


<https://doi.org/10.21272/mmi.2020.4-07>

JEL Classification: L83, Z32, O18

**Gayane Tovmasyan,**

*Ph.D., Public Administration Academy of the Republic of Armenia,  
Armenian State University of Economics, Armenia*

 ORCID ID, 0000-0002-4131-6322

email: [tovmasyangayane@yahoo.com](mailto:tovmasyangayane@yahoo.com)

**Samvel Avetisyan,**

*Dr.Sc., Professor, Armenian State University of Economics, Armenia*

**Kristine Tatosyan,**

*Armenian State University of Economics, Armenia*

**Lusya Mirijanyan,**

*Armenian State University of Economics, Armenia*

**Inga Galustyan**

*Armenian State University of Economics, Armenia*

**Argine Rushanyan,**

*Armenian State University of Economics, Armenia*

Correspondence author: [tovmasyangayane@yahoo.com](mailto:tovmasyangayane@yahoo.com)

## ANALYSING THE DEMAND OF AGRITOURISM FOR INTERNATIONAL TOURISTS IN ARMENIA

**Abstract.** *This paper summarises the arguments and counterarguments in the frame of the scientific discussion on the issue of agritourism development in Armenia. The research aims at analysing the demand of agritourism development for international tourists in Armenia, find out their needs. The analysis of the available literature sources and approaches shows the essence of agritourism, its activities, functions, needs of tourists. Armenia has a rich history and culture, beautiful nature, delicious cuisine, Armenian villages have a traditional way of life and ethnic diversity. All these factors are important for developing agritourism in rural places offering various activities for tourists: participation in agricultural activities, farming, animal care, hunting, fishing, horseback riding, beekeeping, carpet weaving, handicrafts, harvesting, winemaking, making national dishes, baking bread, also visiting historical and cultural places, participation in various festivals, etc. Investigation of the topic in the paper is carried out in the following rational arrangement. The essence and significance of agritourism in the literature are discussed, then a survey is done among international tourists to find out their needs. The results of the empirical analysis are presented in the paper, which shows that Armenia is considered as a quiet and beautiful place for tourists who wish to rest in Armenian rural places, participate in many activities. The Pearson Chi-square testing shows some significant relationship between some factors. Mainly unmarried people want to rest in rural places alone or with friends, and they are willing to pay more than married people who have children. The tourists have also made some suggestions for agritourism development in Armenia: making everything more natural and fresher, doing good marketing, organizing pieces of training for local people and farmers, etc. The research results may be useful for developing agritourism in rural areas by organizing good strategies and marketing plans.*

**Keywords:** agritourism, agritourism activities, marketing, rural places, tourism.

**Introduction.** The main purpose of this research is to evaluate the demand for agritourism services for international tourists and find out the main needs of agritourists in Armenian rural places. The research object is agritourism in rural areas. The regions of Armenia have beautiful nature, forested mountains and deep canyons, healthy air and healing waters, historical and architectural monuments. Armenian villages have a traditional way of life and ethnic diversity. All this may contribute to the development of cultural, religious, health, urban, agri-, eco-, adventure, sports, festival, and gastronomic tourism. The development

---

**Cite as:** Tovmasyan, G., Avetisyan, S., Tatosyan, K., Mirijanyan, L., Galustyan, I., & Rushanyan, A. (2020). Analysing the Demand of Agritourism for International Tourist in Armenia. *Marketing and Management of Innovations*, 4, 90-101. <http://doi.org/10.21272/mmi.2020.4-07>

of agritourism is of special importance for the revitalization of life in rural areas, the development of profitable entrepreneurship with relatively small investments and the fuller use of the tourism resources of the regions. Agritourism includes several activities: participation in agricultural activities, farming, animal care, hunting, fishing, horseback riding, beekeeping, carpet weaving, handicrafts, harvesting, winemaking, making national dishes, baking bread, visiting historical and cultural places, participation in various festivals, etc. The sustainable development of agritourism is an excellent way to ensure the flow of people from cities to villages, which will contribute to the inflow of financial resources to rural areas. Agritourism will contribute to the development of rural communities, employment, reduction of emigration, nature conservation, preservation and appreciation of cultural values of rural communities, development of infrastructure. For developing agritourism, it is important to find out the needs of tourists, their preferences, evaluate the demand of agritourism, which is done in this paper. The analysis shows that tourists prefer many types of tourism in case of visiting Armenia, also reveals that mainly young people like to rest in rural places, who are unmarried. The agritourists also mentioned some problems concerning marketing, language barriers, infrastructures, etc. So, the results of the research can be useful for policymakers of rural areas.

**Literature review.** The literature review is the summary of some aspects of the essence of agritourism, its functions, etc. The words agritourism and agrotourism have the following origin. The prefix agri- derives from the Latin term ager (agri – genitive), which means «field». Herewith, the prefix agro- comes from the Greek term agros, which means «soil», and agronomos, which refers to a person managing a land estate. In turn, the prefix tourism is a form of active recreation away from one's place of residence that is inspired by cognitive, recreational and sport needs – it comprises all forms of voluntary changes of one's place of staying (Sznajder et al., 2009). Agritourism is such a kind of tourism when tourists go to rural places to take part in farm or village activities, which includes animal and crop care, cooking, handicrafts and entertainments (Agritourism, Dictionary). According to Wicks and Merrett (2003), agritourism merges the elements of two complex industries – agriculture and tourism, thus opening up new and profitable markets for farm products and services and providing travel experience for a large regional market. Agritourism is the provision of touristic opportunities on rural farms (Wall, 2000). According to Privitera (2010), agritourism is a good mean to preserve rural lifestyles and landscape providing «sustainable» or «green» tourism. Agritourism includes a variety of activities, which are offered by farmers and rural people to attract tourists to rural places to gain extra money for their businesses (Gannon, 1994). Agritourism is considered as a mean to ensure both human health and the «health» of the environment and rural settlements to achieve the sustainability of the rural environment (Ciolac et al., 2019). The main functions of agritourism are:

1. Socio-psychological (gaining new skills, experiences and professions, learning foreign languages, gaining entrepreneurial skills, activation of the rural community, encouragement of social initiatives or new opportunities for rural people, meeting new people and new contacts, exchange of experiences or attitudes, broadening of knowledge on the world and other people on the part of the farm, owners, encouragement to develop hobbies and interests, a possibility to revive rural traditions, promoting respect and revival of folk traditions and culture, the development of culture in rural areas, fuller utilization and revival of certain objects in villages (community centres, sports facilities, etc.), also agritourism offers an opportunity for tourists to be creative, participation in farm work, learning a folk craft, etc.), contributes to good health (climatic conditions, food, exercise).

2. Economic (extension of accommodation facilities, maintenance of existing production, creation of employment and reduction of unemployment rates, obtaining additional sources of income for farmers, communities, local governments, associations, overcoming economic recession, promotion of the socio-economic development of underprivileged areas, diversification of economic activity in rural areas, creating conditions and opportunities for the development of other types of activity in rural areas).

3. Spatial and environmental (enhanced care for the environment, nature protection, creating a more friendly environment for guests and visitors, the development of local infrastructure (water supply, sewage systems, sewage treatment plants, roads, public transport, recreation facilities), care for the aesthetic value of villages, houses, streets and other public spaces – aesthetic enhancement of villages, the utilization of old buildings, which may contribute to the preservation of the rural cultural heritage, countering mass migration from rural areas (mainly of young and educated people) and the depopulation of rural areas) (Sznajder et al., 2009).

Agritourism brings economic benefits. According to a study (Jeczmyk et al., 2015), the average income from agritourism accounted for about one-third of overall household income of farmers in Poland. Another research was done in Missouri, Pennsylvania, and Texas, to find out the features of agricultural landscapes that are more appealing to current and potential agritourists. The results showed that the most preferred features that agritourists would like to see are wildlife, water resources, historical elements, and farm animals. Also, there are differences in landscape preferences across gender, levels of agritourism experience, and agricultural attachment. That means that different marketing implications should be done by farmers offering agritourism opportunities (Gao et al., 2013). Another study in Oklahoma showed that landscapes do not affect the demand for single-day sites, but local land use plays a role in the demand for overnight destinations (Melstrom and Murphy, 2017). The demand for recreational activities on farms has increased. A study was conducted to evaluate the Memorability, Distinctiveness, Relevance and Flexibility and overall preference of eight typical names associated with recreation on farms among farmers and visitors. The results show, that «Agritourism» appears suitable to brand recreation on farms given its Distinctiveness, Relevance, and Flexibility, however, there is a need for further efforts for educating the public about its meaning (Barbieri et al., 2015). Another study was done in the North West of England, which showed that whilst farmers value a range of managerial skills. They lack many of the additional business and entrepreneurial competencies required for success (Phelan and Sharpley, 2012). A study done by Lagravinese (2013) in Italy proves that rural tourism activities generate additional income and foster greater sensitivity to the environment and land conservation. Rural tourism is a good source of employment, particularly for women and young people. Agritourism may also serve as a good tool to increase local food consumption as it often includes opportunities to purchase local food on-site (Brune et al., 2020). A recent study in Croatia suggests that rural tourism experience dimensions are positively and significantly associated with happiness, so tourists are happy with their rural experience (Loureiro et al., 2019). Thus, understanding the needs and demand of tourists is very important in order to provide good agritourism services.

**Methodology and research methods.** The article aims to evaluate the demand for agritourism services for international tourists and find out the main needs of agritourists in Armenian rural places. In the frame of this research, the following methods were used: analysis and synthesis, systematic method, survey, graphical methods, cross-tabulation, and Pearson Chi-Square coefficient testing. The method of analysis allows to divide the whole research into parts and analyse separately. The method of synthesis allows to integrate the analysed parts into one whole. That means the different questions of the survey results were analyzed by separate parts and integrated at the end for drawing logical conclusions and recommendations. The systematic method was used by analyzing agritourism as a system of different activities, their relations and impact on agritourists and rural places.

A sociological survey was done among international tourists in Armenia, during June-July, 2020, via the internet. In turn, the survey sample amounts 70 international tourists. The results were analysed via SPSS software. Herewith, the survey questionnaire is in Table 1. The questionnaire consists of 23 questions and includes open, closed and semi-open alternative answers to choose. The main survey results were illustrated using graphical methods.

**Table 1. Survey questionnaire: Agritourism in Armenia**

<b>1. Your nationality and place of residence</b>			
<b>2. What is your age?</b>			
Under 18 years old	31-45 years old	65 and high	
19-30 years old	46-64 years old		
<b>3. Gender:</b>			
	Male	Female	
<b>4. Education</b>			
Secondar	Incomplete higher		
Vocational	Higher		
<b>5. Your occupation</b>			
Pupil	Employee	Unemployed	
Student	Retired	Self-employed	Other
<b>6. Your monthly income</b>			
Up to \$ 500	\$ 1501- \$2000	\$ 2001 or over	
\$ 501-\$ 1000	\$ 1001- \$ 1,500	I have no income	
<b>7. Family status:</b>			
	Unmarried	Married	Other
<b>8. How many children do you have?</b>			
I do not have children	2 children	Other	
a child	3 children		
<b>9. How often do you go on vacation?</b>			
Once a year	Twice a year	More than twice a year	Once in 2 years
<b>10. What is your favourite time of year to take a vacation?</b>			
spring	autumn	summer	winter
<b>11. Where do you prefer to live during your holidays? (You may choose up to 3 options)</b>			
Hotel	Holiday home	Camp	Tent settlement
Hostel	Guesthouse	Residential house	Other
<b>12. What kind of holidays do you prefer (you may choose up to 5 options)</b>			
Visiting historical sites	Rest in nature		
Visiting churches, chapels and other sanctuaries	Beach vacation		
Sports rest	Adventure rest		
Visiting natural reserves and parks	Participation in ethnographic holidays and festivals		
Rest in a quiet rural area	Other		
<b>13. Do you like rural vacations (rest in a rural area)?</b>			
	Yes	I do not know	No
<b>14. If yes, what admires you in rural vacation (you may choose up to 5 options)</b>			
Beautiful nature	Field walks, mountaineering	Church and ethnographic ceremonies	
Rural peace	Clean air and water	Collecting wild fruits and vegetables	
Natural food	Participation in agricultural activities	Other	
<b>15. What conditions do you prefer for rural rest? (You may choose up to 5 options)</b>			
Comfortable and clean accommodation	Opportunity to visit historical, architectural and natural monuments		
Mobile and Internet access	Opportunity to participate in ethnographic rituals and celebrations		
Ease of communicating with local people in a foreign language	Opportunity to make national dishes at home		
Opportunity to participate in agricultural activities	Opportunity to do fishing		
Opportunity to care for farm animals	Other		
<b>16. Have you ever been to Armenia?</b>			
	Yes	No	

Continued Table 1

<b>17. What type of tourism would you prefer if you visit Armenia?</b>			
Historical and cultural	Spa- Resort	other	
Agritourism			
Adventure	Eco-tourism	Educational tourism	
<b>18. Would you like to relax in Armenian rural areas?</b>			
Yes	No	It is difficult to answer	
<b>19. How many days would you prefer to spend your vacation in a rural area?</b>			
Up to 7 days	15-22 days		
Other			
7-14 days	23-30 days		
<b>20. Which of the following actions would you like to take part in during the Armenian agritours (mention up to 10 options)?</b>			
horseback riding	Tractor ride	Craftsmanship, for example, pottery, blacksmithing, etc.	
sleigh ride	carriage ride	Collecting medicinal plants and making herbal medicines	
snowmobile ride	Harvesting different fruits	Collecting field flower	
Making souvenirs	Grass haying	Collecting mushrooms, gathering berries and vegetables	
Livestock activities	Agricultural works	Preparation of various national dishes	
Tree planting	Cow and sheep milking	fruit, grape picking, and wine making	
Sheep shearing	Baking lavash and bread	Training on farming	
Cheesemaking	Beekeeping	embroidery, carpet weaving	
Hunting	Fishing	other	
<b>21. With whom would you prefer to participate in agritours?</b>			
Alone	With my friends		
With my family	Other		
<b>22. How much money would you pay for each person daily in case of a rural vacation in Armenia? (B&amp;B)</b>			
Up to \$ 10	\$ 21-\$ 30	other	
\$ 11-\$ 20	\$ 31-\$ 40		
<b>23. What suggestions do you have regarding the organization and development of agritourism in Armenia?</b>			

Sources: developed by the authors.

For analysing the survey results and the main findings, cross-tabulation and Pearson Chi-Square efficient testing (setting significance level  $\alpha = 0.05$ ) were done to find out if there is any significant relationship between some factors. The Chi-Square statistic value provides a test on whether there is a statistical relationship between the variables in the cross-classification table.

**Results.** Tourism is one of the main sectors of the economy in Armenia. In 2019 1,894,377 tourists visited Armenia (14,7% growth compared to last year) (The socio-economic situation in 2019 January-December). In Armenia, the total contribution of Travel & Tourism to GDP was USD 1.6 billion, 11.8% of GDP in 2019. The total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 12.5% of total employment (124600 jobs) (WTTC, Armenia 2019). The travel subindex of the Balance of payments of Armenia was 101. 3 million USD in 2019 (credit 1534.9 million USD and debit 1433.6 million USD) (Balance of payment of the RA, 2019). That means that if to divide the sum of credit on the number of incoming tourists, the average sum that one tourist spends in Armenia will be clear, that is 810 USD. The number of hotel facilities in Armenia was 702 in 2019, 413 of which were in Yerevan. So, the other 289 were in 10 regions, the most in Tavush, Kotayk, Syunik (RA marzes and

Yerevan by figures, 2019). There are many agricultural festivals and farmer's fairs which attract tourists to Armenian villages. Every year festivals are organized in Armenia such as: «Dolma» festival, «Barbeque (Khorovats)» festival, Wine festival, «Gata» festival, etc. There are 10 regions, 502 communities, 955 villages, 49 cities in Armenia (Armenia in figures, 2019). The total population in Armenia is 2965.3 thousand people, from which rural population counts 1070.4 thousand people (The Demographic Handbook of Armenia, 2019). Gross agricultural output by farms counted 888.1 billion AMD in 2019 in the RA (13.5% of the GDP of Armenia) (The socio-economic situation in 2019 January-December). There are some tour agencies in Armenia including agritourism activities in their tours, such as participating in preparing national dishes or in the preparation of «lavash», the traditional Armenian bread, staying in farms, doing gardening with local people, gathering fruits, feeling the village life, etc.

However, there is a lack of statistical information about the number of agritourists, the sum of money they spend during a tour, and what activities they most prefer. Moreover, there are many obstacles for agritourism development. Agritourism development will contribute to the regional development of the RA. Thus, tourism has a direct and total contribution to GDP; brings money from visitor expenses and has a multiplier effect; creates new jobs and contributes to poverty decrease; enables new investments and develops infrastructures; contributes to the maintenance of the environment and rational use of natural resources; contributes to the development of other sectors of the economy as well (trade and services, education, technologies, construction, agriculture, etc.) (Tovmasyan, 2019). The survey was conducted among foreign tourists to find out their preferences in the field of agritourism and the main factors contributing to their visit to Armenia. Of the 70 foreign tourists surveyed, 52 (or 75%) were female and 15 (or 22%) were male. In turn, the respondents share from Russia was 19%, 16% – Germany, 13% – Syria, 9% – the USA, 9% – France, 3% – Spain, 3% – Brazil, 3% – Kyrgyzstan, 2% – Uzbekistan, 2% – Australia, 2% – Canada, 2% – Estonia, 2% – Ukraine, 2% – Japan, 2% – India. More than half of the respondents (65%) have visited Armenia, and 33% – have never been to Armenia (table 2).

**Table 2. Respondents by the previous visit to Armenia**

		Have you ever been to Armenia?			Total
		No answer	No	Yes	
Gender	No answer	1	0	1	2
	Female	0	17	35	52
	Male	0	6	9	15
<b>Total</b>		1	23	45	69

Sources: developed by the authors.

Most of the tourists visiting Armenia were from Russia. It should note that a large number of them was from the Armenian diaspora. They visit Armenia, organize vacations near historical and cultural sites, and participate in tours with friends. Tourists from European countries – Germany, France, Spain, Estonia – consider Armenia not only a country of adventure tourism but also think that there are good resources for organizing agritourism – clean air, beautiful nature, clean food. 43% of the respondents were 19-30 years old, 29% were up to 18 years old, 18% were 31-45 years old, 7% were 46-64 years old, and 3 % were 65 years old and elder. The figure 1 below shows how tourists prefer to have a vacation.

Foreigners, who like rural tourism and rural environment, have not been in Armenia and are under 18 years old. They have a great desire to relax and discover the rural tourist attractions of Armenia. 80% of the respondents expressed a desire to spend their vacation in Armenia, 1.5% did not want to spend their vacation in Armenia, and 17% do not know whether they would like to have a rest in Armenia or not. Unmarried foreign tourists prefer to relax in rural areas more than married people. 73% of unmarried people answered yes to the question of whether they would like to relax in rural areas, and only 26% of

married people prefer to spend their vacation in rural areas. Moreover, the age of unmarried foreign tourists is 19-30 and 31-45. It turns out that unmarried foreigners like to relax in the village, enjoy nature.

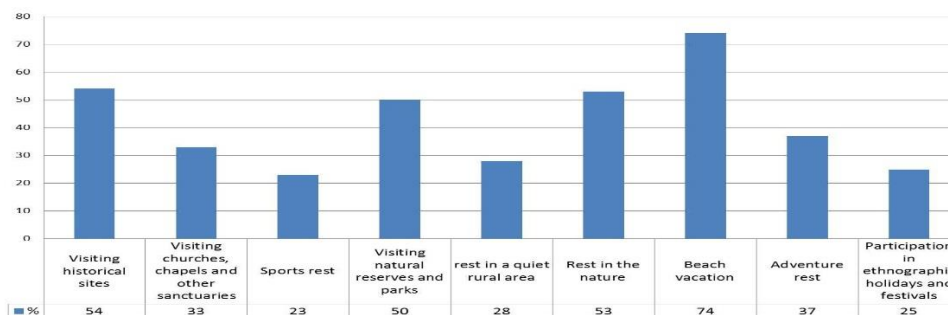


Figure 1. Preferred type of vacation of foreign tourists, %

Sources: developed by the authors.

Moreover, this age group prefers to spend up to 7 days in rural areas, and the 46-64 age group has expressed a desire to spend more time in rural areas. The figure 2 shows that the main types of tourism preferred by tourists are historical and cultural, adventure, etc.

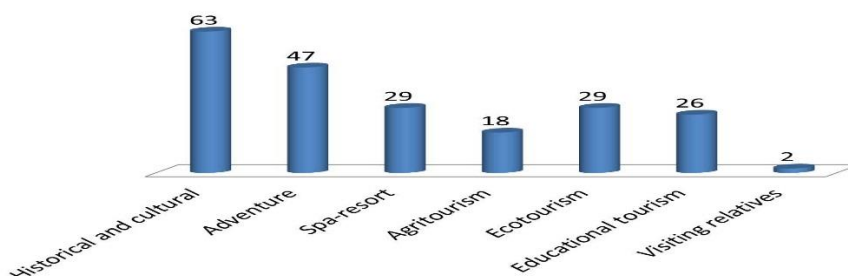


Figure 2. Preferred types of tourism to visit Armenia, %

Sources: developed by the authors.

Among the main reasons for choosing Armenia as a place for organizing agritourism were mentioned: beautiful nature (91%), clean air and water (89%), natural food (48%), the tranquillity of rural areas (41%), field walks and mountaineering (38%), collection of fruits and vegetables (25%), opportunities to participate in agricultural activities (13%). Table 3 shows that people mainly prefer to participate in agritourism with their family and friends.

Table 3. Participation in agritourism

		With whom would you prefer to participate in agritourism?					Total
		No answer	Alone	With my boyfriend	With my family	With my friends	
Gender	No answer	1	0	0	0	1	2
	Female	1	1	1	26	23	52
	Male	0	4	0	7	4	15
<b>Total</b>		<b>2</b>	<b>5</b>	<b>1</b>	<b>33</b>	<b>28</b>	<b>69</b>

Sources: developed by the authors.

The tourists preferring agritourism and vacation in a group are ready to pay an average of \$25 per person. Foreign tourists up to the age of 30 are willing to pay up to \$30 per person (breakfast overnight). Thus, 46% of 19-30 years old people are ready to pay \$11-20, 65% – \$21-30, and 14% – \$31-40. 22% of this age group is ready to pay up to \$10. As the potential tourists visiting Armenia are mainly under 45 years old, when developing a pricing policy, it is necessary to consider their purchasing power in terms of organizing vacations in rural areas. It is advisable to develop a pricing policy of up to \$30-35. In turn, the price preferences of 31-45-year-olds indicate that 33% of them plan to pay up to \$10, while 43% – \$31-40. Such a price difference is due to the number of tourists going on vacation. For example, tourists under the age of 30 are partially unmarried, who are even more financially sound, as they mostly go on vacation alone or with friends. Older tourists are married, 43% of married people want to spend their vacation with their family, 67% want to relax in rural areas of Armenia, and only 29% of married people. Married people plan to pay for several people, for which they plan to spend less money in Armenia. Therefore, in the case of families or groups, discounts are expected from tourists on the provided services and goods. If to consider the unmarried as a potential tourist, then 70% of the latter rest on average twice a year, which can help Armenia to become a tourist destination for them. Thus, the majority of those who love rural tourism are unmarried, and they prefer the beautiful nature, clean air-water, the presence of historical and cultural objects, mountaineering, gathering fruits and berries. They prefer adventure tourism, visiting historical and cultural sites. Tourists who prefer to stay at guesthouses during agritourism consider more importantly comfortable and clean conditions (84%). One of the conditions for tourists who prefer to spend the night in holiday homes is the opportunity to communicate with the locals in a foreign language (40%), the opportunity to participate in agricultural activities (26%), as well as the opportunity to participate in ethnographic rituals and celebrations (37%). For tourists who prefer to stay overnight in hotels, the priority is clean and comfortable conditions, the possibility of preparing national food in the hotel, the possibility of taking care of farm animals (34%), the availability of telephone and internet (59%). For foreign tourists who want to spend their vacation in resorts, are important all the conditions mentioned above. Unmarried tourists prefer hotels and holiday homes. Most married tourists prefer to spend their rural holidays in hotels. Young people who come to rural areas with friends, love agritourism, are willing to spend money on their leisure, they also want to be active in the village, participating in various rural activities. 60% of tourists prefer to stay for up to 7 days, 30% prefer 7-14 days, 9% prefer 15-22 days and only 1% – 23-30 days. Most of those who want to spend their vacation in rural areas prefer to stay up to 7 days or 7-14 days. According to the duration of the holidays, foreign tourists prefer different types of leisure. Tourists who prefer to spend their vacation up to 14 days, 36% of them like to relax in nature. They love to relax in rural areas, combining sports, adventure tours, nature reserves, and parks. 33% of the surveyed tourists, in addition to the fact that they like to relax in nature, also prefer to visit historical and cultural sites – churches, chapels, sanctuaries. The rest of the tourists (12 tourists or 31% of the respondents) are more active in adventure tourism. They like to take part in ethnographic festivals, festivals, and sports tours. The preferred activities for tourists who prefer to participate in agritours in Armenia are: harvesting different fruits, collecting mushrooms, gathering berries and vegetables (46%), tree planting (41%), collecting medicinal plants and making herbal medicines (24%), Agricultural works (10%), Grass haying (6%), training on farming (17%), milking of cows and sheep (11%), sheep shearing (6%), beekeeping (4%), preparation of national dishes, baking lavash and bread (50%), cheese making (37%), special cultural activities – making souvenirs (34%), embroidery, carpet weaving (pottery) (16%), fishing (21%), animal hunting (19%), horseback riding (59%), snowmobile ride (27%), sleigh ride (11%), carriage ride (16%), tractor ride (13%).

Table 4 shows the cross-tabulation between monthly income of respondents and the money they are willing to pay for agritourism services. The obtained results showed that 20% of respondents have no source of income. In turn, about 22% of respondents have a monthly income of less than \$500. It should



note that 17% of the respondents have a monthly income of \$501-1000, 16% – \$1001-1500, 3% – \$1501-2000, and 11.6% – above \$2000. 44% of respondents have a rest once a year, 17% – twice a year, and 25% – more than twice a year. For example, for 1.4% of respondents, the organization of recreation depends on savings.

**Table 4. Monthly income and willingness to pay**

		How much money would you pay for each person daily in case of a rural vacation in Armenia? (B&B)					Total
		No answer	\$11-\$ 20	\$21-\$ 30	\$31-\$ 40	Up to \$10	
Monthly income	No answer	1	3	0	2	1	7
	\$1001-\$1,500	0	5	4	1	1	11
	\$1501-\$2000	0	1	1	0	0	2
	\$2001 or over	0	2	2	4	0	8
	\$501-\$1000	0	5	3	0	4	12
	I have no income	3	6	5	0	0	14
	Up to \$500	0	6	5	1	3	15
<b>Total</b>		4	28	20	8	9	69

Sources: developed by the authors.

For the tourists with a monthly income of up to \$500, the necessary amenities when organizing a vacation in rural areas are classified in the following order: comfortable, clean facilities, telephone and Internet access, knowledge of the languages of the hosts to ensure minimal communication, opportunities to visit nearby historical and cultural sites, facilities for animals.

Tourists with such a level of monthly income prefer the types of historical-cultural, adventure-educational tourism when visiting Armenia. 74% of tourists with such income or 11 tourists are ready to pay up to \$30 per person for spending their vacation in rural tourist places of Armenia. The tourists with a monthly income of \$500-1000, in addition to comfortable, clean conditions, prefer facilities that allow them to cook national cuisine, as well as the opportunity to participate in ethnographic rituals and celebrations. These tourists love historical and cultural tourism, eco-tourism, spa tours and educational tourism. Most are willing to pay up to \$30 more. Tourists with a monthly income of \$1000-1500 are interested in fishing. They would prefer to have fishing opportunities in rural areas in addition to the minimum conditions. Historical and cultural tourism is preferable. They are ready to pay up to \$30 more.

The needs of tourists with a monthly income of more than \$1,500 are not so different from the previous ones. They just prefer to do agricultural work together with rest in rural areas. In addition to the amount of monthly income, it is important to understand the preferences of foreign tourists, depending on their status. For example, tourists who are employees, during their visit to Armenia prefer to visit historical and cultural sites, take part in adventure tours, organize leisure in eco-tourism areas, or visit Armenia for educational purposes. Tourists who are students, first of all prefer to have an adventure vacation. It should note that 82% of the surveyed employees and 80% of the surveyed students expressed a desire to spend their vacation in rural areas of Armenia. Table 5 below shows the significant relationship between some factors.

**Table 5. Pearson Chi-square significance value between some factors**

Factors	Significance	Pearson Chi-square Value
Age * Preference of rural rest	0.00003	47.487
Age * Desire to relax in Armenian rural areas	0.00006	45.446
Gender * Preferred tourism type in case of visiting Armenia	0.001	101.318

Continued Table 5

Gender * The amount of money which tourists are ready to pay for each person daily in case of a rural vacation in Armenia?	0.003	26.942
Occupation * Desire to relax in Armenian rural areas	0.0001	385.927
Monthly income * Preferred tourism type in case of visiting Armenia	0.021	26.942
Family status * Desire to relax in Armenian rural areas	0.000	160.839
Family status * Attractive factors of rural places	0.014	147.313
Family status * Preference of participating in agritours alone or with others	0.015	30.595

Sources: developed by the authors.

**Conclusion.** The results of the survey showed that the Russians more recognize Armenia as a tourism country and as a place of rural tourism. It is interesting that the Germans, who like to relax in rural areas, are not so inclined to come to Armenia to organize a vacation in rural areas. 33% of Germans surveyed do not know whether they would like to come to Armenia or not, and 70% of Russians want to come and get acquainted with the peculiarities of Armenian villages. Visiting Armenia, the tourists prefer historical and cultural tours, agritourism, eco-tourism, spa tours, as well as educational tourism. The primary motivation for foreign tourists to visit Armenia is adventure tourism, especially among «students» and young people. After adventure tours, they prefer to take part in cognitive tours and excursions, considering Armenia a country with a rich historical and cultural heritage. The results of the survey showed that women are more interested in participating in agritours in Armenia than men. Moreover, most of them are unmarried or married couples who do not have children. The main interested group was tourists under 18 (26%) and 18-35 years old (47%). The majority of respondents – 56% or 39 tourists who like rural tourism – are under 30 years old. The main accommodation for leisure abroad are hotels, that is why foreign tourists in Armenia are more willing to spend the night in hotels (78%). After hotels, resorts (36%), followed by vacation homes (36%) are among the other most popular overnight facilities for tourists. 67% of the surveyed female tourists visited Armenia to take part in tours. Meanwhile, half of the men have not been in Armenia. That is the reason for the negative responses of men to organize further vacations in Armenia, which are twice as many as the negative responses of women. That is because most men visit Armenia for business purposes, do not have time to travel, in addition, men prefer to relax with family and women with both family and friends. As a result, women have more opportunities to choose recreation, which contributes to the desire to visit Armenia and participate in agricultural tours. 35-year-old unmarried tourists expressed a desire to spend their holidays with friends or alone in nature, combining sports with them if possible. This category of tourists likes to visit historical places, churches, as well as participate in festivals. They like to relax in the sea. Moreover, they prefer active and entertaining ingredients. Tourists who prefer these leisure types prefer the historical-cultural, adventure, agritourism types when visiting Armenia, and in fewer cases prefer to come to Armenia for spa relaxation or educational purposes. In terms of seasonality, foreign tourists prefer summer (84%), followed by spring (27%), autumn (25%) and winter (19%). When asked how much they are willing to pay for each person using bed and breakfast, most of them mentioned the \$11-30 limit. Thus, 42% of women are willing to pay \$11-20, and about 31% – \$21-30. Note that 33% of men are willing to pay \$31-40. Considering that more women in Armenia have expressed a desire to participate in agritours, the latter is willing to pay an average of \$25 per person. In general, the majority of foreign tourists believe that Armenia has great prospects for the development of agritourism. The tourists also have made some recommendations for agritourism development in Armenia:

1. In every rural area, there should be someone who could communicate with a foreign language at least, to understand and to be understood by the tourists. Rural people must take care of their homes/hotels/hostels and whatever that they are renting for tourists in order the person can be pleased with the amount of money they are paying. Regarding the food, there is nothing to say because everything

is natural and fresh and healthy. But some organizations can do pieces of training or volunteering for rural people and teach them some types of foods that are much different from theirs because not all people like vegetables, fruits and not all people like Armenian cuisine. Plus, the attitude of rural people is much more polite than the local people's.

2. Keep everything clean and fresh.
3. Make it as natural as possible.
4. Organizing activities for tourists, which help to learn more about the Armenian culture.
5. More advertisement abroad and good marketing.

The analysis shows that tourists prefer many types of tourism in case of visiting Armenia, also reveals that mainly young people like to rest in rural places, who are unmarried. The research may be useful for knowing the main needs of tourists by age and gender, and other categories, and organizing marketing policy for different groups of tourists.

**Funding:** The research was carried out within the framework of the research program «Assessment of Agritourism Development Opportunities in RA Marzes (by the example of Tavush and Lori marzes)». The program won in the scientific competition announced by the Amberd Research Center of the Armenian State University of Economics. It obligates the involvement of masters and postgraduate students. The funding is done by the Amberd Research Center of the Armenian State University of Economics.

**Authors' contribution:** Conceptualization and supervision, methodology, investigation and formal analysis, data curation and editing, writing: G. T.; S. A.; Q. T.; L. M.; I. G.; A. R.

## References

- Agritourism, Dictionary. [\[Link\]](#)
- Armenia in figures. (2019). [\[Link\]](#)
- Balance of payment of the RA. (2019). [\[Link\]](#)
- Barbieri, C., Xu, S., Gil-Arroyo, C., & Rich, S. R. (2016). Agritourism, farm visit, or...? A branding assessment for recreation on farms. *Journal of Travel Research*, 55(8), 1094-1108. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Brune, S., Knollenberg, W., Stevenson, K. T., Barbieri, C., & Schroeder-Moreno, M. (2020). The Influence of Agritourism Experiences on Consumer Behavior toward Local Food. *Journal of Travel Research*, 0047287520938869. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Ciolac, R., Adamov, T., Iancu, T., Popescu, G., Lile, R., Rujescu, C., & Marin, D. (2019). Agritourism-A Sustainable development factor for improving the 'health' of rural settlements. Case study Apuseni mountains area. *Sustainability*, 11(5), 1467. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Gannon, A. (1994). Rural tourism as a factor in rural community economic development for economies in transition. *Journal of sustainable tourism*, 2(1-2), 51-60. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Gao, J., Barbieri, C., & Valdivia, C. (2014). Agricultural landscape preferences: Implications for agritourism development. *Journal of Travel Research*, 53(3), 366-379. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Jeczmyk, A., Uglis, J., Graja-Zwolińska, S., Maćkowiak, M., Sychala, A., & Sikora, J. (2015). Research note: Economic benefits of agritourism development in Poland—An empirical study. *Tourism Economics*, 21(5), 1120-1126. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Lagravinese, R. (2013). Rural tourism and ancient traditions: Evidence from Italian regions. *Local Economy*, 28(6), 614-626. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Loureiro, S. M. C., Breazeale, M., & Radic, A. (2019). Happiness with rural experience: Exploring the role of tourist mindfulness as a moderator. *Journal of Vacation Marketing*, 25(3), 279-300. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Melstrom, R. T., & Murphy, C. (2018). Do agritourism visitors care about landscapes? An examination with producer-level data. *Journal of Travel Research*, 57(3), 360-369. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Phelan, C., & Sharpley, R. (2012). Exploring entrepreneurial skills and competencies in farm tourism. *Local Economy*, 27(2), 103-118. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Privitera, D. (2010). The Importance of Organic Agriculture In Tourism Rural. In *Applied Studies In Agribusiness and Commerce (Abstract)*, 4, (1-2), 59-64. [\[Link\]](#)
- RA marzes and Yerevan by figures. (2019). [\[Link\]](#)
- Sznajder, M., Przeborska, L., & Scrimgeour, F. (2009). *Agritourism*. Cabi. [\[Google Scholar\]](#)
- The Demographic Handbook of Armenia (2019). [\[Link\]](#)
- The socio-economic situation in 2019 January-December. [\[Link\]](#)

**G., Tovmasyan, S., Avetisyan, K., Tatosyan, L., Mirjanyan, I., Galustyan, A., Rushanyan. Analysing the Demand of Agritourism for International Tourist in Armenia**

---

- Tovmasyan, G. (2019). The opportunities of agritourism development in the Republic of Armenia. *Annals of Agrarian Science*, 17, 298–303. [\[Link\]](#)
- Wall, G. (2000). Agrotourism. In J. Jafari (Ed.), *Encyclopaedia of tourism*, pp. 14–15. London: Routledge. [\[Link\]](#)
- Wicks, B. E., & Merrett, C. D. (2003). Agritourism: An economic opportunity for Illinois. *Rural Research Report*, 14(9), 1-8. [\[Google Scholar\]](#)
- WTTC, Armenia. (2019). Annual research: Key highlights. [\[Link\]](#)

**Гаяне Товмасян**, Ph.D., Академія державного управління Республіки Вірменія; Вірменський державний економічний університет, Вірменія

**Самвел Аветісян**, Dr.Sc., професор, Вірменський державний економічний університет, Вірменія

**Крістін Татосян**, Вірменський державний економічний університет, Вірменія

**Луся Мірдзян**, Вірменський державний економічний університет, Вірменія

**Інга Галустян**, Вірменський державний економічний університет, Вірменія

**Аргіне Рушанян**, Вірменський державний економічний університет, Вірменія

**Аналіз попиту на агротуристичні послуги серед туристів: на прикладі Вірменії**

У рамках статті авторами систематизовано аргументи та контраргументи в рамках наукової дискусії щодо питань розвитку агротуризму у Вірменії. Головною метою дослідження є аналіз попиту на агротуристичні послуги та визначення потреб іноземних туристів. Авторами відмічено, що Вірменія має високий рівень туристичного потенціалу, який забезпечується низкою факторів, а саме: багатою історично-культурною спадщиною, красою природи, смачною кухнею, збереженою етнічною самобутністю в сільських місцевостях тощо. При цьому зазначені вище фактори сприяють стрімкому розвитку агротуризму в сільській місцевості. У статті наголошено, що агротуристичний пакет складається з наступних послуг: участь в сільськогосподарській діяльності, землеробство, догляд за тваринами, полювання, рибалка, верхова їзда, бджільництво, килимарство, ремесла, збір врожаю, виноробство, готування національних страв, випічка хліба, відвідування історичних і культурних місць, участь в різних фестивалях тощо. У рамках даного дослідження проаналізовано та систематизовано науковий доробок з метою узагальнення низки підходів до визначення сутності та значення агротуризму. Крім того, у ході дослідження авторами проведено опитування іноземних туристів для визначення їх потреб щодо агротуристичних послуг. Отримані результати емпіричного дослідження засвідчили, що іноземні туристи сприймають сільську місцевість Вірменія, як затишне та привабливе місце для відпочинку. За результатами тестування критерію Пірсона встановлено істотний зв'язок між факторами-впливу на рівень сприйняття агротуристичних послуг іноземними туристами. У статті авторами доведено, що, неодружені відпочивають в сільській місцевості поодиночі або з друзями та готові платити більше, ніж одружені люди, у яких є діти. На основі отриманих даних було сформувано систему заходів щодо удосконалення агротуризму в Вірменія, а саме: удосконалити маркетингову діяльність щодо промоції агротуристичних послуг, організувати тренінги для місцевих жителів і фермерів тощо. Результати дослідження мають практичне значення і можуть бути прийняті до впровадження з метою розроблення ефективних стратегій та маркетингових планів щодо розвитку агротуризму в сільській місцевості.

Ключові слова: агротуризм, агротуристична діяльність, маркетинг, сільська місцевість, туризм.

Manuscript received: 09.04.2020

© The author(s) 2020. This article is published with open access at Sumy State University