




## Tereza SHAHRIMANYAN

Administrator of the Amberd  
Research Center, ASUE

In 2010, she graduated with honors from the Armenian State University of Economics with a degree in State and Municipal Administration. In 2012, she graduated with honors from the master's program in the same specialty and received a Master's degree in Management. From 2012 to 2015, she was a PhD applicant at the Department of Crisis Management and Tourism Management.

Since 2013, she has been a researcher at the AMBERD Research Center of the Armenian State University of Economics.

Author of approximately 30 articles, including 4 scientific publications and one collective monograph.

 <https://orcid.org/0000-0001-8888-045X>

## ECONOMICS OF SOUVENIRS: HOW MEMORY BECOMES A GLOBAL BUSINESS

DOI: 10.52174/2579-2989\_2026.1-58

**Keywords:** *souvenir economy, cultural capital, tourism economics, experience-based goods, cultural commodification, artisanal production, sustainable development, Armenia*

*Souvenirs are commonly perceived as small, inexpensive objects associated with travel; however, from an economic perspective, they constitute experience-based goods embedded within a complex global industry that integrates culture, psychology, tourism, and economics. By transforming personal memories, cultural symbols, and emotional experiences into marketable goods, the souvenir industry converts intangible value into economic output, making it a significant component of the global tourism and creative economy. As symbolic goods, souvenirs operate at the intersection of memory and market exchange, with value shaped by cultural authenticity, narrative meaning, and perceived uniqueness rather than functional utility. Cross-national evidence indicates that souvenir market performance depends less on tourism volume and more on cultural differentiation, product specialization, and institutional support. These dynamics are particularly relevant for Armenia, a small tourism market with high cultural capital and strong artisanal traditions. The analysis highlights key policy challenges related to cultural dilution, imported mass-produced souvenirs, and limited market visibility, and emphasizes the importance of regulatory frameworks, national branding, and digital integration. It argues that a strategically supported souvenir sector—embedded within cultural routes, museums, and digital marketplaces—can enhance local value retention, support inclusive economic development, and position souvenirs as instruments of cultural policy and sustainable growth.*

**S**ouvenirs function as instruments of cultural commodification, transforming cultural symbols, traditions, and identities into marketable goods and converting

cultural capital into economic capital. While this process enables regions to monetize heritage and identity, it also entails inherent risks: excessive standardization may dilute cultural meaning, and market-driven adaptation can distort traditional narratives. Economically sustainable souvenir systems therefore require institutional frameworks that balance cultural integrity with commercial viability.

From an economic perspective, souvenirs represent experience-based or symbolic goods whose value derives not from functional utility but from meaning, memory, and emotional attachment. Operating at the intersection of consumption, culture, and memory, souvenirs convert experiential value into tradable commodities. Their demand is shaped by symbolic representation, perceived authenticity, and narrative context, resulting in pricing mechanisms that are weakly correlated with production costs and closely linked to tourism flows rather than material inputs.

At the local level, the souvenir industry can serve as an important instrument of inclusive economic development. Embedded within local economies, souvenir production supports small workshops, artisans, family businesses, and social enterprises by generating employment, preserving traditional crafts, and strengthening local value chains. Conversely, reliance on imported mass-produced souvenirs leads to value leakage and limits long-term developmental benefits.

These dynamics are particularly evident in Armenia, a small tourism market with disproportionately high cultural capital. The predominance of locally produced souvenirs—such as carpets, ceramics, jewelry, and khachkar-inspired objects—allows for higher local value retention and positions souvenirs not merely as tourist merchandise, but as instruments of inclusive economic development and cultural sustainability within the global tourism system.

Souvenirs therefore function within an economy of memory and emotions. Consumers are often willing to pay a premium for objects that preserve experiences, mark personal milestones, or express cultural connection. This renders demand relatively inelastic and closely linked to tourism flows rather than material inputs. In this sense, souvenirs represent more than marginal merchandise; they constitute a structurally important secondary market within global tourism systems, which account for approximately 10% of global gross domestic product<sup>1</sup>.

Quantifying the global souvenir market requires the integration of multiple data sources due to varying definitions and market segmentation. Despite methodological differences, existing estimates consistently indicate a large and steadily growing industry. According to Global Market Statistics, the global gifts, novelty, and souvenirs market exceeded USD 100 billion in 2024 and is projected to surpass USD 126 billion by 2033, with an average compound annual growth rate of approximately 2.6%<sup>2</sup>. Alternative forecasts report comparable growth trajectories, estimating market values of nearly USD 98 billion in 2025 and over USD 103 billion by 2035<sup>3</sup>.

More detailed analyses focusing specifically on souvenir-related segments reveal even stronger growth dynamics. The tourism souvenir market alone has been estimated at approximately USD 30 billion in 2025, with projections reaching up to USD 45 billion by 2033<sup>4</sup>. Similarly, the attraction-based souvenir retail segment was valued at roughly USD 19.2 billion in 2024 and is expected to grow to nearly USD 33 billion by 2033, reflecting the increasing importance of experience-linked consumption<sup>5</sup>.

Souvenirs also constitute a substantial share within broader gift and novelty markets, accounting for an estimated 40–60% of total sales in some analyses. Together, these figures demonstrate not only the scale of

<sup>1</sup> Pine, B. J., & Gilmore, J. H. (1999). *The experience economy*. Harvard Business School Press.

<sup>2</sup> Global Market Statistics. (2024). Gifts, novelty and souvenirs market size, share, and trends. <https://www.globalmarketstatistics.com>

<sup>3</sup> Future Data Stats. (2024). Tourism souvenir market analysis and forecast. <https://www.futuredatastats.com>

<sup>4</sup> Ibid

<sup>5</sup> Growth Market Reports. (2024). Tourism souvenir market outlook. <https://growthmarketreports.com>

the souvenir economy but also its sustained growth, driven by the recovery of international tourism and evolving consumer preferences toward experience-based consumption<sup>6</sup>.

Digitalization has emerged as a critical driver of structural change within the souvenir industry. Online retail channels now account for nearly half of total transactions in gifts, novelty, and souvenir markets. The expansion of e-commerce has reshaped distribution systems by improving market access for niche and artisanal producers, enabling product customization, and facilitating direct consumer engagement. Technological innovation further enhances value creation through digital storytelling, personalized experiences, and emerging applications such as augmented reality features embedded in souvenir products<sup>7</sup>.

Within global production and distribution networks, souvenirs occupy a complex position. Although marketed as local cultural products, manufacturing is frequently outsourced, resulting in fragmented value chains that span multiple countries. This globalization of production raises concerns regarding unequal value distribution, reduced local economic retention, and the standardization of cultural goods. At the same time, demand for locally produced,

ethically manufactured, and culturally authentic souvenirs is expanding, reflecting a growing consumer emphasis on authenticity and sustainability<sup>8</sup>.

From a theoretical perspective, these market dynamics reinforce the classification of souvenirs as experience-based or symbolic goods. Their economic value is derived primarily from emotional, cultural, and narrative dimensions rather than functional utility. Pricing mechanisms are therefore weakly correlated with production costs and strongly influenced by perceived authenticity, symbolism, and storytelling. Cross-country comparisons further demonstrate that souvenir market performance is not determined solely by tourism volume; instead, cultural differentiation and product specialization—such as Poland’s focus on amber jewelry—play a decisive role in value creation (Table 1)<sup>9</sup>.

Cross-country evidence demonstrates substantial variation in the economic scale and structure of souvenir markets. Large tourism destinations such as France and Spain generate hundreds of millions to over one billion U.S. dollars annually from souvenir sales, reflecting both high tourist volumes and strong cultural branding<sup>10</sup>. However, souvenir revenue is not strictly

TABLE 1

**Selected Country-Level Indicators of Souvenir Market Performance**

<i>Country</i>	<i>Approx. Annual Tourist Arrivals</i>	<i>Souvenir Market Performance</i>	<i>Dominant Souvenir Type</i>
France	Very high	High	Iconic landmark miniatures
Spain	High	Very high	Ceramics, cultural motifs
Italy	High	Very high	Murano glass, leather goods
Poland	Medium	High	Amber jewelry
Türkiye	High	Rapidly growing	Carpets, ceramics
Japan	High	Medium	Traditional crafts

<sup>6</sup> Growth Market Reports. (2024). Attraction souvenir retail market: Global outlook. <https://growthmarketreports.com>

<sup>7</sup> Emergen Research. (2024). Gifts, novelty, and souvenir market: Industry trends and digital innovation. <https://www.emergenresearch.com>

<sup>8</sup> Throsby, D. (2001). Economics and culture. Cambridge University Press.

<sup>9</sup> UN World Tourism Organization. (2024). Tourism and economic contribution report. <https://www.unwto.org>

<sup>10</sup> Ibid

proportional to tourist arrivals. Countries with fewer visitors can achieve high earnings by specializing in culturally distinctive and high-value products, as illustrated by Poland, where amber jewelry accounts for estimated annual souvenir revenues exceeding USD 1.6 billion<sup>11</sup>.

Emerging tourism markets further highlight dynamic growth patterns. In Türkiye, souvenir spending surpassed USD 1 billion in the first half of 2025 alone, signaling rising consumer engagement and the increasing importance of souvenirs within overall tourism expenditure<sup>12</sup>. In contrast, mature long-haul destinations such as the United States and Canada exhibit moderate but stable souvenir revenues, supported by themed merchandise, national symbols, and indigenous crafts<sup>13</sup>.

Country-level comparisons also reveal the importance of cultural specificity. Italy generates substantial souvenir income through high-value artisanal goods such as Murano glass, while Japan maintains a smaller but culturally concentrated souvenir market centered on traditional garments and crafts<sup>14</sup>. Similarly, Mexico combines high tourist arrivals with moderate souvenir revenue, reflecting a diversified but price-sensitive market structure<sup>15</sup>.

Microeconomic indicators further complement aggregate statistics. In outbound tourism markets such as Russia, average per-traveler souvenir spending—estimated at approximately USD 38–40 per trip—provides insight into individual consumption behavior and enables more accurate estimation of total souvenir demand when combined with tourist flow data<sup>16</sup>.

Armenia represents a small tourism market with disproportionately high cultural capital. Armenian souvenirs—such as carpets, ceramics, jewelry, and khachkar-inspired

objects—are deeply embedded in national history and identity and are predominantly locally produced. This production structure enables higher local value retention compared to mass-produced souvenir markets and positions souvenirs as instruments of inclusive economic development rather than merely tourist merchandise, a characteristic shared with other small cultural economies<sup>17</sup>.

Despite these qualitative advantages, Armenia’s souvenir sector faces significant structural constraints. Production remains fragmented across small workshops, limiting scalability, quality standardization, and international market visibility. Weak national branding further reduces global recognition, while the prevalence of imported mass-produced goods marketed as “local souvenirs” undermines cultural authenticity and domestic value capture. In addition, limited integration with international e-commerce platforms constrains market expansion and export potential<sup>18</sup>.

Overall, these patterns confirm that souvenir market performance depends not only on tourism volume but also on cultural differentiation, product specialization, and consumer spending behavior. Souvenirs thus function as a revealing indicator of how cultural capital is transformed into economic value across diverse national tourism systems<sup>19</sup>.

The cross-country patterns outlined above provide an important comparative framework for understanding Armenia’s position within the global souvenir economy. Unlike large tourism destinations such as France or Spain, Armenia does not rely on mass tourism volumes to generate souvenir demand. Instead, its potential aligns more closely with countries such as Poland, where cultural specialization and high symbolic value enable strong economic performance despite moderate

<sup>11</sup> Global Market Statistics. (2024). Gifts, novelty and souvenirs market size, share, and trends. <https://www.globalmarketstatistics.com>

<sup>12</sup> Turkish Statistical Institute. (2025). Tourism revenue and expenditure statistics. <https://www.turkstat.gov.tr>

<sup>13</sup> World Travel & Tourism Council. (2024). Economic impact of travel and tourism. <https://www.wttc.org>

<sup>14</sup> OECD. (2023). Culture and local development: Maximising the impact. <https://www.oecd.org>

<sup>15</sup> Future Data Stats. (2024). Tourism souvenir market analysis and forecast. <https://www.futuredatastats.com>

<sup>16</sup> Statista. (2024). Average tourist spending on souvenirs by country. <https://www.statista.com>

<sup>17</sup> Statistical Committee of the Republic of Armenia (Armstat). (2024). Tourism statistics. <https://www.armstat.am>

<sup>18</sup> Ibid

<sup>19</sup> Throsby, D. (2001). Economics and culture. Cambridge University Press.



TABLE 2

**Comparative Characteristics of Souvenir Markets: Selected Countries and Armenia**

Country	Tourism Scale	Estimated Souvenir Revenue	Dominant Souvenir Type	Key Economic Insight
France	Very high	~\$644 million	Landmark miniatures	Scale-driven demand supported by strong national branding
Spain	High	>\$1 billion	Cultural costumes, crafts	High revenue through cultural symbolism and volume
Italy	High	~\$844 million	Murano glass, leather goods	Artisanal specialization with premium positioning
Poland	Medium	>\$1.6 billion	Amber jewelry	High-value specialization despite moderate tourism
Türkiye	High (growing)	>\$1 billion (H1 2025)	Carpets, ceramics	Rapid growth via strategic tourism integration
Japan	Medium	~\$152 million	Traditional garments	Cultural concentration with limited scale
Armenia	Small	Low (absolute)	Handmade symbolic crafts	High local value retention and authenticity

visitor numbers.

In the case of Armenia, souvenirs are predominantly handcrafted and locally produced, drawing on deep historical narratives, artisanal knowledge, and religious symbolism. This structure enables relatively high local value retention compared to mass-produced souvenir markets, where manufacturing is often outsourced and economic benefits leak across borders. From a comparative perspective, Armenia’s souvenir economy resembles niche, authenticity-driven models rather than scale-driven ones.

The experiences of emerging markets such as Türkiye further suggest that strategic integration of souvenirs into tourism policy can significantly increase their contribution to overall tourism revenue. While Armenia currently operates at a much smaller scale, the observed growth trajectories indicate that targeted branding, digital distribution, and experience-based product design could substantially raise per-visitor souvenir expenditure without necessitating large increases in tourist arrivals.

Moreover, microeconomic evidence from outbound markets — such as average

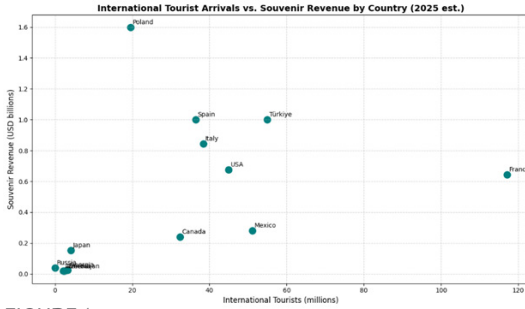


FIGURE 1



per-traveler souvenir spending observed in Russia — highlights the importance of consumption behavior rather than visitor numbers alone. For Armenia, this emphasizes the strategic relevance of positioning souvenirs as culturally meaningful, premium artifacts capable of capturing higher individual spending levels.

The impact of cultural specialization (Poland and Armenia), Emerging markets like Türkiye achieving high revenue. Overall, the comparative analysis indicates that Armenia’s competitive advantage in the global souvenir economy lies not in volume-based competition but in cultural differentiation, authenticity, and narrative depth. When embedded within coherent tourism strategies and supported by digital market access, Armenian souvenirs have the potential to function as effective instruments of local development, cultural representation, and sustainable value creation.

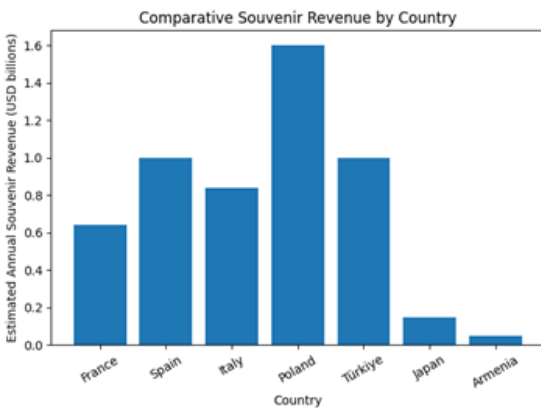


FIGURE 2



Figure 2 illustrates substantial cross-country variation in souvenir revenue, confirming that market performance is not determined solely by tourism volume. Poland exhibits the highest estimated souvenir revenue, despite moderate tourist arrivals, reflecting the strong economic impact of product specialization and high symbolic value, particularly in amber jewelry. Spain and Türkiye also demonstrate high souvenir earnings, supported by a combination of cultural branding and tourism scale.

France and Italy generate significant but comparatively lower revenues relative to tourist volume, indicating the limits of scale-driven souvenir consumption. Japan’s souvenir market remains more culturally concentrated, with lower aggregate revenue despite strong national cultural identity.

Armenia appears at the lower end of the revenue scale in absolute terms; however, its position reflects a fundamentally different market structure. The predominance of handmade and locally produced souvenirs suggests higher local value retention and significant potential for relative growth through cultural differentiation rather than mass tourism expansion.

The global souvenir market is closely linked to international tourism flows. Recent market research indicates that the global gifts, novelty, and souvenirs sector exceeds USD 100 billion annually, with stable growth driven by tourism recovery, cultural consumption, and digital retail expansion. The post-pandemic resurgence of international travel has further increased demand for tourism-related goods, including souvenirs. Cross-national comparisons demonstrate that souvenir market performance is not determined solely by tourist volume; rather, cultural differentiation and product specialization play a decisive role in value creation. Countries such as France, Spain, and Italy benefit from iconic cultural branding, while Poland illustrates how high-value specialization—particularly amber jewelry—can generate strong performance despite moderate tourism volumes. Türkiye represents a rapidly expanding market in which souvenir expenditure has become an

TABLE 3

**Souvenir Market Indicators by Country**

Country	Annual International Tourists (million)	Estimated Annual Souvenir Revenue (USD)	Iconic Souvenir Products	Notes
France	--117.1	--\$640 million	Eiffel Tower miniatures, fashion items	Highest tourist arrivals globally; strong mass-market souvenir sales
Spain	--36.4	>\$1.0 billion	Flamenco dolls, ceramics	High souvenir spending per tourist
Italy	--38.4	--\$840 million	Murano glass, leather goods	Strong linkage between heritage crafts and tourism
Poland	--19.6	--\$1.6 billion	Amber jewelry	Example of high-value niche souvenir specialization
United States	--45.0	--\$675 million	Apparel, destination memorabilia	Large domestic + international souvenir demand
Japan	--4.1	--\$150 million	Traditional crafts, regional food gifts	Strong culture of gift-giving (omiyage)
Mexico	--51.1	--\$280 million	Handicrafts, silver jewelry	High visitor volume; fragmented artisan market
Türkiye	--55.0	>\$1.0 billion*	Carpets, ceramics, evil-eye charms	*Souvenir spending exceeded \$1B in first half of 2025
Canada	--32.4	--\$240 million	Maple syrup products, indigenous art	Souvenir demand tied to natural-heritage tourism
Russia	—	--\$38–40 per tourist (avg.)	Traditional crafts	Useful for micro-level expenditure modeling

increasingly significant component of overall tourism revenue.

The global souvenir market is closely linked to international tourism flows and has expanded significantly alongside the post-pandemic recovery of global travel. Recent market research indicates that the global gifts, novelty, and souvenirs sector exceeds USD 100 billion annually, with stable growth driven by renewed tourism demand, cultural consumption, and digital retail expansion. Cross-national evidence confirms that souvenir market performance is shaped not only by tourist volume but, more importantly, by cultural differentiation and product specialization. Iconic cultural branding supports high revenues in countries such as France, Spain, and Italy, while Poland demonstrates how high-value specialization—particularly amber jewelry—can generate strong performance despite

moderate tourism volumes. Türkiye represents a rapidly expanding market in which souvenir expenditure has become an increasingly significant component of overall tourism revenue.

At the microeconomic level, souvenir production and sales play an important role in supporting small and medium-sized enterprises, artisans, and social enterprises. When embedded within local economies, the sector generates employment, sustains traditional craftsmanship, and fosters inclusive economic participation. In contrast, reliance on imported mass-produced souvenirs weakens local multiplier effects and constrains long-term development outcomes, underscoring the importance of locally embedded production models.

From a theoretical perspective, these market dynamics reinforce the classification of souvenirs as experience-based or symbolic

TABLE 4

**Armenia and the Caucasus: Structural Characteristics of Souvenir Markets<sup>20</sup>**

Country	Market Scale	Production Type	Economic Implication
Armenia	Small	Handmade, local	High local value retention
Georgia	Small-medium	Artisanal, wine-based	Cultural branding potential
Azerbaijan	Medium	Craft-export oriented	Export-driven value creation



goods. Their value derives primarily from emotional, cultural, and narrative dimensions rather than functional utility. Within the framework of the experience economy, souvenirs function as material repositories of memory, with pricing shaped by perceived authenticity, symbolism, and storytelling rather than production costs. Comparative evidence further indicates that cultural uniqueness and specialization tend to increase per-capita spending, particularly in emerging and small-scale tourism markets where niche artisanal products attract

Armenia’s souvenirs are predominantly artisanal and locally produced, allowing a higher proportion of revenue to remain within local communities compared to markets dominated by imported mass-produced goods. Beyond their economic function, souvenirs serve as carriers of cultural narratives, translating national identity, traditions, and heritage into tangible forms and converting cultural capital into economic capital<sup>21</sup>.

This transformation, however, involves inherent risks. Over-commercialization and

TABLE 5

Country	International Tourists (million)	Estimated Annual Souvenir Revenue (USD)	Iconic Souvenirs
Armenia	~2.1 (2025 est.)	~\$15–20 million	Handwoven carpets, ceramics, jewelry, souvenirs with khachkars
Georgia	~3.3 (2025 est.)	~\$25 million	Wine, handicrafts, traditional textiles
Azerbaijan	~2.5 (2025 est.)	~\$18 million	Carpets, copperware, local jewelry



consumers willing to pay premium prices. Though smaller in scale, souvenir markets in Armenia and the wider Caucasus are notable for their high cultural and artisan value:

<sup>20</sup> Source: Armstat, 2024; National Tourism Committees

<sup>21</sup> Throsby, D. (2001). Economics and culture. Cambridge University Press.

<sup>22</sup> UNESCO. (2013). Creative economy report: Widening local development pathways. UNESCO Publishing.

excessive standardization may lead to cultural simplification and the erosion of local uniqueness. Economically sustainable souvenir industries therefore require institutional frameworks that balance market demand with cultural preservation<sup>22</sup>.

Despite its cultural advantages, Armenia's souvenir sector faces significant structural constraints. Fragmented production, weak national branding, the prevalence of imported mass-produced “local” souvenirs, and limited integration with international e-commerce platforms constrain scalability, market visibility, and export potential<sup>23</sup>.

Global consumer behavior increasingly favors transparency, ethical production, sustainability, and cultural authenticity. In this context, Armenia's artisanal production model represents a competitive advantage rather than a limitation. Future souvenir economies are likely to be defined by the ability to translate cultural identity into credible economic narratives supported by digital visibility and institutional trust<sup>24</sup>.

International experience further demonstrates that souvenir market performance depends less on tourism volume and more on cultural differentiation, specialization, and institutional support — conditions closely aligned with Armenia's structural characteristics<sup>25</sup>. To transform souvenirs into a sustainable cultural export sector, policy priorities should include a national “Made in Armenia” souvenir framework, targeted support for artisans and social enterprises, digital marketplace integration, and the embedding of souvenirs within museums, cultural routes, and experiential tourism offerings<sup>26</sup>.

The analysis of the souvenir economy highlights its strategic relevance for tourism policy, cultural policy, and local economic development. Souvenirs function not merely as tourist merchandise but as experience-based goods through which cultural capital

is transformed into economic value. International evidence demonstrates that souvenir market performance depends less on tourism volume and more on cultural differentiation, product specialization, and institutional support — factors that are directly shaped by public policy.

For Armenia, this positioning offers a clear development opportunity. As a small tourism market with high cultural capital and strong artisanal traditions, Armenia is structurally well suited to a value-based souvenir strategy that prioritizes authenticity over scale. However, without targeted policy intervention, the sector risks cultural dilution, value leakage through imported mass-produced goods, and missed opportunities for inclusive growth.

Effective policy responses should focus on establishing a national “Made in Armenia” souvenir framework that integrates quality standards, origin certification, and coherent cultural storytelling. Complementary measures should include targeted financial and design support for artisans and social enterprises, improved access to digital marketplaces, and the systematic integration of souvenirs into museums, cultural routes, and experiential tourism offerings. International experience suggests that such interventions can increase per-visitor spending and strengthen local multiplier effects without reliance on mass tourism expansion.

Finally, digitalization should be treated as a core policy instrument rather than a supplementary tool. Strategic investment in e-commerce infrastructure, digital storytelling, and international market access would enable Armenian souvenirs to reach global consumers while preserving cultural integrity. In this context, the souvenir sector can serve as an effective instrument of cultural diplomacy, regional development, and sustainable economic growth.

<sup>23</sup> Emergen Research. (2024). Gifts, novelty, and souvenir market: Industry trends and digital innovation. <https://www.emergenresearch.com>

<sup>24</sup> Emergen Research. (2024). Gifts, novelty, and souvenir market: Industry trends and digital innovation. <https://www.emergenresearch.com>

<sup>25</sup> UN World Tourism Organization. (2024). Tourism and economic contribution report. <https://www.unwto.org>

<sup>26</sup> OECD. (2023). Culture and local development: Maximising the impact. <https://www.oecd.org>

## REFERENCES

1. Emergen Research. (2024). Gifts, novelty, and souvenir market: Industry trends and digital innovation. <https://www.emergenresearch.com>
2. Future Data Stats. (2024). Tourism souvenir market analysis and forecast. <https://www.futuredatastats.com>
3. Global Growth Insights. (2024). Gifts, novelty, and souvenirs market: Global industry analysis and forecast. <https://www.globalgrowthinsights.com>
4. Global Market Statistics. (2024). Gifts, novelty and souvenirs market size, share, and trends. <https://www.globalmarketstatistics.com>
5. Growth Market Reports. (2024). Attraction souvenir retail market: Global outlook. <https://growthmarketreports.com>
6. Future Data Stats. (2024). Tourism souvenir market analysis and forecast. <https://www.futuredatastats.com>
7. Pine, B. J., & Gilmore, J. H. (1999). The experience economy. Harvard Business School Press.
8. Pine, B. J., & Gilmore, J. H. (1999). The experience economy: Work is theatre & every business a stage. Harvard Business School Press.
9. Statistical Committee of the Republic of Armenia (Armstat). (2024). Tourism statistics. <https://www.armstat.am>
10. Throsby, D. (2001). Economics and culture. Cambridge University Press.
11. UN World Tourism Organization. (2024). Tourism and economic contribution report. <https://www.unwto.org>
12. World Travel & Tourism Council. (2024). Economic impact of travel and tourism. <https://www.wttc.org>
13. OECD. (2023). Culture and local development: Maximising the impact. OECD Publishing. <https://www.oecd.org>
14. Throsby, D. (2001). Economics and culture. Cambridge University Press.
15. Turkish Statistical Institute. (2025). Tourism revenue and expenditure statistics. <https://www.turkstat.gov.tr>
16. UN World Tourism Organization. (2024). Tourism and economic contribution report. <https://www.unwto.org>
17. UNESCO. (2013). Creative economy report: Widening local development pathways. UNESCO Publishing.

### Թերեզա ՇԱՀՐԻՄԱՆՅԱՆ

«Ամբերդ» հեղափոխական կենտրոնի տնօրենի օգնական, ՀՊՏՀ

ՇՈՒԿԱՆԵՐ ԵՎ ՄՐՑԱԿՑՈՒԹՅՈՒՆ

### ՇՈՒՇԱՆՎԵՐՆԵՐԻ ՏՆՏԵՍՈՒԹՅՈՒՆԸ.

#### ԻՆՉՊԵՍ Է ՀԻՇՈՂՈՒԹՅՈՒՆԸ ԴԱՌՆՈՒՄ ԳԼՈՐԱԼ ԲԻԶՆԵՍ

Հուշանվերները հաճախ ընկալվում են որպես ճամփորդությունից բերված փոքր և համեմատաբար էժան առարկաներ, սակայն, տնտեսագիտական տեսանկյունից, դրանք փորձառության վրա հիմնված բարիքներ են՝ մշակույթը, հոգեբանությունը, զբոսաշրջությունը և տնտեսագիտությունը միավորող համաշխարհային բարդ համակարգում: Անձնական հիշողությունները, մշակութային խորհրդանիշները և հուզական փորձառությունը վերածելով շուկայական ապրանքների՝ հուշանվերային ոլորտը ոչ նյութական արժեքը փոխակերպում է տնտեսական արդյունքի՝ դառնալով զբոսաշրջային և ստեղծարար միջազգային տնտեսության կարևոր բաղադրիչը: Որպես խորհրդանշական բարիքներ՝ հուշանվերները գործում են հիշողության և շուկայական փոխանակման հատման կետում, որտեղ արժեքը ձևավորվում է ոչ թե գործառնական օգտակարությամբ, այլ մշակութային իսկությամբ, պատմողական նշանակությամբ և ընկալման եզակիությամբ: Միջազգային համեմատական վերլուծությունը ցույց է տալիս, որ հուշանվերային շուկայի արդյունավետությունը պայմանավորված է ոչ այնքան զբոսաշրջային հոսքերի ծավալով, որքան մշակութային տարբերակմամբ, արտադրանքի մասնագիտացմամբ և ինստիտուցիոնալ աջակցությամբ: Այս օրինակաբանությունները հատկապես կարևոր են Հայաստանի համար՝ որպես փոքր տուրիստական շուկա՝ բարձր մշակութային կապիտալով և ուժեղ արհեստագործական ավանդույթներով:

Հոդվածում ընդգծվում են ներմուծված գանգվածային հուշանվերների հետ կապված քաղաքական մարտահրավերները, և հիմնավորում է ազգային բրենդավորման, կարգավորող կառուցակարգերի և թվային ինտեգրման կարևորությունը՝ հուշանվերները դիտարկելով որպես մշակութային քաղաքականության և կայուն տնտեսական զարգացման գործիք:

**Հիմնարաներ.**

հուշանվերային փնտրեսություն, մշակութային կապիտալ, գրուսաշրջային փնտրեսագիտություն, փորձառության վրա հիմնված բարիքներ, մշակութային կոմոդիֆիկացիա, արհեստագործական արտադրություն, կայուն զարգացում, Հայաստան

**Тереза ШАГРИМАНЯН**

Администратор исследовательского центра «Амберд», АГЭУ

РЫНКИ И КОНКУРЕНЦИЯ

**ЭКОНОМИКА СУВЕНИРОВ: КАК ПАМЯТЬ СТАНОВИТСЯ ГЛОБАЛЬНЫМ БИЗНЕСОМ**

Сувениры часто воспринимаются как небольшие и недорогие предметы, привозимые из путешествий, однако с экономической точки зрения они представляют собой товары, основанные на опыте, встроенные в сложную глобальную систему, объединяющую культуру, психологию, туризм и экономику. Превращая личные воспоминания, культурные символы и эмоциональные переживания в рыночные продукты, сувенирная индустрия трансформирует нематериальную ценность в экономический результат, становясь важной частью глобальной туристической и креативной экономики. Как символические товары, сувениры функционируют на пересечении памяти и рыночного обмена, где их ценность формируется не функциональной полезностью, а культурной аутентичностью, нарративным смыслом и воспринимаемой уникальностью. Межстрановой сравнительный анализ показывает, что эффективность сувенирных рынков в меньшей степени зависит от объема туристических потоков и в большей — от культурной дифференциации, специализации продукции и институциональной поддержки. Эти закономерности особенно актуальны для Армении как небольшого туристического рынка с высоким уровнем культурного капитала и сильными ремесленными традициями. В статье подчеркиваются ключевые политические вызовы, связанные с культурной стандартизацией и доминированием импортированных массовых сувениров, а также обосновывается необходимость национального брендинга, регулирующих механизмов и цифровой интеграции, рассматривая сувениры как инструменты культурной политики и устойчивого экономического развития.

**Ключевые слова:** экономика сувениров; культурный капитал; экономика туризма; товары, основанные на опыте; культурная коммодификация; ремесленное производство; устойчивое развитие; Армения