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研究組織 (研究代表者・共同研究者) ※2016年3月現在のものを記入	在籍研究科・専攻・学年 Business Administration Business Administration 2	氏名 Anna Davtyan	
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研究の概要 (200~300字で記入、図・グラフ等は使用しないこと。)

This research aims at analyzing the impact of tourism on economic development of the Republic of Armenia, to research the existence and popularity of the homestay (community based) type of tourism in Armenia.

The study attempts to analyze homestay (community based) tourism trends and changes, the experience of other countries in it (conducting survey), to elucidate how it is organized, managed and regulated, which are the responsible bodies for the development of homestay tourism and homestay tourism-related business, communities' willingness and degree of involvement in tourism industry.

キーワード (研究内容をよく表しているものを3項目以内で記入。)

[Development] [homestay tourism] [communities]

研究成果の概要 (図・グラフ等は使用しないこと。)

Recently travelling has become one of the inseparable parts of our lives. We travel at least once in a year, even if it is within the borders of our countries. The motivations for travelling are many; from the desire to gain knowledge to the wonders that make our world the most beautiful planet in our solar system. Amongst all of these, one could argue that the single biggest motivation for travelling is simply a change in daily routine.

We are hardly back from one trip before we start planning the next. Travelling has become so much part of annual routines that its impact on economies can no longer be understated. In 2014, over 1.1 billion people travelled outside their home countries and international tourism receipts were over US\$ 1.2 billion, tourism industry contributed about 10% to the world gross domestic product (GDP). These figures show that the tourism industry impacts on the world economy.

The desire to return with some form of knowledge of the destination visited has led to a shift from traditional city and hotel stays, to more adventurous visits to remote areas, villages, with many previously unknown destinations gaining popularity, and with extension of time on trips to be able to properly explore have become more common. Recently rising the popularity of homestay (community based) tourism (tourists are hosted by a local families, while engaging in both traditional livelihood and tourist activities) and the rise of popularity homestays can be attributed to three main motivators

1. Homestays are much cheaper than staying in the hotel.
2. The desire to know the locals and the way they live from the inside; when people visit places and stay in the hotels, visit museums, eat in the restaurant, they go back home without much interaction with the locals and hence not much knowledge of their livelihood is gained.
3. More and more tourists feel a need to help communities develop.

From the analysis of tourism industry of Armenia (with respect to homestay tourism) found that there are few NGOs, associations, projects which are operating towards ecotourism, agri-tourism or heritage tourism and projects related to community (homestay) tourism development. One of those is The Armenian Ecotourism Association (ARMECAS), which was created in 1997 to unite the people who consider ecotourism as a means of sustainable development of the country.

The mission of the ARMECAS is to provide support and assistance to revive and restore the natural and cultural-historical heritage of Armenia, as well as to improve the welfare of the population through the development of ecotourism.

Other project "Tatev Revival Project" is under governmental support and aims to combine the significance of Tatev Monastery with the construction of necessary infrastructure and community development that will develop the region into an attractive world-class tourist destination. From "Tatev Info Center" website found that few villagers (11) in the neighborhood of the Tatev Monastery have started hosting tourists and the prices for homestay in Tatev are 6000 AMD (which is about 12 USD).

There are few homestays in Tavush region, Dilijan city, with the similar prices, as well there are few in Areni village which is famous with the wineries, and wine festival. Tourists flow to the Areni is high for the summer and autumn period, with regard to the events.

研究成果の概要 つづき

For better understanding of the ways of how does the homestay tourism operates, the study focused in analyzing homestay tourism of Thailand, since it is known with its successful project of homestay tourism. The example of projects supported by REST is the Koh Yao Noi Eco-Tourism Club. As the core of its activities, by the mid-1990s, the Koh Yao Noi Eco-Tourism Club had initiated a very popular homestay (or ecotourism) project, today recognized and certified by the Thai government.

Conducted survey (with the support of the National Institute of Development Administration, Bangkok, Thailand) Ayuthaya and Amphawa districts were chosen due to their rich traditions, history, religion and nature. Both districts provide cultural tourism in the form of events/festivals related to Buddhism and as such they are well known when it comes to homestay (community-based tourism). Information related to the visited 19 hosts was received from the web or by word of mouth, simply just asking the locals in the street. 7 and 12 hosts are interviewed in Ayutthaya and Amphawa, respectively. In both districts the communities have high willingness to be involved in the tourism industry activities, since they get more income per month and they live wealthier. Although they are willing/by their thought ready of being involved in tourism industry, there are major barriers for the homestay tourism development (only one or two persons from the staff of big hotels speak English and have education related to their job description). The barriers are listed below:

- Language barrier (the level of English proficiency of the hosts)
- Lack of the skills related to the management and planning
- Lack of cooperation among hosts

It is necessary to pay attention to these breaking barriers. The language barrier may cause the loss of the potential (new comers) and repeated tourists, also loss of opportunity to advertise the local products to the tourists thoroughly, which in its turn means to lose costumers for two to three markets. The lack of management and planning skills may bring to the worst effect, which is the bankruptcy of the hosts (new formulated business owners). Strong cooperation among hosts will be, especially, helpful for those who are newly involved in homestay tourism industry and just start hosting tourists. They will have the opportunity to learn the experience of the good/successful examples and the ways on how to get to that point. Although the hosts have guests/tourists only over the weekend, the barriers resolution by organizing a committee which knows the community's needs and how to use of all power and capability of the communities, may bring the rise of revenue from tourism in particular districts and make the districts more developed.

The benefit from homestay tourism is really remarkable. By developing and promoting more of this type of tourism, the industry will be decentralized and hence make the participating communities as key actors in the tourism industry activities. This brings direct benefit to the communities in the form of direct additional income from stays, food, and sale of handmade products. If there is a coordinated cooperation of the community members, a successful business model can be created, which will further benefit the community development. Being involved in homestay tourism will also motivate the community members to gain knowledge related to starting and running businesses, as well as increase the need and desire to learn other languages, especially the English language, which will help their interaction with the tourists/guests.

研究発表 (研究によって得られた研究経過・成果を発表した①～④について、該当するものを記入してください。該当するものが多い場合は主要なものを抜粋してください。)

- ①雑誌論文 (著者名、論文標題、雑誌名、巻号、発行年、ページ)
- ②図書 (著者名、出版社、書名、発行年、総ページ数)
- ③シンポジウム・公開講演会等の開催 (会名、開催日、開催場所)
- ④その他 (学会発表、研究報告書の印刷等)

1. Melbourne International Business and Social Science Research Conference; October 2-4
Melbourne, Australia

2. The article "Tourism Impact on Development" presented in the conference accepted for
publishing in Australian Journal of Business, Social Skills, and Information Technology in
the second half of 2016

3. International Conference "Actual Economy: Local Solutions For Global Challenges
(Ace-16)"; Jan 20-21, Bangkok Thailand