



Project funded by EUROPEAN UNION



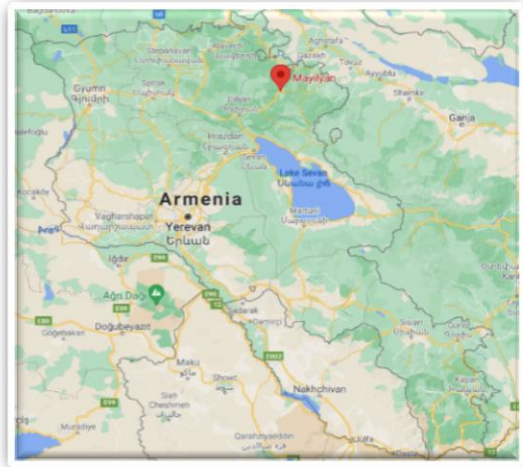
## MAYILYAN WOODCARVING

Location: Republic of Armenia/ Tavush

Region / t. Ijevan

Key words: Craft

Description of best practice related to HCBET  
Woodcarving master class



Half-day or one-day hiking is offered in Tavush region, as well as wood carving master classes either in the workshop or during walks right on the road. The master is a 4th generation carpenter and a specialized hiking guide. The master will demonstrate his wood carving skills on pieces of wood and tree trunks, which he collects during expeditions. Visitors can engrave with the help of a master and then take the work they have prepared with them<sup>1</sup>

### Marketing approach

The organization has a Facebook page (<https://www.facebook.com/MayilyanTour>) and a Google Maps location.

### Financial situation

Financial stability is mainly ensured by the income from the sale of own products and services.

### Key success factors and challenges

The key to success has been mastering the skills of

organizing the services offered and having the appropriate professional qualities, teamwork and cooperation, and looking at organizations in the market as partners rather than competitors. Being a family activity, being based on the homeland, local nature and traditions was also considered a guarantee of success. Challenges for the development of the activity are not the ownership of the Art Institute, but the renting, the difficulties of the implementation of the

marketing part of the activity.

### Plans for future development

In the near future, it is planned to solve the problem of the workshop-studio and to develop the experiential services offered during the organized walks and to develop the experiences within the framework of processing semi-precious stones.

<sup>1</sup> More detailed information can be found at the following link:

<https://myarmenia.si.edu/en/guide/experience/learn-woodcarving-local-master/>

(Last check: 16/05/21, 13:00)



Project funded by  
EUROPEAN UNION



## GALLERY:



Source of the images: <https://www.facebook.com/MayilyanTour>

Joint Operational Programme Black Sea Basin 2014-2020  
Varna University of Management  
May 2021

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine. This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of Varna University of Management and do not necessarily reflect the views of the European Union.