

OFFICIAL TRANSLATION

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"TRANSLATION CENTRE OF THE MINISTRY OF JUSTICE
OF THE REPUBLIC OF ARMENIA"
STATE NON-COMMERCIAL ORGANISATION

RUZANNA KHUDAVERDYAN

DIRECTOR

03 AUGUST 2026



GOVERNMENT OF THE REPUBLIC OF ARMENIA

DECISION

No 984-N of 2 July 2026

ON ESTABLISHING THE QUALIFICATION PROCEDURE,
CRITERIA FOR TOURIST DESTINATION MANAGEMENT ORGANISATIONS
(INCLUDING THE MINIMUM REQUIREMENTS FOR FUNCTIONS AND
STRUCTURE OF TOURIST DESTINATION MANAGEMENT ORGANISATIONS),
FORM OF QUALIFICATION CERTIFICATE, VALIDITY PERIOD
OF THE QUALIFICATION CERTIFICATE,
PROCEDURE FOR ISSUING A CERTIFICATE,
AND THE GROUNDS FOR TERMINATING THE QUALIFICATION THEREOF

Guided by part 3 of Article 19 of the Law “On tourism”, the Government of the Republic of Armenia ***hereby decides:***

1. To establish:
 - (1) qualification procedure for tourist destination management organisations, pursuant to Annex No 1;
 - (2) qualification criteria for tourist destination management organisations (including the minimum requirements for functions and structure of tourist destination management organisations), pursuant to Annex No 2;
 - (3) form of qualification certificate for tourist destination management organisations, pursuant to Annex No 3;

- (4) validity period of the qualification certificate for tourist destination management organisations, pursuant to Annex No 4;
 - (5) procedure for issuing a qualification certificate to tourist destination management organisations, pursuant to Annex No 5;
 - (6) grounds for terminating the qualification of tourist destination management organisations, pursuant to Annex No 6.
2. This Decision shall enter into force on the tenth day following the date of its official promulgation.

**Prime Minister
of the Republic of Armenia**

Yerevan

T. Khachatryan

3 July 2026

CERTIFIED BY

ELECTRONIC SIGNATURE

Annex No 1
to Decision of the Government
of the Republic of Armenia
No 984-N of 2 July 2026

QUALIFICATION PROCEDURE
FOR TOURIST DESTINATION MANAGEMENT ORGANISATIONS

1. GENERAL PROVISIONS

1. The following main concepts shall be used in this Annex:
 - (1) **applicant** — a legal person having applied to the Tourism Committee, as prescribed by this Decision, with the aim of being qualified as a tourist destination management organisation provided for by point 31 of part 1 of Article 3 of the Law “On tourism”;
 - (2) **Committee** — a competent state body reserved with the powers in the tourism sector, referred to in Article 6 of the Law “On tourism”;
 - (3) **office** — a premise operated under the right of ownership, lease or use, which is used or is intended to be used as a place of activities of a tourist destination management organisation;
 - (4) **commission** — a collegial body being established with a composition determined by the Committee, which grants qualification to tourist destination management organisations in observance of the procedures established by this Annex.
2. Other concepts used in this Annex shall have the meaning defined by the Law “On tourism”.

2. PROCEDURE FOR APPLYING FOR QUALIFICATION

3. The applicant shall submit the following documents and information, in electronic form, by forwarding them to the e-mail address of the Committee at “stc@mineconomy.am” or to the e-mail address of the Ministry of Economy of the Republic of Armenia at secretariat@mineconomy.am, or by availing of the electronic platform available on the official website of the Committee:

(1) application which must contain at least the following information:

- a. brand name, as well as legal and organisational form of the applicant,
- b. state registration number of the applicant,
- c. indication on the application being submitted for granting qualification to a tourist destination management organisation,
- d. detailed description of the functions performed by the applicant during the period of at least two years immediately preceding the date of applying, by introducing the implemented projects, the budget of these projects, the number of the beneficiaries involved, and by attaching photographs, videos or links generated as a result of implementation of these activities, as well as by indicating for each individual activity as to which field, referred to in sub-point 4 of point 4 of Annex No 2 to this Decision, they are relevant,
- e. indication on the administrative unit or the group of administrative units within the administrative boundaries whereof the applicant intends to carry out tourist destination management,
- f. statement specifying the level at which the applicant intends to carry out tourist destination management,
- g. consent of the applicant to the receipt of information thereon from the Agency for State Register of Legal Entities of the Ministry of Justice of the Republic of Armenia,

- h. list of judicial cases pending in respect of the statements of claim filed against the applicant, by indicating the reference number of each judicial case (if available), or an indication on the absence of statements of claim against the applicant,
 - i. statement to the effect that the applicant is willing to assume the tourist destination management declared by the Government of the Republic of Armenia and the implementation of its management plan, or to participate in the competition called for the tourist destination management,
 - j. description of the functions to be performed in compliance with points 11-12 of Annex No 2 to this Decision, along with an acknowledgement that the applicant carries out no activities of an entity engaged in tourism activities,
 - k. e-mail address for ensuring feedback notification,
 - l. position, name, surname and signature of the person signing the application,
 - m. other documents and information with an indication on the particular criteria referred to in Annex No 2 to this Decision, for the verification of the compliance whereto they are submitted,
 - n. list of the documents attached to the application;
- (2) the following details on the head of the executive body:
- a. identification document,
 - b. carbon copy of the diploma certifying the compliance with the requirement established by sub-point 1 of point 5 of Annex No 2 to this Decision, or the relevant documents certifying professional experience,

- c. written acknowledgement as to the head of the executive body meeting the requirement prescribed by sub-point 2 of point 5 of Annex No 2 to this Decision,
 - d. consent to the receipt, from state bodies, of information attesting the fact that he or she has no previous criminal conviction for the crimes prescribed by sub-point 3 of point 5 of Annex No 2 to this Decision or has no status of an accused person for the commission of these crimes;
- (3) the following information attesting financial stability:
 - a. bank statement on the bank account for the period of 12 months preceding the time of applying, whereas in case of holding more than one bank account — bank statement on all existing bank accounts,
 - b. evidence of the receipt of income from other sources (including contracts, agreements);
- (4) title deed certifying his or her right to use, lease or ownership to the office.
- 4. In case of submitting documents in a foreign language, the Armenian translation thereof with notarial certification as prescribed by law shall be submitted simultaneously.
- 5. The documents drawn up by the applicant shall be signed by the head of the executive body of the applicant or the person authorised thereby.
- 6. The documents and information prescribed by point 3 of this Annex shall be submitted in the form of a scanned copy, *i.e.* in the form of a file of respective format (DOC, DOCX, PDF, JPEG, XLS or XLSX).

3. VERIFYING AND ASSESSING THE SUBMITTED DOCUMENTS AND INFORMATION

7. The compliance of the documents and information submitted by the applicant with the criteria prescribed by Annex No 2 to this Decision shall be verified on the basis of the submitted documents and the information contained therein, by verifying their validity, completeness and authenticity.
8. The Committee shall, within 5 working days following the submission to the Committee of the documents and information provided for by point 3 of this Annex, notify, via e-mail address indicated in the application of the applicant, of the shortcomings existing in the submitted documents and information and shall recommend to eliminate the shortcomings within 5 working days upon the receipt thereof.
9. After elimination of the shortcomings as recommended by the Committee on the basis of point 8 of this Annex, the submitted application shall be deemed as accepted on the date of its initial submission.
10. In case of failure to eliminate the shortcomings as recommended by the Committee on the basis of point 8 of this Annex, the application of the applicant shall be submitted to the commission for consideration along with the documents and information attached to the initial application.
11. The Chairperson of the Committee may apply to state bodies with the aim of verifying the authenticity of the information, referred to in sub-points 1-2 of point 4, sub-point 3 of point 5 and point 7 of the Annex No 2 to this Decision, submitted by the applicant and the head of the executive body of the applicant.
12. The compliance with organisational and structural criteria shall be verified by:
 - (1) sub-points 1-2 of point 4 of Annex No 2 to this Decision, mainly the excerpt taken from the electronic system of the State Register of Legal Entities of the Ministry of Justice of the Republic of Armenia and the information contained therein;

- (2) sub-points 3-4 of point 4 of Annex No 2 to this Decision, mainly the examination by the commission of the information and documents submitted by the applicant and the consideration thereof;
13. The requirements prescribed by sub-points 1-2 of point 4 of Annex No 2 to this Decision shall be deemed as met, where:
- (1) the applicant is registered, as a legal person, in the Agency for State Register of Legal Entities of the Ministry of Justice of the Republic of Armenia for at least two years preceding the time of applying;
 - (2) records on the dissolution or bankruptcy of the applicant do not exist in the electronic system of the State Register of Legal Entities of the Ministry of Justice of the Republic of Armenia.
14. The compliance with the criteria prescribed by sub-point 3 of point 4 of Annex No 2 to this Decision shall be verified by the commission through taking a decision upon the results of consideration.
15. The criteria established by sub-point 4 of point 4 of Annex No 2 to his Decision shall be deemed as met, where the commission, having analysed the information prescribed by paragraph (d) of sub-point 1 of point 3 of this Annex, delivers an opinion as to the information being relevant to the activities carried out in the sectors provided for by sub-point 4 of point 4 of Annex No 2.
16. The compliance with the managerial criteria shall be deemed as met, where:
- (1) documents attesting the compliance with sub-points 1-2 of point 5 of Annex No 2 to this Decision were submitted;
 - (2) the head of the executive body of the applicant has no previous criminal conviction or has no status of an accused person in terms of economic crimes.

17. The compliance with the financial stability criteria shall be deemed as met, where the applicant:
 - (1) gained income in the amount not less than twenty-fold of the minimum salary, during the preceding calendar year;
 - (2) has no overdue tax liabilities;
 - (3) has submitted financial statements attesting the availability of sufficient financial resources.
18. The compliance with the inclusiveness and representation criteria shall be deemed as met, where the applicant possesses at least one office within the administrative boundaries of the administrative unit or the group of administrative units, wherein it plans to carry out tourist destination management activities.
19. The compliance with the management and transparency criteria shall be verified by sub-points 1-3 of point 8 of Annex No 2 to this Decision, based on the decision of the commission.
20. The compliance with the stability criteria shall be deemed as met upon the decision of the commission on the compliance with the stability criteria.
21. The compliance with the functions shall be verified by the Committee in the course of summarisation of the results of the competition for selecting a tourist destination management organisation, based on the information submitted by the applicant and that referred to in paragraph (j) of sub-point 1 of point 3 of this Annex.

4. COMPOSITION AND RULES OF PROCEDURE OF THE COMMISSION

22. The commission shall be an *ad hoc* body.
23. The first composition of the commission shall be approved by the order of the Chairperson of the Committee within a period of 3 months upon entry into force of this Decision. The time limit of appointment of each member of the commission shall be indicated in the order.
24. The time limit for appointment of a member of the commission may not exceed 2 years, except for the Chairperson of the Committee or the person *ex officio* substituting him or her, or the employees of the Committee, where to no restriction on the time limit for appointment applies.
25. Changes in the composition of the commission, the time limit for appointment of its members shall be approved by the order of the Chairperson of the Committee. The Chairperson of the Committee shall be obliged to ensure the permanent replenishment of the commission with relevant number of members indicated in this Annex.
26. The commission shall be composed of 9 members, including:
 - (1) 3 employees of the Committee;
 - (2) 1 member from the executive staff of non-governmental associations of persons providing tourism services, who are registered and are operating in the Republic of Armenia;
 - (3) 1 specialist holding a scientific degree or having at least five years of teaching experience in tourism sector;
 - (4) 1 specialist in the field of marketing;
 - (5) 1 specialist engaged in activities in tourism sector under an employment contract or a civil contract;

- (6) 1 representative from the staff to relevant marzpets, taking into account the marz or community wherein the applicant seeks to carry out activities of a tourist destination management organisation (acting as an *ad hoc* member to be involved upon consent, in the consideration of each application);
 - (7) 1 lawyer (upon consent).
27. The Chairperson of the Committee or acting Chairperson of the Committee shall preside over the sittings of the commission.
28. The commission shall check the written documents submitted by the applicant and shall, based on these documents, assess the compliance of the applicant with the qualification criteria envisaged by Annex No 2 to this Decision.
29. The chairperson of the commission shall:
- (1) establish at the beginning of the sitting as to whether or not the sitting has a quorum;
 - (2) inform persons invited to the sitting of the commission, who are not members of the commission, of the issues and other information, to be considered at the sitting, being not subject to publication;
 - (3) announce the adjournment or recess of the sitting of the commission;
 - (4) read out the agenda of the sitting for the members of the commission;
 - (5) give the floor for a speech and remove the irrelevant issues from the agenda of the sitting of the commission or discontinue the speeches irrelevant to the nature of issues being considered at the sitting of the commission;
 - (6) make an announcement on holding a voting;
 - (7) announce the time and venue of delivering in public a decision with regard to each issue included in the agenda of the commission;

- (8) announce the closure of the sitting of the commission;
 - (9) perform other functions to ensure the normal course of activities of the commission.
30. The commission shall organise its activities by convening sittings.
31. The sitting of the commission shall be held where there is at least one application for being qualified as a tourist destination management organisation.
32. The commission shall have a quorum, if attended by at least of two-thirds of the members of the commission
33. The secretary of sittings appointed by the Chairperson of the Committee shall attend the sittings of the commission and shall perform the following functions:
- (1) informing, via electronic mail, the members of the commission of the agenda, date and time of the sitting of the commission, as well as of the documents submitted by the applicant and the materials being considered;
 - (2) drawing up the minutes of the commission.
34. The secretary of the commission shall not act as a member of the commission, shall have no right to vote and may not deliver an opinion during the substantive discussions held on any issue on the agenda.
35. Recommendations of the members of the commission shall be included in the minutes of the commission only upon their knowledge and consent.
36. The commission shall render a decision on the basis of the voting principle “one person — one vote”, by means of voting for or against. The calculation of voting results shall be carried out by the commission during the sitting of the commission immediately following the end of voting. The voting results shall be summarised under relevant minutes which shall be drawn up and signed by the members of the commission and shall contain complete information on voting results. The number of the votes cast for and against shall be included in the minutes.

37. The applicant shall be granted a qualification of a tourist destination management organisation if at least two-thirds of the members of the commission attending the sitting have voted for such decision.
38. Discussions between the members of the commission shall be briefly included in the minutes of the commission, which shall be signed by all members of the commission attending the sitting and having participated in voting.
39. The applicant shall have the right to obtain from the Committee an excerpt from relevant minutes, which shall contain the part included in the minutes and relating thereto, by including only the decision adopted by the commission and the overall results of voting.
40. Prior to the participation in the evaluation process of applications, the member of the commission shall submit a written statement on the absence of conflict of interests. The guidelines for convening, holding a sitting of the commission, organising voting, assessing the interview, as well as the procedure for refusing to participate in voting due to conflict of interests shall be established upon the order of the Chairperson of the Committee.
41. The decisions of the commission shall be rendered on the basis of the documents and information submitted by the applicant. In case of absence of shortcomings and non-reliable data in the documents and information submitted by the applicant, the compliance with these criteria shall be deemed as met, except for the requirement provided for by sub-point 4 of point 4 of Annex No 2 to this Decision.
42. The compliance with the requirement provided for by sub-point 4 of point 4 of Annex No 2 to this Decision shall be determined through an oral discussion held at the sitting of the commission by majority of votes of the members of the commission attending the sitting.

43. In the cases prescribed by this Annex, the decision being taken by the commission on each issue shall be rendered immediately after the discussion of the given issue included in the agenda of the commission.
44. The commission shall render one of the following decisions:
- (1) to issue the applicant a qualification certificate of a tourist destination management organisation;
 - (2) to reject issuing the applicant a qualification certificate of a tourist destination management organisation.
45. Based on the decision of the commission, the Chairperson of the Committee shall, within 3 (three) working days, adopt one of the following orders:
- (1) to issue the applicant a qualification certificate of a tourist destination management organisation;
 - (2) to reject issuing the applicant a qualification certificate of a tourist destination management organisation.
46. The applicant may appeal against the order of the Chairperson of the Committee within 5 (five) working days from the date of being notified thereon, by submitting, via electronic mail or in paper-based form, a written application to the Chairperson of the Committee.
47. When examining a written appeal, the Committee may, where necessary, organise a non-scheduled sitting of the commission, by inviting the relevant specialist, if required.
48. The Committee shall, within 15 working days following the receipt of the written appeal, notify the appellant of the results of the appeal via electronic mail.
49. Issuance of a qualification certificate of a tourist destination management organisation shall be rejected, where:

- (1) the applicant fails to comply with the qualification criteria prescribed by Annex No 2 to this Decision;
- (2) the submitted documents contain false or distorted data;
- (3) the applicant fails to submit all documents required by this Annex or fails to eliminate the shortcomings existing therein, within the prescribed time limit.

**Deputy Chief of Staff
to the Prime Minister
of the Republic of Armenia**

A. Khachatryan

3 July 2026

CERTIFIED BY

ELECTRONIC SIGNATURE

Annex No 2
to Decision of the Government
of the Republic of Armenia
No 984-N of 2 July 2026

**QUALIFICATION STANDARDS FOR TOURIST DESTINATION MANAGEMENT
ORGANISATIONS (INCLUDING THE MINIMUM REQUIREMENTS FOR FUNCTIONS
AND STRUCTURE OF TOURIST DESTINATION MANAGEMENT ORGANISATIONS)**

1. GENERAL PROVISIONS

1. The concepts used in this Annex shall have the meaning of the concepts defined by the Law “On tourism” and Annex No 1 to this Decision.
2. The objectives of qualification of tourist destination management organisations shall be as follows:
 - (1) identifying the applicants with the ability of implementing a tourist destination management plan;
 - (2) exercising tourist destination management through qualified organisations;
 - (3) promoting the activities of tourist destination management organisations in line with the state policy in tourism sector, which will assist the Committee in implementing the state policy in tourism sector at local or marz level;
 - (4) ensuring fair, equal and unimpeded access for tourism service providers to the activities of tourist destination management organisations and to the tourism products created thereby;
 - (5) ensuring tangible and profitable tourism products through the effective use of public means, by increasing the efficiency of the targeted and earmarked

financing of projects aimed at using public means provided for tourism development and aimed at developing tourism, as well as by excluding the repeated financing for similar ideas or projects;

- (6) ensuring participation in international exhibitions through tourist destination management organisations, by introducing in an effective and systematic manner the Armenian tourism product at such exhibitions under the brand “Armenia: The Hidden Track”;
- (7) establishing developed institutions holding the status of a tourist destination management organisation, which are capable, on the basis of high level of trust vested thereto by virtue of their qualification issued by the Republic of Armenia, to attract monetary and other resources from the public, individuals, foreign and domestic funders, including within the scope of state grants or from international organisations, aimed at developing tourism, creating jobs, increasing community revenues, improving infrastructure and services and preserving historical and cultural as well as natural monuments;
- (8) ensuring the opportunity to participate in the projects of the United Nations Tourism (UN Tourism) by virtue of being qualified as a tourist destination management organisation in the Republic of Armenia;
- (9) contributing to the existence of the tourist destination as a unified, competitive and stable tourism system;
- (10) continuously improving the quality of tourism services provided within the territory of the tourist destination.

2. TYPES OF CRITERIA

3. The qualification criteria for tourist destination management organisations shall be as follows:
 - (1) organisational and structural;
 - (2) managerial;
 - (3) financial stability;
 - (4) inclusiveness and representation;
 - (5) management and transparency;
 - (6) stability;
 - (7) operational.

3. DESCRIPTIONS OF CRITERIA

4. In order to verify the compliance with the organisational and structural criteria, the applicant must:
 - (1) be registered as a legal person in the Republic of Armenia;
 - (2) neither be involved in the process of liquidation nor be declared as bankrupt;
 - (3) within the framework of its charter:
 - a. not be restricted to perform the functions of a tourist destination management organisation,
 - b. not pursue objectives that are incompatible with the principles of sustainable tourism specified by the United Nations Sustainable Development Goals or with the tourism development strategy provided for by point 4 of part 1 of Article 4 of the Law “On tourism”,

- c. have no competence of providing tourism services;
- (4) have at least two years of experience in at least one of the following sectors:
 - a. tourism development or promotion,
 - b. rural or community development,
 - c. marketing and communications,
 - d. organisation of events and festivals or stakeholder coordination,
 - e. management and development of human resources.
- 5. In order to comply with the managerial criteria, the head of the executive body of the applicant or the acting head of the executive body thereof must:
 - (1) hold Master's Degree in tourism or hospitality management, business administration (MBA), urban or regional development, economics, public administration or marketing, whereas in case of lacking Master's Degree — have a qualification of a specialist or a Bachelor's Degree in tourism, tourist destination management or regional coordination, and at least five years of working experience or experience in providing services;
 - (2) neither perform the functions of a tour guide or guide nor hold the position implying the performance of the functions of the head of the executive body of an organisation engaged in tourist passenger transportation, the position of a person providing hotel services or an entity engaged in tourism activities, or in case of such functions being delegated — hold no position of the person performing the functions of the head of the executive body of the delegated organisation, or perform no such functions on the basis of a civil-law contract;
 - (3) neither have been sentenced nor have previous criminal record based on the judicial act of a competent court of the Republic of Armenia, having entered into legal force, for economic crimes prescribed by the Criminal

Code of the Republic of Armenia, nor hold the status of an accused for the commission of these crimes.

6. In order to comply with the financial stability criteria, the income of the applicant for the calendar year preceding the date of applying must be equivalent to the amount of twenty-fold of the minimum salary.
7. In order to comply with the inclusiveness and representation criteria, the applicant must possess an office within the administrative boundaries of the administrative unit or the group of administrative units, wherein it intends to carry out tourist destination management activities.
8. In order to comply with the management and transparency criteria, the applicant must:
 - (1) carry out its activities in accordance with the principles prescribed by Order of the Minister of Economy of the Republic of Armenia No 1955-N of 30 July 2024;
 - (2) have a board of directors or an advisory committee replenished with members, which does not fall under the administrative and managerial subordination of the executive body and which provides written advisory opinions on the projects included in the tourist destination management plan, on the development of tourist destination, management efficiency and the expected impact thereof, based on substantiated professional assessment;
 - (3) have a code of ethics which at least would:
 - a. prohibit the applicant from performing the functions of an entity engaged in tourism activities,
 - b. prohibit to grant preferential treatment to one entity over another, unless such preference is based on a selection process organised on

fair, equal and competitive basis, where the performance of the given function or the provision of the given service was impossible to organise through more than one person,

- c. provide measures aimed at preventing or eliminating conflicts of interest between the members of its governing bodies, their family members and the persons providing tourism services;

(4) carry out its activities on the basis of transparent and accountable governance.

9. In order to comply with the stability criteria, the activities of the applicant must derive from the Tourism Strategy developed by the Government of the Republic of Armenia and be consistent with the principles of sustainable tourism specified in the United Nations Sustainable Development Goals (SDGs).

10. The compliance with the operational criteria shall be determined on the basis of the nature of the functions to be performed, which may include:

(1) functions performed at local level;

(2) functions performed at marz level.

11. The functions performed by a tourist destination management organisation at local level shall be restricted to the tourist destination or tourism village, and shall consist of the following:

(1) developing tourism products, including:

- a. identifying, developing and promoting tourism experiences (such as cultural, adventure, gastronomic experiences, etc.),
- b. providing support to the management of tourism resources in co-operation with state and local self-government bodies,
- c. promoting innovation and improving the quality of tourism services;

- (2) marketing, promoting, and providing information to visitors on the tourist destination or tourism village, including:
 - a. establishing and managing tourism information centres,
 - b. providing information to visitors on the tourist destination or tourism village, including available tourism resources and tourism services,
 - c. printing and distributing brochures, maps and guidelines,
 - d. developing promotional programmes for the development of a community, marz or marzes,
 - e. supporting the creation of brands;
- (3) co-operating with stakeholders and involving them in its activities:
 - a. co-ordinating tourism activities and co-operating with local self-government bodies,
 - b. co-operating with tourist destination management organisations engaged in the activities at marz level,
 - c. promoting the tourism ecosystem, providing support to small entrepreneurs and community-led initiatives, ensuring and strengthening co-operation between tourism and other sectors (including agriculture, healthcare, introduction of technologies, etc.);
- (4) organising and delivering public events and festivals:
 - a. establishing, providing and promoting the infrastructure necessary for the delivery of events,
 - b. reducing scheduling overlaps for public events held with tourist destination management organisations operating at marz level, reducing the recurring events, as well as organising and supporting awareness-raising campaigns thereon (ensuring the visibility and public outreach of such events);

- (5) capacity-building and sustainability:
 - a. organising training courses together with and designed for entities engaged in tourism activities and persons engaged in other types of tourism activities, as well as promoting capacity-building initiatives,
 - b. promoting tourism experience,
 - c. promoting inclusive participation (women, young people, artists, local producers, persons with disabilities and elderly people);
 - (6) processing analytical data on tourism visits and providing feedback:
 - a. maintaining statistics on tourism visits, as well as collecting and processing statistical data from tourist destination management organisations operating at marz level in order to provide them to the Committee and the Statistical Committee,
 - b. monitoring the quality of tourism services and determining visitor satisfaction through the introduction of feedback collection mechanisms.
12. The performance of functions of a tourist destination management organisation at marz level shall be restricted to the administrative boundaries of the marz, and shall comprise the following:
- (1) strategic planning and development:
 - a. developing and implementing a marz-level tourist development strategy,
 - b. developing a strategic planning and annual action plan,
 - c. developing pilot models for the establishment and preservation of new tourist attractions,

- d. carrying out activities aimed at the preservation of tourism attractions and the establishment of effective management systems thereof,
 - e. developing proposals aimed at the improvement of tourism infrastructure adapted to climate change;
- (2) development and innovation of tourism products:
- a. developing new and distinctive initiatives and diversification of unique experiential tourism products aimed at promoting priority and high-potential tourism products,
 - b. supporting tourism development through the improvement of infrastructure and services,
 - c. organising events and festivals or providing support for their organisation,
 - d. providing support and promotion for persons engaged in the activities in tourism sector,
 - e. providing support to accessible tourism initiatives, by promoting inclusiveness;
- (3) marketing, branding and promotion:
- a. developing and enhancing a strategy for marketing and branding of tourist destination at local and marz levels,
 - b. submitting recommendations to the Committee aimed at improvement of the quality of tourism services for the purposes of promoting tourism at national level,
 - c. operating and managing an information centre equipped with physical and digital accessibility features,

- d. conducting a marketing research, *i.e.* collecting data and developing a market research strategy;
- (4) engagement with and coordination of stakeholders:
 - a. engaging stakeholders at national, local and marz levels, including representatives of state administration bodies and local self-government bodies, tourism service providers and civil society,
 - b. promoting co-operation with international partners and partners operating within the territory of the Republic of Armenia,
 - c. promoting a public-private partnership and ensuring a cross-sectoral co-operation,
 - d. integrating functions performed by stakeholders within the scope of the tourist destination management plan;
- (5) investments and accessibility:
 - a. attracting investment, including foreign investment, and supporting the promotion of tourism-related investment opportunities,
 - b. ensuring investor awareness and access to information,
 - c. supporting the improvement of tourism infrastructure;
- (6) supporting capacity-building and workforce strengthening:
 - a. planning and delivering training programmes,
 - b. establishing partnerships with educational and professional training institutions in tourism sector;
- (7) research, statistics and monitoring:
 - a. collecting and analysing tourism statistics at marz level,
 - b. conducting regular visitor satisfaction surveys and establishing feedback mechanisms with stakeholders;

13. The co-operation between tourist destination management organisations operating at local and regional levels within the same tourist destination, as well as the scope of their functions performed shall be defined by a co-operation agreement concluded between these organisations, the scanned copy whereof shall be submitted, by the party indicated in the agreement, to the Committee by means of forwarding, within 10 working days from the date of signing it bilaterally, an official letter to the email address at “stc@mineconomy.am”.
14. A tourist destination management organisation shall be obliged to ensure digital accountability for and the publication of data relating to its activities in a common format. In particular, it shall be obliged to publish reports on its activities on its official website or another digital platform on a semi-annual or annual basis.
15. The following shall, at least, be subject to publication:
 - (1) information on implemented projects and events;
 - (2) summary data on financial receipts, including government support and expenditure;
 - (3) statistical data on tourism flows and visitors;
 - (4) indicators of the outcomes and impacts of implemented projects.

**Deputy Chief of Staff
to the Prime Minister
of the Republic of Armenia**

A. Khachatryan

3 July 2026

CERTIFIED BY

ELECTRONIC SIGNATURE

Annex No 3
to Decision of the Government
of the Republic of Armenia
No 984-N of 2 July 2026

FORM OF QUALIFICATION CERTIFICATE FOR TOURIST DESTINATION
MANAGEMENT ORGANISATIONS

 **REPUBLIC OF ARMENIA**
TOURISM COMMITTEE OF THE MINISTRY OF
ECONOMY
QUALIFICATION CERTIFICATE No _____

Issued to tourist destination management organisation
named as " _____ "

Complies with the qualification criteria of _____

Issued on: _____ 20__

Validity period expires on: _____ 20__

Head of
Committee 

(name, surname)

(signature)

Deputy Chief of Staff
to the Prime Minister
of the Republic of Armenia

A. Khachatryan

3 July 2026

CERTIFIED BY

ELECTRONIC SIGNATURE

Annex No 4
to Decision of the Government
of the Republic of Armenia
No 984-N of 2 July 2026

**VALIDITY PERIOD OF THE QUALIFICATION CERTIFICATE FOR TOURIST
DESTINATION MANAGEMENT ORGANISATIONS**

1. The qualification certificate shall be issued for a term of 5 years.
2. The validity period of the qualification certificate may be extended each time on the basis of the application of the applicant, for a term prescribed by point 1 of this Annex.
3. The same procedure shall be applied for extending the term of qualification as that applied for issuing a qualification certificate.
4. The documents and information provided for by points 3-4 of Annex No 1 to this Decision need not be attached to the application submitted for extending the validity period of the qualification (except for the documents provided for by sub-point 3 of point 3 of Annex No 1 to this Decision, provided that neither any amendment was made in the same documents attached to the application for obtaining the existing qualification grade, nor their validity period has expired).
5. In the case provided for by point 4 of this Annex, the applicant shall submit a statement, attached to the application for extending the validity period of the qualification, on the absence of any amendments made to the documents and information previously submitted under the procedure established by Annex No 1 to this Decision. The statement must include the complete list of the documents previously submitted (titles of the documents, dates and reference numbers of submission).

6. Qualification certificates shall be issued as per reference numbers.

**Deputy Chief of Staff
to the Prime Minister
of the Republic of Armenia**

A. Khachatryan

3 July 2026

CERTIFIED BY

ELECTRONIC SIGNATURE

Annex No 5

**to Decision of the Government
of the Republic of Armenia
No 984-N of 2 July 2026**

**PROCEDURE FOR ISSUING A QUALIFICATION CERTIFICATE
TO TOURIST DESTINATION MANAGEMENT ORGANISATIONS**

1. The Committee shall, within 3 working days following the adoption of the order, forward the scanned copy of the order of the Chairperson of the Committee prescribed by sub-point 1 of point 45 of Annex No 1 to this Decision, along with the carbon copy of the qualification certificate, to the email address of the applicant.
2. The applicant may request in person the original copy of the qualification certificate by forwarding an official letter to the email address of the Committee at “stc@mineconomy.am”.
3. The Committee shall, within 1 working day following the receipt of the official letter referred to in point 2 of this Annex, issue the original copy of the qualification certificate to the applicant.
4. In case of loss of the qualification certificate, the applicant may obtain its duplicate copy from the Committee by forwarding an official letter to the email address of the Committee at “stc@mineconomy.am”. A new certificate shall be issued to the applicant within 15 working days from the moment of applying.

**Deputy Chief of Staff
to the Prime Minister
of the Republic of Armenia**

A. Khachatryan

3 July 2026

CERTIFIED BY

ELECTRONIC SIGNATURE

Annex No 6
to Decision of the Government
of the Republic of Armenia
No 984-N of 2 July 2026

GROUND FOR TERMINATING THE QUALIFICATION
OF TOURIST DESTINATION MANAGEMENT ORGANISATIONS

1. The qualification of a tourist destination management organisation shall be terminated, where:
 - (1) the grounds prescribed by parts 4 and 5 of Article 9 of the Law “On tourism” have arisen;
 - (2) the qualified person no longer meets the criteria provided for by point 4 of Annex No 2 to this Decision;
 - (3) it ceased to operate as a legal person;
 - (4) the validity period of the qualification certificate has expired, and the qualified person has not obtained a new qualification certificate;
 - (5) the qualified person has applied for termination of the qualification;
 - (6) the tourist destination management organisations operating within the same tourist destination at local and marz levels fail, within the prescribed time limit, to submit to the Committee, the agreement provided for by point 13 of Annex No 2 to this Decision.

2. In the case prescribed by sub-point 6 of point 1 of this Annex, the qualification shall be terminated for all tourist destination management organisations operating within the same tourist destination at local and marz levels.

**Deputy Chief of Staff
to the Prime Minister
of the Republic of Armenia**

A. Khachatryan

3 July 2026

CERTIFIED BY

ELECTRONIC SIGNATURE

Date of official promulgation: 6 July 2026.



Կազմված է տասնյոթ թերթից:

Comprises seventeen sheets.