.7%
Working hours	3.4%
Food quality	30.5%
Other	0.16%

Figure 12. Catering service provider criteria

The purpose of Question 14 is to discover the criteria of choosing a catering service provider in the regions. Figure 12 indicates that ‘food quality’ is the most important factor for the majority of the surveyees /188 surveyees/ and makes up 30.5% of the responses. On the contrary, the least important criterion is regarded to be the ‘working hours’ being mentioned by 21 surveyees and making up 3.4% of the overall response rate. Total number of respondents is 267.

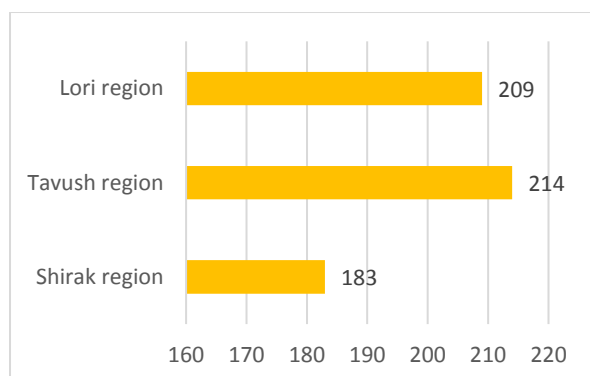
15. Have your rights ever been violated in a catering service provider?

	N of responses	Percentage
Yes	62	23.5%
No	195	73.9%
Other	7	2.6%

Table 3. Violation of travelers’ rights

The purpose of Question 15 is to find out if the rights of Armenian travelers have been violated when using the services of regional catering service providers. The majority /195 surveyees/ mentioned that their rights have never been violated, which makes up 73,9% of the overall response rate. While 62 participants claimed that their rights have never been violated, contributing with 23.5% to the overall rate. Total number of responses is 264.

16. Where have you travelled from the below-mentioned regions?



Region	Percentage
Shirak region	30.1%
Tavush region	35.3%
Lori region	34.4%

Figure 13. Trip destinations

The aim of Question 16 is to discover which of the target regions attracts the most number of local travelers. Figure 13 makes it clear that the majority of participants /214 surveyees/ prefer to visit Tavush region, comprising 35.3% of overall response rate. Lori region comes next reported by 209 surveyees with 34.4% of the total rate. The least number of participants mentioned Shirak region, with only 183 surveyees /30.1%. Total number of respondents is 262.

17. How important are these factors when travelling to Shirak region?

Criteria	Rating points / 1 – least important, 5 – most important/				
	1	2	3	4	5
	N of responses				
Distance / location	41	44	36	41	104
Price of services	20	35	41	70	99
Weather conditions	15	33	38	72	108
Nature	11	28	39	66	122
Availability of hotels	29	38	45	59	95
Historical and cultural heritage	11	28	23	56	148
Crafts and arts	19	27	36	74	110
Traditional cuisine	13	31	45	67	110
Availability of entertainment hubs	25	35	42	69	95
Master classes	53	42	36	63	72
Prestige of the region	68	38	37	69	108
Accessible roads	15	30	44	69	108

Specialized tour guides	34	29	42	56	105
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Table 4. Factors affecting trips to Shirak region

The goal of Question 17 is to identify the factors that Armenian travelers take into account when travelling to Shirak region. Table 4 illustrates that 148 surveyees mentioned that the ‘historical and cultural heritage’ is the most decisive factor for organizing a trip to Shirak region. The second factor is the ‘nature’ of the province, which is claimed by 122 participants. ‘Crafts and arts’ together with ‘traditional cuisine’ come next, sharing the third place with 110 responses. On the contrary, the least important factors are ‘distance/location’ with 41, ‘master class’ with 53 and ‘prestige of the region’ with 68 responses.

18. How important are these factors when travelling to Tavush region?

Criteria	Rating points / 1 – least important, 5 – most important/				
	1	2	3	4	5
	N of responses				
Distance / location	33	41	35	53	104
Price of services	14	34	44	78	96
Weather conditions	11	38	38	61	118
Nature	4	21	28	54	159
Availability of hotels	18	30	44	66	108
Historical and cultural heritage	11	28	24	58	143
Crafts and arts	35	33	39	65	93
Traditional cuisine	18	27	49	77	95
Availability of entertainment hubs	26	42	40	60	98
Master classes	57	35	44	55	75
Prestige of the region	61	38	35	46	86
Accessible roads	13	32	36	65	120
Specialized tour guides	33	33	40	54	105

Table 5. Factors affecting trips to Tavush region

The goal of Question 17 is to identify the factors that Armenian travelers take into account when travelling to Tavush region. Table 5 illustrates that 159 surveyees mentioned that the ‘historical and cultural heritage’ is the most decisive factor for organizing a trip to Tavush region. The second factor is the ‘nature’ of the province, which is claimed by 143 participants. ‘Accessible roads’ comes next

with 120 responses. Conversely, ‘distance/location’ and ‘specialised tour guides’ were mentioned by 33 surveyees, ‘crafts and arts’ by 35 and ‘prestige of the region’ by 61 surveyees.

19. How important are these factors when travelling to Lori region?

Criteria	Rating points / 1 – least important, 5 – most important/				
	1	2	3	4	5
	N of responses				
Distance / location	34	41	30	55	107
Price of services	16	33	38	84	96
Weather conditions	19	30	33	73	112
Nature	3	29	22	67	146
Availability of hotels	18	36	45	75	93
Historical and cultural heritage	14	28	19	60	146
Crafts and arts	31	34	36	69	97
Traditional cuisine	15	34	48	74	96
Availability of entertainment hubs	30	42	39	62	94
Master classes	61	31	36	66	73
Prestige of the region	59	39	32	52	85
Accessible roads	11	36	32	62	126
Specialized tour guides	29	38	31	65	103

Table 6. Factors affecting trips to Shirak region

The goal of Question 17 is to identify the factors that Armenian travelers take into account when travelling to Lori region. Table 6 illustrates that 146 surveyees mentioned that ‘historical and cultural heritage’ and ‘nature’ are the most decisive factors for organizing a trip to Lori region. The second factor is ‘accessible roads’, which is claimed by 126 participants. ‘Distance/location’ comes next with 107 responses. Contrarily, the least number of responses are recorded for the following factors: ‘prestige of the region’ mentioned by 59, ‘distance/location’ by 34 and ‘crafts and arts’ by 31 surveyees.

20. Mention 5 places of interest you have visited in Shirak region.

Surveyees were asked to mention top 5 attractions they have visited in Shirak region. The aim of the question is to discover which sightseeings attract the majority of Armenian travelers. Based on the results, it will be possible to suggest new touristic itineraries, which are less popular.

The majority of respondents mentioned Gyumri city as the trendiest destination in Shirak region with overall 119 responses /44,4%. According to 58 surveyees, Marmashen Monastery is the second most visited historical monument in Shirak region /21,6%. Haritchavank is the third place of interest reported by 55 participants /20.5%. Other responses include Black Fortress with 37 responses /13,8%, 'Arpi Lake' National Park with 26 responses /9,7%, Yereruyk with 21 responses /7,8%, Trchkan with 19 responses /7%, St Astvatsatsin Church with 16 responses /5,9%, Artik city and Lmbatavank with 12 responses respectively /4,4%, Vardanants Square with 11 responses /4,1%, etc. On the contrary, least popular places of interest include Krasar /1 response/, Chichkhan /1 response/, Maralik /2 responses/, Mastara /2 responses/, Rustaveli street /2 responses/, etc. Overall, 21 surveyees mentioned they either have not visited Shirak region or do not remember any places of interest. Total number of respondents is 268.

21. Mention 5 places of interest you have visited in Tavush region.

Surveyees were asked to mention top 5 attractions they have visited in Tavush region. The aim of the question is to discover which sightseeings attract the majority of Armenian travelers. Based on the results, it will be possible to suggest new touristic itineraries, which are less popular. The majority of respondents mentioned Haghartsin as the trendiest destination in Tavush region with overall 129 responses /48,1/. According to 110 surveyees, Goshavanq is the second most visited historical monument in Tavush region /41%. Parz Lake is the third attraction reported by 89 respondents /33,2%. Other responses include Dilijan city with 88 responses /32,8%, Lastiver with 51 /19%, Makaravank with 34 /12,6%, Dilijan National Park with 28 /10,4%, Ijevan city with 25 /9,3%, Gosh Lake with 23 /8,5%, Jukhtak Vank Monastery with 22 responses /8,2%/etc. On the contrary, least popular places of interest include Tslik Amram Fortress /3 responses/, Berdavan Castle /3 responses/, Kirants Monastery /3 responses/, Deer Breeding Centre /2 responses/, Aghjkaberd /2 responses/, etc. Total number of respondents is 268.

22. Mention 5 places of interest you have visited in Lori region.

Surveyees were asked to mention top 5 attractions they have visited in Lori region. The aim of the question is to discover which sightseeings attract the majority of Armenian travelers. Based on the results, it will be possible to suggest new touristic itineraries, which are less popular. The majority of respondents mentioned Haghpat as the trendiest destination in Lori region with overall 132 responses /49,2%. According to 128 surveyees, Sanahin is the second most visited historical monument in Lori

region /47,7%. Odzun is the third place of interest reported by 88 responses /32,8%. Other responses include Dsegh with 53 /19,7%, Dendropark with 45 /16,7%, Aghtala with 43 /16%, Lori Fortress with 36 /13,4%, Vanadzor and Stepanavan with 26 responses respectively /9,7% and Kobayr Monastery with 24 responses /8,9%. Total number of respondents is 268. On the contrary, least popular places of interest mentioned by the surveyees include Agarak, Akner, Nalband, Aghstev, Mikoyan Brothers Museum, Fioletovo, Dorbatavank, and Sverdlov with 1 response each. Overall, 41 respondents either gave no answer and mentioned they did not visit the region. Total number of respondents is 268.

23. What do you suggest in order to improve travel experience in Shirak region?

Surveyees were asked to suggest their ways of improving travel experiences in Shirak region. Suggestions include the following: *organise cultural events and invite celebrities, build entertainment places, train local tour guides and service providers, repair roads, offer high-quality services, promote less popular travel destinations of the region, offer new hiking itineraries combined with bird-watching, offer new mountaineering routes, promote regional cuisine, promote adventure tourism, promote the region on international platforms, create gastro yards, arrange folklore festivals, promote winter tourism in Ashotsk, build toilets on Yerevan-Gyumri highway, offer master classes connected with art and regional culture, organise pilgrimages to the region, arrange visits to off-the-beaten track places of interest, work out games for travelers, work out special travel packages for groups of pupils and students, organise an event to display traditional clothings and food, organise trips with tents, offer food for vegetarians, organise theatre spectacles in museums, work out special maps for travelers, create more signs, introduce movies shot in Shirak region, promote sports tourism, organise disabled-friendly trips, etc.* Total number of responses is 268.

24. What suggestions do you have in order improve travel experience in Tavush region?

Surveyees were asked to suggest their ways of improving travel experiences in Tavush region. Suggestions include the following: *build sanatoriums, entertainment places for nightlife, and gastro yards, connect with locals in order to discover the hidden trails of the region, offer new hiking routes, set up new travel agencies, organise trips during harvesting season, arrange trips to borderline villages and cities, offer local traditional cuisine, find trails that display the flora and fauna of forests, plan new hiking trails, organise eco, gastro, agro and wine tours, build public toilets and charging stations, promote camping, organize festivals and pilgrimage tours, organise an event to display traditional clothings and food, build restaurants for vegetarians, create online booking applications to buy tickets*

to Yerevan, work out games for travelers, create more signages, organise mushroom gathering trips.
Total number of responses is 268.

25. What suggestions do you have in order improve travel experience in Lori region?

Surveyees were asked to suggest their ways of improving travel experiences in Lori region. Suggestions include the following: *develop extreme tourism, build entertainment places for nightlife, develop winter tourism /organise skiing/, offer hiking trails, plan new travel packages, organise meetings with locals, organise pilgrimages and festivals, introduce interesting stories connected with Lori region, organise berry gathering and forest campaigns, repair the roads, develop agritourism, organise an event to display traditional clothings and food, arrange gastro tours, organise rafting, promote local cuisine, meetings with artists, honey gathering and tasting, fishing campaigns, arrange historical campaigns, preparation of food in the open air, arrange overnight at locals' houses, biking tours.* Total number of responses is 268.

Conclusion

Summing up the results of the questionnaire, it can be clearly seen that Armenian travelers prefer services that adhere to the new safety and sanitary norms. Moreover, they are more interested in eco, agro and adventure tourism.

The objectives of the questionnaire are met through the elaborated questions. Based on the accumulated results, the following conclusions on Armenians' travel choices considering the target regions of Shirak, Lori and Tavush are drawn:

- the main motivation to travel to the northern regions is to learn about the historical and cultural heritage of the regions;
- most preferred type of tourism is that of historical and cultural;
- group and individual trips are equally popular;
- locals prefer to organize their trips with friends;
- on the average, Armenian travelers spend 1-2 overnights in the target regions;
- maintenance of hygiene norms is the most crucial criterion for choosing an accommodation;
- bakery and canteen are the main catering service providers preferred by locals;
- traditional cuisine is preferred by the majority of local travelers;
- the average amount of daily spendings during a trip is 3000-5000 AMD;
- the biggest issue for local travelers is the limited menus of catering service providers;
- food quality is the most important criterion for choosing a catering service provider;
- most of the surveyees faced no violation of rights from catering service providers;
- among the target regions, Tavush attracts the most number of visitors
- historical and cultural heritage is the most decisive factor for organizing trips to Shirak and Tavush regions, as well as historical and cultural heritage and nature are the most decisive factors for organizing a trip to Lori region;
- the majority of the surveyees mentioned top attractions of the target regions, which are visited by a lot of travelers. On the other side, they have also mentioned less popular places of interest, which will be part of our project and incorporated in the new emerging travel itineraries.

To overcome the impact of Covid-19, the above-mentioned conclusions will be taken into account in order to create new touristsic itineraries and traditional menus typical of the target regions.

Appendix: Questionnaire for travellers

Հարցաթերթիկ զբոսաշրջիկների համար

Հարցաթերթիկը կազմվել է "Tour Advice" տուրիստական ընկերության կողմից՝ EU4Business "Innovative Tourism Action Grants in times of Covid-19" ծրագրի շրջանակներում: ԵՄ-ն բիզնեսի համար նախաձեռնության «Նորարարական տուրիզմի և տեխնոլոգիաների զարգացում Հայաստանի համար» ծրագիրը համաֆինանսավորվում է Եվրոպական միության և Գերմանիայի դաշնային հանրապետության տնտեսական համագործակցության և զարգացման նախարարության կողմից: Այն իրականացվում է Գերմանիայի միջազգային համագործակցության ընկերության (ԳՄՀԸ) «Մասնավոր հատվածի զարգացում և մասնագիտական կրթություն և ուսուցում Հարավային Կովկասում» ծրագրի կողմից:

Հարցաթերթիկի նպատակն է պարզել Շիրակի, Լոռու և Տավուշի մարզեր այցելող հայ զբոսաշրջիկների ճամփորդական նախասիրությունները և նրանց կողմից պահանջված հիմնական զբոսաշրջային ծառայությունները: Հավաքագրված տվյալների շնորհիվ հնարավոր կլինի բացահայտել հյուսիսային մարզեր այցելող հայ զբոսաշրջիկների հետաքրքրությունները և ճանապարհորդական ակնկալիքները, տվյալ մարզերում կեցության վայր և սննդի օբյեկտ ընտրելու հիմնական չափորոշիչները: Արդյունքում կստեղծվեն զբոսաշրջային նոր երթուղիներ, որոնք կներառեն թիրախային մարզերի ոչ շատ հայտնի զբոսաշրջային ուղղությունները, համարված կլինեն տեղական նոր ճաշացանկերով և կեցության վայրերով, որոնք կհամապատասխանեն նոր սանիտարահիգիենիկ և անվտանգության նորմերին:

1. Տարիքային խումբ

- մինչև 18
- 18-25
- 25-35
- 35-45
- 45 և ավել

2. Սեռ

- Արական
- Իգական

3. Բնակության վայր

- Երևան
- Շիրակի մարզ
- Լոռու մարզ
- Տավուշի մարզ
- Գեղարքունիքի մարզ

- Արմավիրի մարզ
 - Արագածոտնի մարզ
 - Արարատի մարզ
 - Կոտայքի մարզ
 - Սյունիքի մարզ
 - Վայոց ձորի մարզ
4. Որո՞նք են Ձեր ճամփորդությունների հիմնական դրոշապատճառները /հնարավոր է 1-ից ավելի պատասխան/:
- Պատմամշակութային ժառանգության մասին գիտելիքների ձեռքբերում
 - Տվյալ տարածաշրջանին բնորոշ ավանդական ճաշատեսակների համտես
 - Մասնակցություն փառատոններին և միջոցառումներին
 - Բնության գրկում հանգստի կազմակերպում
 - Այցելություն ընկերներին և բարեկամներին
 - Առօրյա կյանքից կտրվելու հնարավորություն
 - Այլ
5. Տուրիզմի ո՞ր տեսակներն էք նախընտրում /հնարավոր է 1-ից ավելի պատասխան/:
- Արկածային
 - Պատմամշակութային
 - Էկո
 - Գյուղական
 - Գաստրո
 - Առողջարանային
 - Պասիվ
 - Սպորտային
 - Այլ
6. Ճամփորդության կազմակերպման ո՞ր ձևն էք նախընտրում:
- Խմբակային տուր
 - Անհատական տուր /բաց թողեք 7-րդ հարցը/
 - Երկուսն էլ
 - Այլ
7. Ու՞մ օգնությամբ էք կազմակերպում խմբակային տուրեր:
- Դիմում եմ մասնագիացված տուրիստական ընկերություններին
 - Ճամփորդությունը կազմակերպում եմ ընկերներիս հետ
8. Որքա՞ն ժամանակով էք մեկնում ճամփորդության Հայաստանում:

- Մեկօրյա ճամփորդության առանց գիշերակացի
- 1-2 գիշերակացով
- 3-ից ավել գիշերակացով

9. Կեցության վայր /հյուրատուն, հյուրանոց/ ընտրելիս ինչքանով էք կարևորում հետևյալ գործոնները /1-կարևոր չէ, 5-շատ կարևոր է/:

	1	2	3	4	5
Ծառայությունների և սպասարկման որակ					
Հիգիենիկ նորմերի պահպանում					
Արժեք					
Անվտանգության պայմաններ					
Հարմարավետություն					
Տեղադիրք					

10. Ճանապարհորդելիս սննդի ո՞ր օբյեկտներից էք օգտվում /առավելագույնը 2 պատասխան/:

- Ռեստորան
- Հացատուն / ճաշարան
- Սրճարան
- Պանդոկ
- Արագ սննդի օբյեկտ
- Մնունդը վերցնում եմ ինձ հետ
- Այլ

11. Մարզերում ճանապարհորդելիս ինչպիսի՞ սնունդ էք նախընտրում:

- Փորձում եմ տվյալ տարածաշրջանին բնորոշ ավանդական ճաշատեսակներ
- Նախընտրում եմ ծանոթ ճաշատեսակներով սնվել
- Նախընտրում եմ արագ սնունդ
- Այլ

12. Ճանապարհորդության ընթացքում մեկ անձի հաշվով օրական որքա՞ն գումար էք ծախսում սննդի վրա:

- Մինչև 1000
- 1000 – 2000

- 2000 – 3000
- 3000 – 5000
- 5000 – 7000
- 7000 և ավել

13. Մանկի օբյեկտներ հաճախելիս ի՞նչ խնդիրների եք հանդիպում /առավելագույնը 2 պատասխան/:

- Հին և ոչ հարմարավետ կահույք
- Ոչ մաքուր սեղաններ և սպասք
- Ոչ բավարար լուսավորություն և ջեռուցում
- Ազատ տեղերի բացակայություն
- Միօրինակ և սահմանափակ ճաշացանկ
- Լվացարանների հակասանիտարական վիճակ
- Սպասարկման ցածր որակ
- Այլ

14. Ի՞նչ չափորոշիչներով եք առաջնորդվում սննդի օբյեկտ ընտրելիս /առավելագույնը 2 պատասխան/:

- Տեղադիրք
- Մատչելի գներ
- Ճաշացանկ
- Սպասարկման որակ
- Աշխատանքային ժամեր
- Մանկի որակ
- Այլ

15. Երբևէ խախտվե՞լ են Ձեր իրավունքները սննդի օբյեկտներից օգտվելիս:

- Այո
- Ոչ
- Այլ

16. Նշված մարզերից որտե՞ղ եք ճամփորդել /հնարավոր է 1-ից ավելի պատասխան/:

- Շիրակի մարզ
- Տավուշի մարզ
- Լոռու մարզ

17. Շիրակի մարզ ճամփորդություն կազմակերպելիս ինչքանով էք կարևորում հետևյալ գործոնները: Գնահատեք 1-5 բալային համակարգով /1-կարևոր չէ, 5-շատ կարևոր է/:

	1	2	3	4	5
Հեռավորություն / տեղադիրք					
Ծառայությունների արժեք					
Եղանակային պայմաններ					
Բնություն					
Հյուրանոցների առկայություն					
Պատմամշակութային ժառանգություն					
Արհեստներ և արվեստներ					
Ավանդական խոհանոց					
Ժամանցի վայրերի առկայություն					
Վարպետաց դասեր					
Մարզի ճանաչվածություն					
Ճանապարհների մատչելիություն					
Արհեստավարժ զբոսավարներ					

18. Տավուշի մարզ ճամփորդություն կազմակերպելիս ինչքանով էք կարևորում հետևյալ գործոնները: Գնահատեք 1-5 բալային համակարգով /1-կարևոր չէ, 5-շատ կարևոր է/:

	1	2	3	4	5
Հեռավորություն / տեղադիրք					
Ծառայությունների արժեք					
Եղանակային պայմաններ					
Բնություն					
Հյուրանոցների առկայություն					
Պատմամշակութային ժառանգություն					
Արհեստներ և արվեստներ					
Ավանդական խոհանոց					
Ժամանցի վայրերի առկայություն					
Վարպետաց դասեր					
Մարզի ճանաչվածություն					
Ճանապարհների մատչելիություն					
Արհեստավարժ զբոսավարներ					

19. Լոռու մարզ ճամփորդություն կազմակերպելիս ինչքանով էք կարևորում հետևյալ գործոնները: Գնահատեք 1-5 բալային համակարգով /1-կարևոր չէ, 5-շատ կարևոր է/:

	1	2	3	4	5
Հեռավորություն / տեղադիրք					
Ծառայությունների արժեք					
Եղանակային պայմաններ					
Բնություն					
Հյուրանոցների առկայություն					
Պատմամշակութային ժառանգություն					
Արհեստներ և արվեստներ					
Ավանդական խոհանոց					
Ժամանցի վայրերի առկայություն					
Վարպետաց դասեր					
Մարզի ճանաչվածություն					
Ճանապարհների մատչելիություն					
Արհեստավարժ զբոսավարներ					

20. Նշեք այն 5 տեսարժան վայրերը, որոնք այցելել էք Շիրակի մարզում:

21. Նշեք այն 5 տեսարժան վայրերը, որոնք այցելել էք Տավուշի մարզում:

22. Նշեք այն 5 տեսարժան վայրերը, որոնք այցելել էք Լոռու մարզում:

23. Ի՞նչ կառաջարկեք Շիրակի մարզում ճամփորդություններն առավել հետաքրքիր դարձնելու համար:

24. Ի՞նչ կառաջարկեք Տավուշի մարզում ճամփորդություններն առավել հետաքրքիր դարձնելու համար:

25. Ի՞նչ կառաջարկեք Լոռու մարզում ճամփորդություններն առավել հետաքրքիր դարձնելու համար:



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EUROPEAN UNION FOR ARMENIA



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համագործակցություն
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