



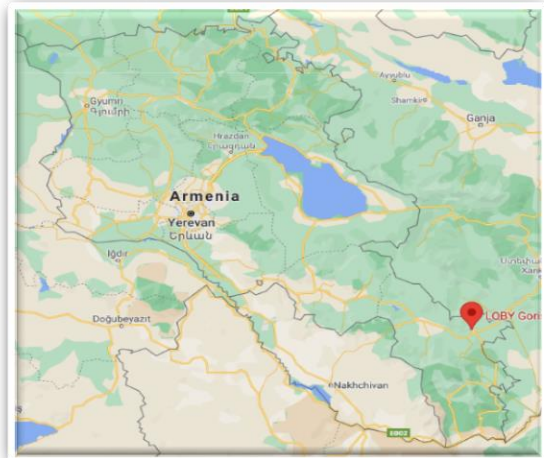
RESTAURANT LOBY

Location: Republic of Armenia/ Syunik Region /v. Verishen

Key words: Restaurant

Description of best practice related to HCBET

Make a special tolma with bean leaves at Loby



Both traditional and modern dishes are included in the menu of LOBY restaurant, which are prepared with fresh organic products harvested from the garden. Beans from this region are known for their taste. Goris tolma (which differs from tolmas made in other regions of Armenia) is another special dish on the LOBY’s menu, traditionally prepared by the grandmother of the family. The guests can take part in the preparation of tolma from beginning to end is a memorable experience intertwined with Armenian culture.

In case the visitors happen to come to the restaurant in the summer time, they will also wrap tolma with bean leaves, which is one of the ancient culinary traditions of the region. Before the tolma is cooked, they will have the opportunity to pick fresh vegetables and fruits growing in the home garden, which will not only complement the dining table, but also show how this family maintains the traditions of self-sufficient, waste-free agriculture. In the fall period, the guests can take part in another activity - they can peel dried beans together with their hosts¹.

Marketing approach

The organization has Facebook (<https://www.facebook.com/LOBYGORIS/>) and Instagram (<https://www.instagram.com/lobygoris/>) pages. It is registered in TripAdvisor, has a Google Maps location.

Financial situation

Financial stability is largely driven by revenue from the sale of basic products and services, as well as, in part,

by capacity building through grant programs.

Key success factors and challenges

A key factor in the development of a business is its family, the family's willingness to share its own cultural values and way of life, and its ability to provide guests with access to a family environment, as well as a desire to continue family traditions. Personal qualities, in the form of

professional knowledge and skills and attachment to the rural / native environment are also considered the guarantee of success. The challenge for the development of the activity is the implementation of effective marketing strategy, investing one's own time in this business more effectively. The situations created by COVID-19 is also considered a challenge.

¹ More detailed information can be found at the following link:
<https://myarmenia.si.edu/en/guide/experience/Make-special-tolma-bean-leaves-Loby/>
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Plans for future development

In the future, it is planned to build a guesthouse, which will also serve as a tourist

information centre, where it will be possible to find systematic information about the cultural life and activities of people living in the village, it will also

implement social programs and contribute to the development of agrotourism.

GALLERY:



Source of the images: <https://www.facebook.com/LOBYGORIS/>
<https://www.instagram.com/lobygoris/>

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