



## 1. BLACK SEA SILK ROAD CORRIDOR▲

- 45 Monument Sites / Armenia
- 114 Panels
- 148 Directional Signs
- 2 Protected Areas
- 8 Nature Trails
- 77 Trail Markers
- 3 Historic Districts
- 55 Historic Plaques
- 5 APPs
- 1 Web Portal
- 4 professional events
- 4 public events
- 4 Directories of local services

### A PLATFORM FOR DEVELOPMENT:

Problems in Armenia's rural communities include poverty, lack of jobs, isolation and little contact with the outside world. For communities that adjoin cultural and natural monuments of significance, this is a problem that can in part be alleviated through increased tourism and development of infrastructure and services for tourists. 8% of global GDP is generated through tourism, and a growing sector is authentic tourism, hereby tourists become more deeply involved in a culture they visit, through contact with locals, overnight stays in village homes, learning crafts and arts, participating in traditional activities and purchasing traditional products, etc.

The Black Sea Silk Road Corridor (BSSRC) is not designed to address these needs directly, but to instead create **a platform for development** through development of infrastructure (marking a travel trail with signage and panels) and worldwide awareness/SN and viral marketing of Armenia's sites through a virtual BSSRC in APPS (iPad, iPhone, Android, Windows 7, Blackberry) and web portal. Additional activities include online promotional schemes, professional (tourism industry) and public events, and training local communities in use of IT marketing and Social Networking to develop and promote local services (B&Bs, local products, tourism services, etc.) in an APP and online Directory of services that features large, SME and local tourism industry providers, linked to individual site descriptions.

**AMAP's expertise in installing panels and signs** is well documented and will continue as part of the BSSRC programme. It has expanded online awareness of Armenian monuments through its web portal [www.ArmenianHeritage.org](http://www.ArmenianHeritage.org).

**Virtual Outputs** include 5 language description of individual monuments and trail information, GPS guidance and mapping (APPs will alert users of sites near their position and through Mapping guide them to sites and services); and individual site descriptions will provide self-guided tours with rich content including texts, images, audio and video capabilities, links to relevant outside sites, user ratings and comments, Social Networking integration and a Directory of services that links sites with adjoining or nearby communities offering tourism services and traditional products.

**Globally**, the Black Sea Silk Road Corridor ('BSSRC') Tour Trail will achieve **stronger regional partnerships** and cooperation through the cross-border efforts of partners and communities along the proposed trail to make the BSSRC a reality; through shared efforts to establish,

mark and highlight the shared histories, cultures and peoples that lie along this trail—which follows one of the great Silk Roads which connected Europe and Asia and many cultures. See working map in [APPENDIX A](#) below.

## BACKGROUND:

The BSSRC project aims to **improve economic development** by its establishment and promotion of local services and products at communities along the trail, through increased awareness, tourism and promotion. Establishing the BSSRC across borders is local, people-to people (both in creating the trail and in its operation as a tourist destination) and by its definition promotes working together to address the common challenges of rural isolation and poverty at many regions along the trail. The combined resources of our four countries is the remarkable history, natural beauty and authentic cultural makeup of the region—the BSSRC uses these as building blocks for its construction and highlights the common cultural interests of states while celebrating their diversity.

**Dialogue between communities** is encouraged via the IT platform of communication, specifically in the directory of services and messaging system and in setting up the corridor and its promotions. Social Networking will play a significant role in all areas of the project, its power to link communities of multi-faceted backgrounds into a common network of mutual interests—its power is still being understood but already it has been seen as a promoter of mutually beneficial goals that bind seemingly disparate cultures.

**Seminars and workshops** planned in the project will begin a process of dialogue as members of cross-border communities will be recruited to participate in training and informational colloquiums. These will include training in Social Networking and using the communication tools in the BSSRC APPs and Web Portal, with shared experiences in promotions and ways cross-border communities can deepen their cooperation to mutually beneficial projects of tourism development.

**Events** include **promotional presentations** of the BSSRC to local, regional and national Tourism industry, associations and authorities, including community members; and one **public presentation** in each state for the general public and media. Members of communities in each state and cross-border regions will be encouraged to attend and participate in these festival events, further encouraging dialogue, exchange of culture and understanding.

**FUNDING:** This project is being presented to the EU ENPI BSB programme for 2 years funding. We are able to apply for up to 300,000 Euros for our portion of the whole, with the rest needing to be funded by one or more sponsors. See budget for details.

## SITES:

- |                        |              |                       |                  |
|------------------------|--------------|-----------------------|------------------|
| ▪ Arpi Lich            | ▪ Marmarshen | ▪ Historic Giumri     | ▪ Ani            |
| ▪ Gusanagiugh          | ▪ Talin      | ▪ Dashtadem           | ▪ Aruch          |
| ▪ Agarak               | ▪ Aghstk     | ▪ Tegher              | ▪ Byurakan       |
| ▪ Aragats              | ▪ Amberd     | ▪ Historic Ashtarak   | ▪ Vordan Karmir  |
| ▪ Tsaghkadzor          | ▪ Sevan Lake | ▪ Sevanavank          | ▪ Norashen       |
| ▪ Hairavank            | ▪ Noratus    | ▪ Dzoragiugh/Getashen | ▪ Lichk          |
| ▪ Selim petroglyphs    | ▪ Selim Pass | ▪ Yeghegis            | ▪ Yeghegnadozr   |
| ▪ Noravank Dzor        | ▪ Noravank   | ▪ Gndevank            | ▪ Jermuk         |
| ▪ Carahunge/Zorats Kar | ▪ Ughtasar   | ▪ Shinuaiyr           | ▪ Devil's Bridge |
| ▪ Tatev-Kapan Trail    | ▪ Tatev      | ▪ Goris               | ▪ Khndzoresk     |
| ▪ Halidzor             | ▪ Vahanavank | ▪ Meghri              | ▪ Shvandizdor    |
| ▪ Shikahogh Forest     | ▪ Yerevan    |                       |                  |

# APPENDIX A: BSSRC MAP- ARMENIA



## AMAP BSSRC Armenia



### SITES:

Arpi Lich, Marmarshen, Historic Giumri, Ani, Gusanagiugh, Talin, Dashtadem, Aruch, Agarak, Aghstk, Tegher, Byurakan, Aragats, Amberd, Historic Ashtarak, Vordan Karmir, Tsaghkadzor/Kecharis, SevanLake, Sevanavank, Norashen, Hairavank, Noratus, Dzoragiugh/Nerkin Getashen, Lichk, Selim petroglyphs, Selim Pass, Yeghegis, Yeghegnadozr, Noravank Dzor, Noravank, Gndevank, Jermuk, Carahunge/Zorats Kar, Ughtasar, Shinuaiyr, Devil's Bridge, Tatev-Kapan Hiking Trail, Tatev, Goris, Khndzoresk, Halidzor, Vahanavank, Meghri, Shvandizdor, Shikahogh Forest, Yerevan