

Project Brief

EaP Regional Tourism Brief



About

Tourism remains a strategic driver of inclusive economic development across the Eastern Partnership (EaP) region. Armenia, Georgia, and Moldova are strengthening cross-border cooperation and international market engagement, while Ukraine and Azerbaijan are considered subject to feasibility under current geopolitical constraints.

Despite growth in tourism flows, systemic barriers continue to limit competitiveness, including ineffective regional promotion, limited cross-border product innovation, workforce capacity gaps, and fragmented policy coordination.

RECONOMY addresses these constraints through the EaP Regional Tourism System Strategy.



Countries Covered



- ▶ Moldova
- ▶ Ukraine

- ▶ Armenia
- ▶ Azerbaijan
- ▶ Georgia



Target Group

- ▶ Youth (15–34)
- ▶ Women of all ages
- ▶ Disadvantaged populations engaged in tourism sectors

Intervention Areas

The system strategy has identified four constraints shaping the main intervention directions:

Ineffective Marketing and Promotion of Individual Countries and the EaP as a Region

Aim: Strengthen regional visibility and improve access to international wholesale and B2B markets.

- ▶ Joint participation of regional actors in FITUR, ITB Berlin, Danish Travel Show, WTM Latin America, TTR Baltic and New Deal Europe to expand market reach.
- ▶ Regional stakeholders improve B2B partnership readiness, exhibition performance, and use of digital tools.
- ▶ Discover Armenia platform upgraded to promote at least 200 service providers and dedicated Armenia and multi-country tour pages to increase referrals and sales.

Limited Cross-Border Product Innovation in EaP Regional Tourism

Aim: Develop commercially viable, bookable multi-country tourism products that position the EaP as a regional destination.

- ▶ Regional familiarization tours connected Armenia, Georgia, and Moldova, resulting in over 120 multi-country packages developed or improved.
- ▶ TransCaucasian Trail advanced as a coordinated cross-border hiking product linking Armenia, Georgia, and Azerbaijan to respond to growing demand for self-guided adventure tourism.

Capacity Gaps among Tourism Industry Workforce and Service Providers

Aim: Improve service quality and employability through demand-driven, market-aligned skills development.



- ▶ Armenian Code Academy launched a tourism-focused digital marketing course for SMEs in rural communities to improve the visibility and sales on digital platforms.
- ▶ Armenian Tourism Federation expanded revenue-generating services offering training in Amadeus software, hotel management, guiding, and Meta Ads.
- ▶ ANTRIM launched hotel management software training and international certification training for tour guides in response to identified skills gaps.

Lack of Harmonized Legislation and Policy Coordination

Aim: Improve the enabling environment and strengthen public-private coordination for regional tourism competitiveness.

- ▶ ATF advanced zero-VAT advocacy for inbound tourism through research, benchmarking, and high-level dialogue.
- ▶ Trilateral cooperation between ATF, GTA, and ANTRIM strengthened regional coordination and policy alignment.