



NEW MARKET IN TATEV

PROJECT SUMMARY



Establishing a Local Market for Agricultural, Souvenir, and Handicraft Products in Tatev Municipality

The project aims to foster the development of the Tatev community by creating new economic opportunities for residents.

Unique local markets are highly popular with tourists worldwide, and the Tatev region is no exception. With hundreds of thousands of visitors to the "Wings of Tatev" cable car annually, this project plans to construct a market for local products near the cable car station, extending the value chain of tourist services.

The new market will serve as both a trade hub and recreational space, offering 20-25 vendor stalls to local farmers, artisans, and merchants. This initiative will boost the community's economic prospects and create new jobs. It will also serve as a key venue for the sale of fresh agricultural produce, local souvenirs, and handicrafts, providing visitors with a rich cultural experience, including casual dining options and spaces for community events—all of which will enhance the market's appeal to tourists.

In its first year, vendor stalls will be offered free of charge to Tatev community members and residents forcibly displaced from Artsakh. The market will operate as a social enterprise, with all profits reinvested into the community's development.

This project is an integral part of the Development Agency "We Are Our Mountains" charitable initiative, Tree of Life, which also includes the creation of a fruit orchard in Tatev.

PROBLEMS

- **Extending the Value Chain:** By creating an attractive and functional market space, tourists will be able to enjoy a more diverse and fulfilling experience beyond visiting the majestic Tatev Monastery. The market on the Tatev side of the cable car will offer an additional point of interest, enhancing the overall tourist experience.
- **Entrepreneurship and Trade Skills Development:** Local vendors and producers will have access to training programs in areas such as agricultural production, customer service, marketing, branding, and other essential business skills. These courses will empower them to succeed in the marketplace.
- **Fostering Local Creativity:** The market will provide local artisans with a platform to showcase and sell their handmade products, promoting the growth of handicrafts and the preservation of traditional skills within the community.
- **Cultural Enrichment:** By hosting community events in the market square—such as the annual pilgrimage to the Tatev Monastery, the Harvest Festival, and other cultural activities—the project will highlight the rich cultural heritage of the Tatev community. This will strengthen connections between locals and tourists.
- **Social Integration:** The inclusion of residents forcibly displaced from Artsakh in the market's operations will provide them with stable income opportunities and support their integration into the local community, fostering social cohesion and inclusivity.
- **Continuation of the "Tree of Life" Initiative:** The market will serve as a venue for selling products from the "Tree of Life" orchard, reinforcing the link between various "We Are Our Mountains" projects and highlighting the importance of sustainable agriculture and local product promotion.



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SUSTAINABILITY

- **Positive Tourist Experience:** Beautifully designed vendor stalls will create a visually appealing environment for visitors, encouraging them to purchase local products and enhancing their overall experience.
- **Supply of Fresh Products and Leisure Activities:** The market will offer fresh, locally produced fruits, vegetables, and agricultural goods, alongside handmade souvenirs from local artisans. Additionally, entertainment events such as performances or workshops will keep tourists engaged while they wait or explore the market, enriching their visit.
- **Skill Development for Producers and Sellers:** By participating in entrepreneurship and trade skills training, local entrepreneurs will enhance their business operations, increasing both efficiency and income over time.
- **Community Events and Festivals:** The market will become a venue for community gatherings, such as the annual pilgrimage to Tatev Monastery and the "Harvest Festival." These events will draw in both tourists and locals, boosting market activity and reinforcing its role as a cultural hub.
- **Promotion of Local Craftsmanship:** The market will provide a platform for artisans to showcase their work, stimulating the growth of small-scale handicraft production. This will foster local creativity and entrepreneurship, expanding opportunities for displaced residents and local craftsmen alike.
- **"Tree of Life" Product Sales:** In the future, the market will offer fruits from the "Tree of Life" orchard, with plans to further diversify the range of locally produced goods.
- **Income Opportunities for Displaced Residents:** Displaced residents from Artsakh will be integrated into the market as participants, providing them with stable, if modest, income. This aligns with a broader effort to support displaced persons by creating sustainable livelihood opportunities.
- **Social Enterprise Model:** All profits generated from the market will be reinvested into the project itself and directed towards other community development goals, ensuring the market's long-term sustainability.

BUDGET

Pre-project and project design	\$ 12 597
Construction	\$ 96 104
Beneficiary training	\$ 7 792
Management and monitoring	\$ 20 279
First year of operations	\$ 18 701

Total: \$ 155 474

MAIN INFORMATION

Partners	Tatev Municipality, "Wings of Tatev" Ropeway
Location	Tatev (Syunik, Armenia)
Implementation period	October 2024 – May 2025

BENEFICIARIES

Direct beneficiaries:

Approximately 20 displaced persons from Artsakh, who will be given priority for employment and vendor spaces at the market, along with their family members.

Around 80 local merchants, including their families, benefiting from an inclusive approach that fosters cooperation and unity within the community.

Indirect beneficiaries:

Approximately 5,000 residents of the Tatev community.
Over 150,000 tourists who visit Tatev annually