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A COMPREHENSIVE ANALYSIS OF THE FACTORS THAT SHAPE THE STRUCTURE OF TOURISM IN YEREVAN

КОМПЛЕКСНЫЙ АНАЛИЗ ФАКТОРОВ, ФОРМИРУЮЩИХ СТРУКТУРУ ТУРИЗМА В ЕРЕВАНЕ

Abstract:

This study highlights the distinctive historical, cultural, and socioeconomic characteristics of Yerevan, Armenia, and offers a thorough examination of the elements influencing urban tourism in the city. With its rich heritage and vibrant urban landscape, Yerevan has emerged as a significant destination in the South Caucasus. The research identifies key drivers of urban tourism, including the city's historical landmarks, cultural festivals, gastronomy, and the hospitality sector's development. It also looks at how digitization, transportation, and infrastructure might improve visitor experiences. This study also discusses the difficulties that Yerevan's urban tourism faces, including yearly variations, sustainability issues, and the influence of international trends. This analysis uses a mixed-methods approach to provide policymakers, tourism experts, and urban planners actionable insights to support sustainable tourism development in Yerevan. The qualitative interviews with stakeholders and the quantitative surveys of tourists are part of this methodology. The results highlight the necessity of working together to improve Yerevan's appeal as a city for tourists while maintaining its cultural authenticity and raising the standard of living for locals.

Keywords: Urban tourism, tourism development, tourism factors, visitor experience, urbanization

Аннотация:

В данном исследовании рассматриваются уникальные исторические, культурные и социально-экономические особенности Еревана, столицы Армении, которые формируют его городской облик и привлекательность для туристов. Особое внимание уделяется изучению ключевых факторов, влияющих на развитие городского туризма, таких как культурное наследие, архитектура, гастрономия и социальная динамика.

Благодаря своему богатому культурному наследию и яркому городскому ландшафту, Ереван стал важным туристическим направлением на Южном Кавказе. В исследовании определяются ключевые факторы, способствующие развитию городского туризма, такие как исторические достопримечательности, культурные фестивали, гастрономия и развитие сектора гостеприимства. Рассматриваются возможности улучшения туристического опыта через цифровизацию, транспортные решения и инфраструктуру.

Исследование также анализирует трудности, с которыми сталкивается городской туризм, включая сезонные колебания, вопросы устойчивого развития и влияние международных трендов. Методология исследования, основанная на смешанном подходе, сочетает качественные интервью с заинтересованными сторонами и количественные опросы туристов. Результаты подчёркивают важность совместных усилий по улучшению туристической привлекательности Еревана при сохранении культурной самобытности и повышении качества жизни местных жителей.

Ключевые слова: городской туризм, развитие туризма, факторы туризма, опыт посетителей, урбанизация

Introduction

Urban tourism has become a crucial element of the worldwide travel industry, making a substantial contribution to the social, cultural, and economic fabric of urban areas. In this context, Yerevan, the capital of Armenia, stands out as an intriguing destination with its rich historical heritage, dynamic cultural landscape, and modern urban developments. As one of the oldest continuously inhabited cities in the world, Yerevan offers a unique blend of ancient history and contemporary life, attracting a growing number of both domestic and international tourists.

The impact that urban tourism has on local economies, cultural interchange, and community development in Yerevan is a significant indicator of its importance. Recent data indicates that one of the main factors boosting Armenia's economic growth is tourism, with Yerevan acting as the country's main hub for visitors. Millions of tourists visit the city each year, drawn by its historical buildings such as Republic Square, the Cascade Complex, and the Armenian Genocide Memorial. The active arts scene, regional cuisine, and varied cultural events add to the city's tourist attractions.

Nonetheless, Yerevan's urban tourist industry is expanding quickly, posing a number of issues that need to be resolved to guarantee sustainable development. Significant challenges include things like seasonal variations in tourism, crowding at popular sites, and the need for better infrastructure. Moreover, cities such as Yerevan need to adjust to the growing need for sustainable tourism practices, genuine experiences, and community engagement as global travel trends change. The objective of this research is to offer a thorough examination of the elements influencing urban tourism in Yerevan through an investigation of the interactions between historical, cultural, and socioeconomic aspects. This study used a mixed-methods approach, incorporating both quantitative surveys and qualitative interviews, to evaluate the obstacles encountered by the tourism industry, identify the primary drivers of growth, and provide practical suggestions for policymakers and tourism experts.

The scientific novelty of urban tourism factors in Yerevan stems from the city's unique position at the crossroads of ancient traditions and modern urbanization. Through the use of innovation, sustainability, and local experiences, scholars can analyze these elements and

derive novel models and methodologies that are transferable to comparable cities in transitional economies.

This research aims to contribute to the larger conversation on sustainable tourism development by analyzing Yerevan's current condition of urban tourism and emphasizing the necessity of a cooperative strategy that benefits both tourists and local populations. In the end, this study will highlight Yerevan's potential as a vibrant urban tourism destination while guaranteeing the preservation of its cultural heritage and the enhancement of residents' quality of life.

Discussion

The scope of research on urban tourism is vast, covering a wide range of variables that affect the industry's growth and viability. This section summarizes the body of knowledge on urban tourism and draws attention to major issues that are pertinent to Yerevan's situation.

According to several scholars, tourism is defined as visiting places with visitor-focused amenities, attractions, and services (Gretzel et al., 2015). It includes a wide variety of pursuits, such as dining, shopping, and cultural events. As a center of culture and history, Yerevan personifies the intricacies of urban tourism and offers guests a wide range of experiences (UNESCO, 2018). The development of urban tourism depends heavily on the promotion and preservation of cultural heritage. Writers such as Richards (2011) highlight how cultural resources help cities define their identities and draw in tourists. Erebuni archeological museum-reserve, Shengavit settlement, Republic Square, the Cascade Complex, and the architecture buildings of pink tufa stone are essential to Yerevan's cultural identity, are popular tourist destinations (Orbelyan 2023).

The development of sustainable tourism has become increasingly important in urban environments. Sustainable practices seek to reduce adverse effects on the environment while maximizing the socioeconomic advantages of tourism, according to Weaver (2011). Yerevan has difficulties striking a balance between the expansion of tourism and sustainability, particularly when it comes to environmental damage and community uprooting (Kobayashi, 2019).

Community-based tourism (CBT) emphasizes the importance of local stakeholder engagement in tourism planning. Studies by Bramwell and Lane (2011) illustrate how involving communities can enhance tourism experiences and foster social equity. In Yerevan, the extent of community involvement in tourism decision-making processes is an area of ongoing exploration, highlighting both potential benefits and challenges (Dermoyan 2022).

Destination image plays a significant role in shaping tourists' motivations and experiences. Research by Gallarza et al. (2002) highlights the relationship between perceived destination attributes and tourist satisfaction. Understanding how Yerevan is perceived by potential visitors can inform marketing strategies and help enhance its appeal as a tourist destination.

Urban tourism can significantly contribute to local economies through job creation, revenue generation, and investment. Authors such as Dwyer et al. (2000) emphasize the economic multiplier effects of tourism, which can benefit various sectors. In Yerevan, tourism has been identified as a key driver of economic growth, but it also poses challenges related to seasonal fluctuations and market volatility (Kharatyan & Tigranyan 2021).

The impact of global trends, such as digitalization and the rise of experiential travel, has transformed urban tourism dynamics. Research by Cohen (2019) discusses how technology influences tourist behaviors and expectations. Yerevan, like many cities, must adapt to these trends to remain competitive in the global tourism market. (Armutcu et al 2023)

Existing literature identifies several challenges faced by urban tourism, including overcrowding, environmental sustainability, and socio-cultural impacts. Studies by Ritchie (2008) highlight the need for effective management strategies to mitigate these challenges. In Yerevan, addressing these issues is vital to ensure the long-term viability of urban tourism.

This literature review underscores the multifaceted nature of urban tourism, revealing the various factors that shape its development in Yerevan. By situating this research within the broader context of existing scholarship, the study aims to contribute to the understanding of urban tourism dynamics, highlighting the opportunities and challenges specific to Yerevan.

As we've already mentioned, the tourism industry is a rapidly growing but diverse field that encompasses a wide range of travel-related activities for pleasure, business, and other objectives. It contributes significantly to the growth of jobs, infrastructure, and cross-cultural exchange in the global economy. Numerous studies have demonstrated that a few key elements affect how tourism develops. We attempted to take into account the elements influencing urban tourism in this setting.

According to the World Tourism Organization (UNWTO), urban tourism is defined as *"a type of tourism activity that takes place in an urban area with its characteristic features, characterized by non-agricultural economies such as administration, production, trade and services, are transport hubs: Major urban tourism destinations offer a wide and diverse range of cultural, architectural, technological, social and natural experiences and products for leisure and business."* Urban tourism can be a driving force for the development of many cities and countries, contributing to the progress of the New Urban Agenda and the Sustainable Development Goals, namely to make cities inclusive, safe, resilient and sustainable.

Over the past few decades, there has been an increase in demand for city travel, which may be ascribed to a number of variables that reflect changes in globalization and shifting tourism trends. Urbanization, economic growth, historical and cultural tourism, business and conferences, technological advancements, a wide range of entertainment options, cultural events and festivals, food and local cuisine experiences, affordability and accessibility, and social influences are some of the main factors driving the growing popularity of urban tourism. There are two categories of elements that impact the growth of tourism, according to various scientific frameworks: internal and external (Kolesnikov, 2017). Cultural shifts brought about by outside forces have an indirect impact on tourism. Among the outside variables influencing development in the tourism industry are:

- 1. Natural-geographical**
- 2. Historical and cultural**
- 3. Economic**
- 4. Social**
- 5. Demographic**
- 6. Political and legal**
- 7. Technological**
- 8. Environmental**

Internal factors affecting tourism are the main phenomena and trends that are directly manifested in this sector. They mainly include material and technical factors related to accommodation (hotels), transportation, food establishments, consumer service, recreation, retail development, etc. An important internal factor in the development of tourism is also the provision of personnel in the field of tourism (increasing the number of employees, training their professional knowledge, improving the organization of work, etc.). The development of private-state cooperation in the field of tourist services is also an important and necessary factor.

The role of these two external and internal factors contributes to the increase in urban population. Today, about 56% of the world's population, 4.4 billion people, live in cities. This trend is expected to continue as the urban population will more than double its current size by 2050, at which point nearly 7 in 10 people will live in cities (Overview of World Bank Group). Such a process of urbanization is followed by the need to organize the recreation of the population. In urbanizing countries, the role of tourism natural resources increases and the larger the population of the city, the more people tend to organize their vacation away from their place of residence in other cities or communities. However, necessary preconditions for

the latter are roads, budget air transportation, visa liberalization regime, etc. Given that urbanization is the process via which a growing percentage of people live in cities, there are more cities overall.

Urbanization is influenced by various factors, including economic opportunities, industrialization, rural-urban migration, and lifestyle preferences. Cities are often seen as centers of economic activity, education, healthcare and cultural amenities that attract rural dwellers in search of better opportunities. It is important to note that similar trends may vary by region or country. Some areas may have higher levels of urbanization, while others may remain more rural. In addition, demographic changes and government policies can affect the rate of urbanization. For example, studying the demography of the city of Yerevan, it becomes clear that the growth rate of the population of Yerevan was very high in the middle of the 20th century, because the increase in the population during the Soviet years was also due to the inclusion of new districts in the city perimeter (this phenomenon was characteristic for Yerevan throughout the 20th century). Among the circumstances that contributed to the mechanical growth of Yerevan's population during the Soviet Union years, the influx of a large number of Armenians from various republics of the Soviet Union and the Diaspora into the capital also took an important place ("Yerevan -2" 2009)

It is known that today the urbanization of Armenia is 63.1%, while the primacy of the city of Yerevan is 58.3%, the asymmetry is -4.82%. Among all 27 countries with a primary city, urbanization is the highest in Israel at 92.3%, and it is the highest overall among all 193 UN member states (excluding city-states), (Marjana 2020).

Urban development is changing the character of many historic urban areas. Global processes profoundly influence the values that the public assigns to urban spaces and their surroundings, as well as the perceptions and realities of residents and consumers. On the one hand, urbanization provides economic, social and cultural opportunities that can enhance the quality of life and traditional characteristics of urban areas, on the other hand uncontrolled changes in urban density and growth can erode the sense of place, the integrity of the urban fabric and the identity of communities. Some historical urban areas are losing their function, traditional role and population. (Report UrbanLab, 2012). A historic urban landscape approach can help manage and mitigate such impacts.

Framework

This study adopts a mixed-methods approach to comprehensively examine the factors shaping urban tourism in Yerevan. By integrating qualitative and quantitative methodologies, the research aims to capture a multifaceted understanding of the complexities influencing tourism dynamics in the city. The theoretical and methodological analyses as well as conclusions of various researchers were utilized in this article. The methodological and informational foundation was built on books and studies by foreign authors, international scientific articles, and research findings. Statistical and correlation analyses were also employed.

The article includes a brief examination of opportunities to establish and effectively visualize the proposed model of factors shaping urban tourism in Yerevan. A conceptual diagram that illustrates the key components and their interrelationships. The study aims to provide insights into the special model organization of tourism factors in Yerevan, offering recommendations for development strategies that align with the city's broader urban development goals. The phase involves an extensive review of existing literature on urban tourism factors and tourism development questions.

With an emphasis on tourism factor issues, the theoretical framework for this study blends sustainable tourism models, principles of urban tourism development specifically fitted to Yerevan's setting. The idea behind Yerevan's tourism infrastructure is to create interconnected zones of companies and services centered around historical and cultural landmarks.

Through an obvious emphasis on the development of tourism infrastructures, the framework seeks to enhance Yerevan's attractiveness outcomes. This includes developing services more accessible, and promoting the city via targeted travel offerings.

Also, semi-structured interviews were conducted with key stakeholders, including local government officials, tourism operators, community leaders, and cultural representatives. These interviews aimed to uncover insights into the existing tourism landscape, identifying challenges, opportunities, and the perceived impact of tourism on the local community.

A structured questionnaire was administered to tourists visiting Yerevan through Yerevan tourism information centers. The survey assesses tourists' demographics, motivations, preferences, and satisfaction levels regarding their experiences in the city. This quantitative data will provide insights into tourism trends and behaviors, complementing qualitative findings.

The survey data will be analyzed using descriptive and inferential statistics to identify patterns in tourist behavior, as well as correlations between demographic factors and tourist experiences. This analysis will enhance understanding of the factors that influence urban tourism in Yerevan. These frameworks collectively guide the analysis of urban tourism factors in Yerevan, enabling a structured examination of the interrelated elements influencing tourism dynamics. The insights gained from this research will inform stakeholders about effective strategies for enhancing urban tourism while ensuring sustainability and cultural integrity.

Outcomes and Consideration

The tourism potential of a given area is also important for tourism development, which is the main determinant for attracting tourists and facilitating tourism-related activities. The tourist potential of the area includes the set of natural, historical, cultural and socio-economic prerequisites, which are necessary for carrying out tourist activities in any area. In this case, it is necessary to distinguish, for example, the natural conditions, which refers to the geographical features of the area, climatic conditions, landscapes and biodiversity. Natural attractions such as beaches, mountains, forests, wildlife and unique ecosystems can contribute significantly to tourism potential.

A strong incentive for tourists can be historical backgrounds, which are considered to be historical sites, landmarks and monuments, as well as areas with well-preserved historical architecture, which can attract visitors interested in exploring the past. The place also has its own cultural context, which includes traditions, customs, art, festivals and cuisine, and play a crucial role in tourism, providing visitors with unique experiences and insights into the local way of life. As we mentioned already in this context, Yerevan has great potential. **It is important to highlight the flow of tourists specifically in Yerevan, as the city serves as the central hub for most visitors to Armenia.** This is clearly evidenced in the chart below, which illustrates the growth dynamics of tourist arrivals in Armenia. It is important to highlight the tourist flow specifically to Yerevan in recent years; however, due to the global COVID-19 pandemic in 2020, the chart reflects a significant shift. Since there are no separate statistics available for Yerevan, the number of tourists visiting Armenia is attributed to the capital city, Yerevan, as the main hub and base for most travelers (Figure 1).

Necessary conditions for tourism potential are socio-economic prerequisites, which include the infrastructure of the area, hospitality services. Accessibility and safety, as well as community involvement, are also important drivers, the latter being vital for sustainable tourism, as positive relationships between local people and tourists can lead to responsible and sustainable tourism development in a given area. In the context of accessibility, inclusive tourism, also known as accessible tourism, is also quite relevant, the latter is considered an important component of the development of the tourism sector and is an integral part of Universal Design. By catering to a diverse range of tourists, including the disabled, it promotes social responsibility and inclusiveness, contributing to the overall growth and sustainability of the tourism industry.

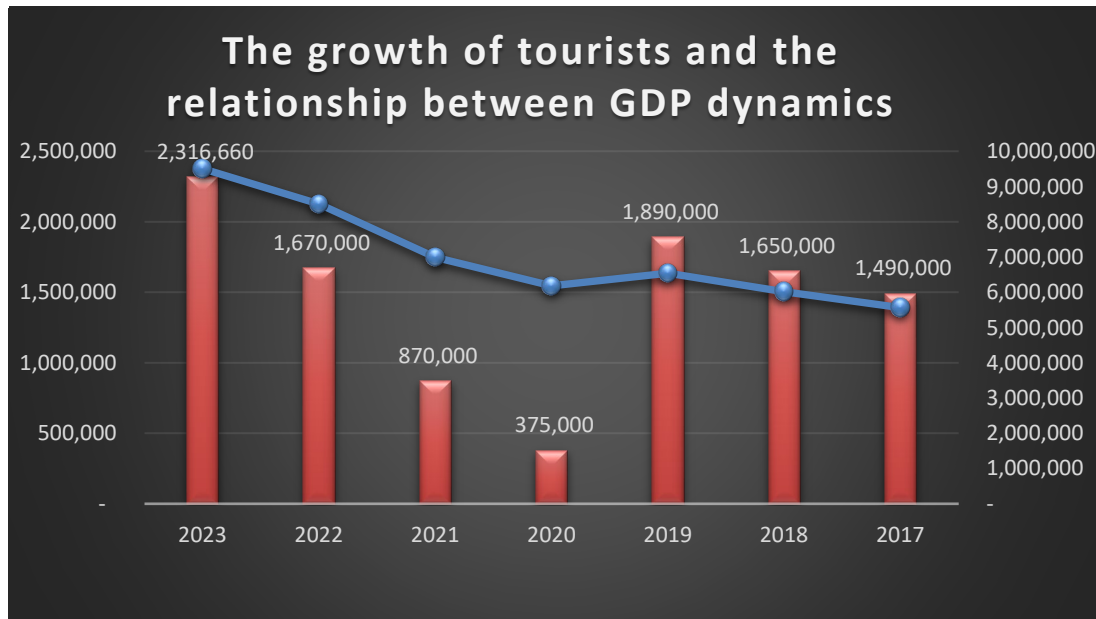


Figure 1. The growth of tourists and he relationship between GDP dynamics.

As documented by many scholars and researchers, the attractiveness of urban tourism includes a complex combination of various features that collectively make a given destination attractive to tourists. Similar examples are geography, climate and weather, culture, history, entertainment options for tourists, attractions, or built infrastructure that exist in cities. Secondary options for tourism attractions include the infrastructure they offer to visitors: restaurants, cafes, shops, large-scale convention or exhibition centers, accommodation and transport (Sirkis et al 2022).



Figure 2. Development factors affecting urban tourism

Tourism potential refers to the characteristic features or characteristics of an area that make it attractive to tourists. As we mentioned earlier, these features can include natural beauty, historical significance, cultural richness, recreational opportunities, and more. When a given area or destination effectively promotes and develops its tourism potential, it can transform these features into real tourist attractions (Verbeke, 1986). This includes strategic

planning, marketing, infrastructure development and creating an overall positive experience for tourists. For example, an area with exceptional landscapes or historical attractions can become a popular tourist attraction if it is well managed and promoted. Taking into account the above and based on international studies, we have identified important factors affecting urban tourism (Figure 2).

At the beginning of the 21st century, research in various scientific disciplines related to entertainment, leisure, recreation, human well-being and tourism has received much attention, as a result of which it has become known that several factors contribute to the development of urban tourism. Studies have shown that fields such as psychology, medicine, and public health have important roles to play in health and well-being research, for example. As a result of subsequent research, the factor of studying work-life balance has been highlighted, where with the change in work patterns and the emergence of technology, more attention has been paid to understanding and achieving work-life balance. Researchers in sociology and organizational psychology study how, for example, leisure and recreation contribute to general well-being, from which the study of leisure sciences derives, as the interdisciplinary field of leisure studies examines the role of time and leisure in society. This includes the study of leisure behavior, the impact of leisure on individuals and communities and the development of leisure policy. A special place is also occupied by the studies of urban planning and recreation organization. Urban planners and researchers are increasingly considering the role of parks, green spaces, and recreational facilities in urban areas to enhance the quality of life of residents and attract tourists. The studies next address technology and tourism research, as the integration of technology in tourism drives research in areas such as digital marketing, online reservation systems, virtual tourism experiences, and the impact of technology on travel behavior. Given the concerns about environmental sustainability, considerable attention is paid to research related to environmental and sustainable tourism practices. The latter includes minimizing the environmental impact of tourism activities and promoting environmentally friendly tourism. Historical, cultural and heritage tourism studies are also important among researchers, which focus on the preservation and promotion of cultural identity, as well as the economic benefits it can bring to communities. Along with the economic benefits, the economics of tourism is also developing, where economic researchers examine the economic effects of tourism by analyzing its contribution to GDP, employment, and the overall economic development of regions and countries.

The next study deals with human geography and tourism. Geographers study the spatial distribution of tourism, patterns of tourist flows, and the impact of tourism on local and regional landscapes. The multidisciplinary nature of research in these areas reflects the recognition that the study of leisure, recreation and tourism involves complex interactions of social, economic, cultural and environmental factors. As a result, the works of scholars in the various fields mentioned above contribute to a more complete understanding of the dynamics and prospects of leisure, recreation and tourism in the 21st century.

As a result, we can state that the tourism potential of the area includes the above-listed set of factors that together create a favorable environment for attracting and hosting tourists, and in this context, the tourism potential and factors can be already a tourist attraction.

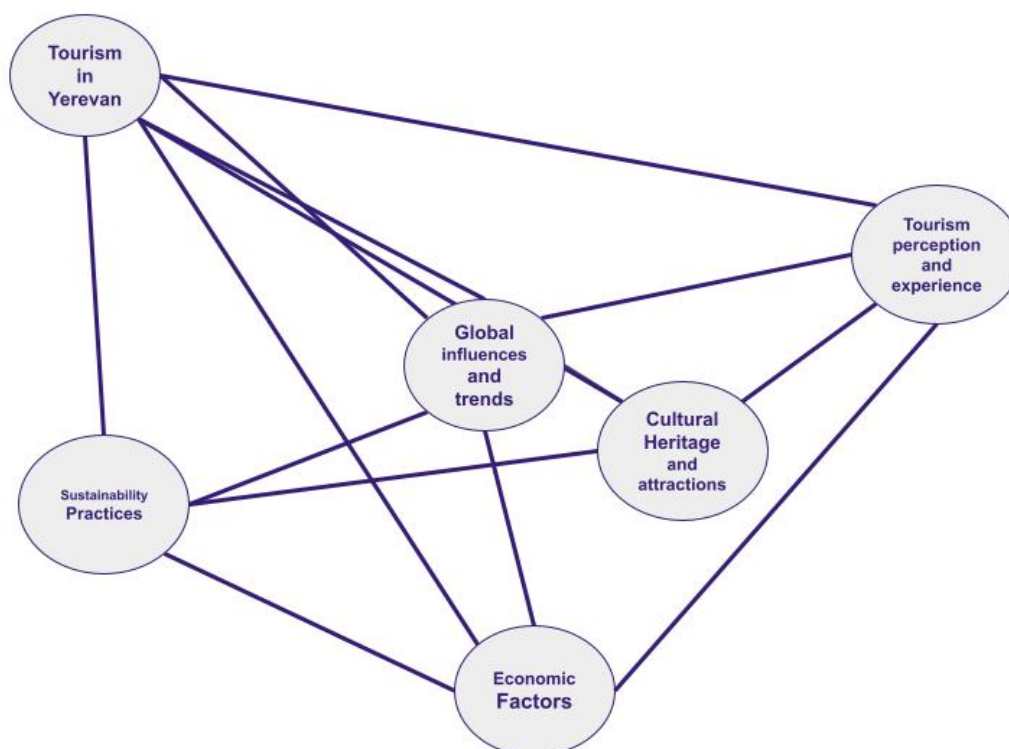
Considering above the primary aim of creating a Model of Factors Shaping Urban Tourism in Yerevan (Figure 3) stems from several key motivations. It should provide a structured, data-driven framework that supports the city's sustainable tourism growth. Establishing a systematic, data-driven framework to assist Yerevan's sustainable tourist growth is the main goal of the Model of Factors Shaping Urban tourist project.

It makes it possible to pinpoint the main factors that influence tourism, improves strategic decision-making, highlights cultural assets, adjusts to worldwide trends, and gives Yerevan a more advantageous place on the global tourism map. In the end, the model acts as a thorough management and enhancement tool for Yerevan's tourism potential.

Figure 3. Proposed Model of Factors Shaping Urban tourism in Yerevan

The central node represents Urban Tourism in Yerevan, with key factors like Cultural Heritage, Economic Factors, Sustainability Practices, Tourist Perception, and Global Influences interconnected to illustrate their relationships and impact.

This model clarifies how the various factors shaping urban tourism in Yerevan are interconnected, with a focus on sustainability, economic impacts, cultural heritage, and global influences. It offers a more structured approach for understanding and managing tourism development in the city.



Our analyses also have a specific position in all of this.

1. Recognizing and Maximizing Yerevan's Tourism Potential

Reason: Yerevan is becoming a more popular travel destination due to its rich historical and cultural legacy. Stakeholders can gain a better understanding of the various ways that urban tourism is influenced by cultural sites, events, infrastructure, and local experiences by developing a model. This knowledge is essential for maximizing tourism tactics to raise economic effect and improve visitor happiness.

Goal: To pinpoint and examine the essential elements propelling Yerevan's urban tourism industry in order to implement focused development plans.

2. Resolving Issues with Urban Growth

Reason: Yerevan is becoming a more modern city, thus it's important to strike a balance between the rise of tourism and urban planning, environmental sustainability, and resident quality of life. The model is intended to assist city planners in handling these intricate relationships.

Goal: To guarantee the expansion of urban tourism in a sustainable manner while tackling issues related to transportation, infrastructure, and the environment.

3. Making Strategic Decisions for the Development of Tourism

Reason: Decision-makers, such as governmental organizations, travel companies, and companies, can use a structured model to inform their strategy by using data-driven insights. This facilitates the efficient use of resources and helps to concentrate on elements that have the biggest effects on the growth of tourism.

Goal: To encourage evidence-based investment and policy choices that raise Yerevan's appeal as a travel destination.

4. Promoting Unique Cultural and Local Experiences

Reason: Yerevan offers unique cultural experiences, from historical landmarks like the Erebuni Fortress to contemporary cultural festivals. The model aims to emphasize these local features, which distinguish Yerevan from other cities, fostering a unique identity in global tourism.

Goal: To promote authentic cultural experiences and local heritage, strengthening Yerevan's brand as a tourist destination.

5. Adapting to Global Tourism Trends

Reason: The need for smart technologies, customized experiences, and environmentally friendly travel is rising as the world's tourist sector changes. Yerevan will be able to maintain its competitiveness by utilizing technology, adjusting to current developments, and emphasizing environmentally friendly travel options with a holistic strategy.

Goal: By bringing Yerevan's urban tourism growth into line with international trends, we hope to draw in more foreign visitors.

6. Improving Promotional and Marketing Initiatives

Reason: Local officials can more effectively promote Yerevan abroad by simulating the main tourist attractions in the city. Knowing what attracts tourists—historical monuments, festivals, or regional cuisine, for example—will aid in creating marketing efforts that are more successful.

Goal: Develop a targeted marketing plan that emphasizes Yerevan's distinctive qualities and raises its profile globally.

7. Establishing a Standard for Upcoming Development

Reason: An accurate model provides a baseline against which to gauge the development of urban tourism. This model can be used to monitor infrastructure, sustainability, and tourism service improvements as the city grows.

Goal: To provide a framework for monitoring tourism development and ensure that future changes positively impact the urban environment and tourism experience.

In summary, we can state that tourism potential serves as a basis, and through proper development and promotion, it can be transformed into tangible tourist attractions that attract visitors to a particular destination. In this context, the progress of tourism development depends entirely on a number of conditions established in society, and on the factors listed above affecting urban tourism, which together contribute to the attractiveness and success of the city as a tourist destination or destination.

Conclusion

Urban tourism in Yerevan is shaped by a complex interplay of cultural, economic, environmental, and global factors. As a city steeped in history and cultural heritage, Yerevan's attractiveness as a tourist destination is anchored in its rich architectural landmarks, vibrant cultural scene, and unique identity. However, the sustainability and future growth of

urban tourism depend on strategic efforts that align cultural preservation with modern tourism demands.

This study highlights the key factors driving Yerevan's urban tourism development, including the importance of robust tourism infrastructure, the engagement of local communities, and the city's adaptation to global trends such as digital transformation and experiential travel. As tourism continues to evolve, economic considerations, including investment in tourism projects and local businesses, play a crucial role in shaping the visitor experience and fostering long-term growth.

Moreover, the integration of sustainability practices into tourism development is critical for ensuring the longevity of Yerevan's appeal while protecting its environment and social fabric. The need for a balanced approach, where tourism growth is managed alongside community well-being and environmental responsibility, is evident in addressing the challenges posed by urbanization and mass tourism.

To maintain its competitiveness in the global tourism market, Yerevan must continue to innovate by enhancing its destination image, improving tourist experiences, and engaging in collaborative efforts with local stakeholders. Policymakers, tourism professionals, and the local community must work together to harness the opportunities presented by urban tourism while mitigating its potential downsides.

Ultimately, Yerevan has the potential to further establish itself as a dynamic urban destination, offering a blend of cultural richness, modern amenities, and sustainable tourism practices. This comprehensive analysis provides a foundation for understanding the various factors influencing Yerevan's tourism landscape and serves as a guide for future development strategies.

Summarizing the above, we can state that the prospects for the development of tourism in Yerevan depend on several factors, which must be combined and reconciled between the preservation and modernization of the urban cultural heritage, taking into account the stability and the well-being of tourists and the local community. In this context, the following is more characteristic.

- modernization of infrastructures,
- implementation of environmentally friendly initiatives,
- continuous development and popularization of cultural events and festivals,
- development and promotion of culinary experiences, development of gastro and enotourism (vinitourism)
- promoting local businesses (restaurants, shops and artisans);
- improving the skills of workers in the tourism sector,
- digital marketing development,
- implementation of safety and security of tourists,

In the event of the implementation of the above, Yerevan's urban tourism may undergo serious changes, which will contribute to the prospective development of the city's tourism sector.

Urban tourism in Yerevan holds significant potential for growth, but realizing this potential requires addressing existing challenges while leveraging the city's unique cultural, historical, and natural assets. By developing a holistic and sustainable tourism model, Yerevan can position itself as a competitive and attractive destination in the global market.

This model must focus on improving infrastructure, enhancing the preservation of cultural heritage, adopting smart tourism solutions, and building a strong brand that reflects Yerevan's identity as a post-Soviet city with deep Armenian roots. Public-private collaboration and community involvement are key components of this development strategy, ensuring that tourism growth benefits local stakeholders and promotes inclusive economic opportunities.

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The manuscript is dedicated to the 2805th anniversary of the founding of Yerevan, celebrating the city's rich history and cultural heritage.