



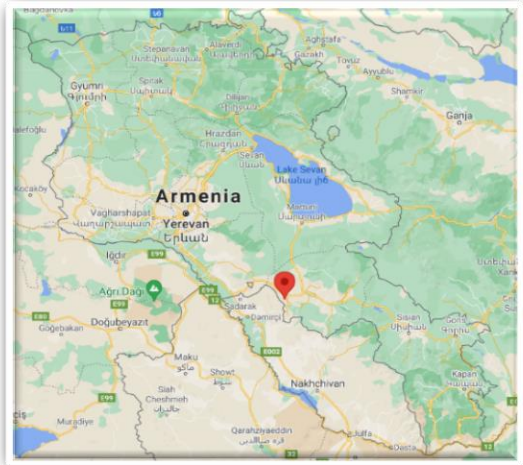
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SISIAN CERAMICS

Location: Republic of Armenia/ Syunik Region / t. Sisian
Key words: Craft, Art

Description of best practice related to HCBET
Pottery class and batik scarf making



Pottery is one of the oldest crafts in Armenia, which is known for jars of food and drink created as far back as in the 3rd millennium BC. Visitors can work with clay on a potter's wheel or make batik scarves under the professional guidance of masters. At the end, visitors can enjoy refreshing drinks on the balcony and take their creations home as a souvenir. In addition, many items can be purchased from the shop.¹

Marketing approach

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

Financial situation

Business loans and grants have been the basis for ensuring financial stability, but the main source of

income is the sale of own products and services.

Key success factors and challenges

The main guarantee of success is purposefulness, dedication to work and the desire to learn constantly. Challenges for the business are the consequences of COVID-19, as well as some difficulties related to the proper organization of business, especially in the development and implementation of marketing steps.

Plans for future development

In the near future, it is planned to have a complete complex for the development of cultural tourism, to develop its own guesthouse and hotel and the already operating restaurant business. It is also planned to develop educational activities based on the organization of pottery lessons and archaeological educational activities.

¹ More detailed information can be found at the following links:
<https://myarmenia.si.edu/en/guide/experience/learn-throw-pottery-armenian-master/>
(Last check: 16/05/21, 13:00)
<https://myarmenia.si.edu/en/guide/experience/make-your-own-batik-scarf/>
(Last check: 16/05/21, 13:00)



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GALLERY:



Sources of the images:

<https://www.facebook.com/SisianCeramics/>

<https://www.instagram.com/sisianceramics/>

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