



Data on Employment of the Armenian Tourism Industry

**Based on CAPS Monitoring and Evaluation
Report 2010**



The Two Levels of Data

- **Macroeconomic data via secondary sources (NSS)**
- **Firm-level data and CAPS surveys**



Macroeconomic Data - NSS

- **2100 new jobs created in 2009 – 6% increase versus 2008**

Microeconomic Data - NSS

Employment according to Industries

Industry	Employment (People)	
	2008	2009
Hotels	1786	1775
Restaurants, cafes, cafeterias, bars	7415	7745
Tour Agencies	292	342
Culture, recreation, sports, leisure	8677	9020
Gambling	1217	1217
Transportation	9929	10361
Other industry organizations not included in the NSS survey list (start-ups, BSPs)		956
Tourism Total	29316	31416



Firm Level Data and CAPS Surveys

Firms involved in CAPS Firm-Level-Assistance program reported on:

- **21% increase in overall employment
(5.3 new employees per company)**
- **Females comprise 53% of overall employees**



Other Employment Growth

Workforce Development Initiatives

- **CAPS Internship Program 2009 – 5 long-term jobs**
- **Job placement via career centers - 35**