
Rates of Growth of Tourists Afflux to Armenia to Reduce Within Next Five Years : International Experts

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The rates of growth of tourists afflux to Armenia will reduce within the next five years from the present 20% per year over the last 10 years, specialists of the programme "Competitive Armenian private sector" (CAPS) presented such a forecast to ArmInfo, made on the basis of studies of the tourism sphere in the republic.

Meanwhile, Armenia has the best indicators by the number of visitors over the last 5 years, among 12 countries which offer the similar tourist product and are considered as an alternative. These countries are Armenia, Azerbaijan, Estonia, Hungary, Israel, Jordan, Lebanon, Poland, Rumania, Syria, Turkey and Ukraine.

Israel is the most competitive country in the area of tourism, followed by Estonia and Hungary. Armenia takes the last place.

Ukraine takes the first place by the level of incomes from tourist activities, followed by Rumania and Estonia, where the third place is taken by Armenia.

By the revenue from tourist activities per capita, Armenia takes the second place from the end - less than \$100. For example, this indicator in Lebanon makes up \$1300. Armenia is in the seventh place by the volume of investments and in the last place by advertising expenses.

By the level of corruption, Armenia takes the 9th place. It takes the same position by competitiveness of hotel prices, while the most competitive prices are in Turkey, Jordan and Hungary.

CAPS specialists conclude that despite the relatively high rate of afflux of tourists to Armenia, their number is insufficient as compared with another countries. Low revenue from the tourist activity and its low share in the country's economy are also noted. Concern is also given by complex procedure of receipt of entry visa to Armenia that, undoubtedly, hampers the afflux of tourists. Besides high hotel prices, high prices for air tickets are also noted, that reduces the country's tourist competitiveness.

The research authors recommend Armenia to study the potential markets, that is, Russia, USA, France, Italy and Great Britain. They also recommend to use the experience of Israel, Hungary and Estonia during implementation of reforms in tourism. It is proposed to facilitate the procedure of entry visas receipt for

the countries-potential markets, carry out a policy of an open sky and activate the advertising in tourism. The most part of the data for studies was taken from the World Tourist Organization and the World Tourist Council. However, the data on the number of tourists and expenses have not been specified.