

立教大学学術推進特別重点資金 (立教 S F R)

大学院学生研究

2016 年度研究成果報告書

研究科名	立教大学大学院 Business 研究科 Business 専攻 Administration Administration		
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自然・人文 ・社会の別	自然 ・ <input checked="" type="checkbox"/> 人文 ・ 社会	個人・共同の別	<input checked="" type="checkbox"/> 個人 ・ 共同 名
研究課題	Challenges of Tourism Industry		
研究組織 (研究代表者 ・共同研究者) ※2017年3月現 在のものを記入	在籍研究科・専攻・学年	氏名	
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研究期間	2016 年度		
研究経費 (1円単位)	(支出金額) 200,000 円 / (採択金額) 200,000 円		

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 study attempts to analyze different aspects of the tourism industry of the Republic of Armenia, in macro and micro level; its impact on the country's economic development globally and its role in the communities livelihood (homestay/community based tourism) and regions development. Especially to find out the major challenges of tourism industry of the Republic of Armenia.

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。)

{ Armenia } { tourism } { challenges }

研究成果の概要 (図・グラフ等は使用しないこと。)

Tourism industry of Armenia has all potential to be as a tool for the country's development (in earlier study analyzed Input-Output table of Armenia).

After independence the dramatic change of the country's economic situation and structural changes although had negatively influenced on tourism industry, fortunately good changes took place and tourists arrivals start dramatically increasing after 2000s. Numbers of international tourist arrivals to Armenia(1995-2014, World Bank) increased sharply, from 12000 in 1995 became 1204000 in 2014 increasing by 100.3 times in 20 years. Even Global Financial Crisis was not influential for visiting Armenia.

From World Travel & Tourism data(for the years 2000-2015) can be seen that:

- GFC only temporarily slowed the trend (total and direct contribution to GDP), although capital investments increased in that period.
- In 16 years the direct contribution to GDP increased 8.2 times, visitor export increased 7.7 times
- Visitor export share to the total export recorded 30.8% in 2014, which is the highest record compare to other countries in the world.

In Soviet Era tourism generally was domestic tourism; people were not only strongly encouraged to travel within their own country but were also provided the opportunity to do so. Most companies (which were state owned) had their own holiday resorts by the sea or lakes or at spa resorts where their employees could enjoy a week's holiday with their families at affordable prices. (Papp, et al., 2011, cited Light and Dumbraveanu, 1999). Before 1992 most tourists were only able to enter the Soviet Union with visas and travel itineraries provided by state travel agency, Intourist.

Like North Korea today, visitors experiences were tightly controlled, prepared with propaganda, with some travelers conversations and actions recorded and reported (Nesterov, 2011).

研究成果の概要 つづき

Conducted survey, for finding out the degree of popularity of the Republic of Armenia as touristic destination, by using two delivery modes for the questionnaire: online and offline (hard copy mode).

- Online questionnaire and distributed among 4 university foreign students of Japan: Rikkyo Univeristy, Tokyo International University, Tokyo University of Foreign Studies, and University of Tsukuba (collected 100 responses).
- Offline (hard copy) of the questionnaire distributed among the members of Kawagoe-Salem association (participated family members of few of the association members), Kawagoe city, Japan, with the help of the Satomi Maruyama: member of Kawagoe-Salem association (collected 40 responses).

Collected online questionnaire data showed that from 100 responses 72 knew about Armenia (various nationalities) and collected hard copy data (only Japanese nationalities) showed that 50% knew about Armenia.

On the question do they watch any advertisement or TV program about Armenia, only 33% answered; yes.

The questionnaire included a question related to the factor, which would attract respondents to visit country, with the answer choices; nature, culture, new destination and others. On which 45 respondents chose: nature, 62 chose: culture, 23 respondents chose: new destination, and 8 chose: other s by mentioning food, people, traditions and architecture (answers are with multiple choices).

Considering to the attracting factors, Armenia has all resources for attracting tourists; rich with nature, culture, traditions and has unique architecture.

Armenia has to give much attention on spreading more information: advertisement, about the country's tourism industry and attract more tourists from various countries (apart from incoming huge number of Diaspora members). Especially focus on Asian countries, since Asia is the continent with big number of population and with the travelling habit at least once a year, which makes it's a market with big number of potential tourists.

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. Public Policy and Economic Analysis (IPPEAN) 2016 Conference, from August 4 – 6, 2016, held at Hilton New York JFK, New York, United States.
2. 12th Asia-Pacific Business Research Conference from 27-28 February 2017 at Concorde Hotel, Kuala Lumpur, Malaysia