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SUCCESS STORY: Increasing Rural Employment

ARDI PROGRAM
(Advanced Rural Development Initiative)

COMMUNITY – YEGHEGNADZOR, VAYOTS DZOR
OWNER – SVETLANA SEVLIKYAN
BUSINESS – CAMPING
PROJECT – SMALL GRANT PROJECT
YEAR – 2016

In 2013 Svetlana Sevlikyan and her husband established "Crossway" Camping in Vayots Dzor region, next to the cross-roads of Yerevan-Tatev-Sevan highways.



It is a beautiful area just below the main street, resting in the arms of mother nature, designed with good taste and equipped with all amenities necessary for budget travelers as well as for more demanding travelers.

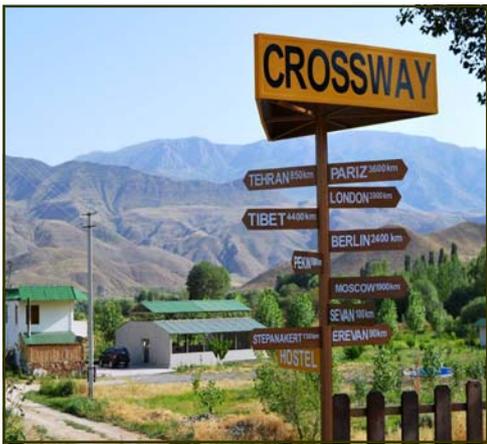
The camping area of about one hectare includes an orchard with decorative and fruit trees, a small man-made lake with fish, a large area for camping, bedrooms (with their own bathrooms), a swimming pool, a kitchen and six bathrooms for tourists staying at the tents.

In the fully equipped kitchen tourists can prepare and cook their own meals or request traditional Armenian meals made by hosts. The "Crossway" camping offers wide range of services including tours to Vayots Dzor sightseeing.

Because of cold weather and high pricing of energy resources, the camping operates mostly in summer months and relatively warm periods of spring and autumn.



With the support of the ARDI program the Crossway Camping bought two solar water heaters, which decrease costs on utility payments and enable them to have guests for off-summer season as well. In 2016 the camping generated 59% more than they had planned for this year. FB page <https://goo.gl/m3vebQ>



ARDI is a five-year program funded by USAID. Launched in September 2013, the program aims to increase rural employment by tackling constraints to rural economic development in select rural communities of Syunik, Vayots Dzor and Lori provinces of Armenia.

The program supports activities in **three main rural economic sectors and value chains: dairy processing, fruit processing and rural tourism.**

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