



Truth in Tourism

***An Investigative Report on Tourism Listings in Azerbaijani-controlled Artsakh
Following the Forced Displacement of Its Armenian Population***

Prepared by Save Armenia

August 2026

Tourism should never come at the expense of truth.

Evaluating publicly available tourism listings alongside the published human rights and responsible tourism standards of major global travel platforms.

Table of Contents

1. Executive Summary
2. Research Methodology
3. Background
 - 3.1 International Documentation of the Displacement of Artsakh's Armenian Population
4. Documented Findings
 - 4.1 Marriott Bonvoy Tours & Activities
 - 4.2 Expedia
 - 4.3 Travelocity
 - 4.4 Viator (Tripadvisor)
 - 4.5 GetYourGuide
5. Corporate Human Rights, Responsible Tourism & Ethical Business Standards
 - 5.1 Marriott International
 - 5.2 Expedia
 - 5.3 Travelocity (Expedia Group)
 - 5.4 Viator (Tripadvisor)
 - 5.5 GetYourGuide
6. Comparative Analysis
7. Principles for Responsible Tourism in Conflict-Affected Regions
8. Call to Action
9. Conclusion

Companion Document: Supporting Appendix to *Truth in Tourism*

- Appendix A — Marriott
 - Screenshots
 - URLs
 - Corporate Policies
 - Timeline
- Appendix B — Expedia
 - Screenshots
 - URLs
 - Corporate Policies
- Appendix C — Travelocity
 - Screenshots
 - URLs
 - Corporate Policies
- Appendix D — Viator (Tripadvisor)
 - Screenshots
 - URLs
 - Corporate Policies
- Appendix E — GetYourGuide
 - Screenshots
 - URLs
 - Corporate Policies

SECTION 1

EXECUTIVE SUMMARY

This report presents the findings of Save Armenia’s review of publicly available tourism listings promoting travel to Azerbaijani-controlled Artsakh (Nagorno-Karabakh) following the forced displacement of more than 120,000 Armenians in September 2023.

The review was prompted by the discovery that Marriott Bonvoy Tours and Activities was promoting a guided tour through occupied Artsakh without acknowledging the region’s ongoing occupation, the displacement of its historic Armenian population, or the broader humanitarian and cultural context surrounding the destination. Following public concern raised by Save Armenia, Armenian organizations, and individuals around the world, Marriott removed the listing.

Subsequent research determined that substantially similar tours remain available through several major global travel platforms, including Expedia, Travelocity, Viator, and GetYourGuide. At the same time, many of these companies publicly affirm commitments to responsible tourism, human rights, ethical business conduct, and respect for human dignity.

This report does not seek to question the importance of tourism or the role it plays in cultural exchange and economic development. Rather, it examines whether tourism experiences promoted in territories affected by occupation, mass displacement, and unresolved conflict should be presented without meaningful historical context or acknowledgment of the communities that have been displaced.

The report documents publicly available listings, summarizes relevant corporate policy statements, and presents an evidence-based comparison between those policies and the content of the tourism experiences currently being marketed.

The findings raise broader questions about the ethical responsibilities of global travel platforms when representing destinations affected by conflict and about the importance of ensuring that tourism does not inadvertently contribute to the normalization of occupation or the omission of significant historical and humanitarian realities.

This report challenges the global travel industry to move beyond statements of principle and demonstrate those commitments through action. Public commitments to human rights and responsible tourism cannot remain aspirational; they must guide decisions about the destinations companies choose to promote and the stories they tell about them. Marriott’s decision to remove its listing demonstrates that meaningful change is possible. The responsibility now rests with every travel platform to ensure that tourism never normalizes occupation, obscures displacement, or obscures historical realities of places affected by conflict.

Tourism should never come at the expense of truth.

SECTION 2.

RESEARCH METHODOLOGY

The findings presented in this report are based on a review of publicly available information concerning tourism experiences marketed in Azerbaijani-controlled Artsakh (Nagorno-Karabakh) following the September 2023 forced displacement of the region's Armenian population.

This report does not seek to determine legal liability or reach conclusions under international law. Its purpose is to present documented facts, compare those facts with the publicly stated commitments of the companies that promote these tourism experiences, and encourage informed discussion regarding responsible tourism practices.

The report presents an evidence-based assessment designed to promote transparency and accountability by evaluating whether publicly available tourism listings appear consistent with each company's published commitments regarding human rights, responsible tourism, ethical business conduct, and related corporate principles.

The objective of this research was to determine whether major global travel platforms continue to promote tourism experiences in the region and, where applicable, to assess whether those listings present the destination with appropriate historical, humanitarian, and cultural context and remain consistent with each company's publicly stated corporate commitments.

Unless otherwise noted, all findings presented in this report are based on information that was publicly accessible at the time the research was conducted. Because website content, corporate policies, and tourism listings may be modified or removed over time, Save Armenia preserved relevant evidence through screenshots, archived webpages where available, and citations to publicly available source materials. This documentation is intended to provide an accurate evidentiary record supporting the factual observations documented in this report.

Scope of Review

The review included publicly accessible tourism platforms identified through direct website searches and publicly available search engine results. Research focused on listings referencing one or more of the following geographic locations:

- Artsakh (Nagorno-Karabakh)
- Khankendi (Stepanakert)
- Shusha (Shushi)
- Aghdam and surrounding destinations, where included within the marketed itineraries

The initial review included, but was not limited to:

- Marriott Bonvoy Tour & Activities
- Expedia

- Travelocity
- Viator
- GetYourGuide

Additional publicly accessible platforms may be incorporated as relevant information becomes available.

Research Process

For each platform reviewed, Save Armenia documented:

- The existence of publicly available tour listings.
- The content and descriptions associated with each listing.
- References to geographic locations, cultural sites, and historical context.
- Whether the listing acknowledged the displacement of the Armenian population, the ongoing conflict, or the broader humanitarian context.
- The identity of the listed tour operator, where publicly available.
- The status of the listing at the time of review, including any subsequent removal or modification.

Where appropriate, screenshots were captured to preserve an accurate record of the listings as they appeared during the research period.

Corporate Policy Review

In addition to reviewing tourism listings, Save Armenia examined publicly available corporate policies and statements relating to:

- Human rights
- Responsible tourism
- Ethical business conduct
- Corporate social responsibility
- Supplier standards and codes of conduct
- Sustainability commitments

These materials were obtained from official corporate websites, published policy statements, ESG reports, corporate governance documents, and publicly available resources maintained by the respective companies.

Comparative Assessment

The report does not attempt to determine legal liability or make findings regarding compliance with international law.

Rather, it compares publicly available tourism listings with each company's own published commitments and evaluates whether the information presented to travelers appears consistent with those stated principles.

This assessment is intended to encourage transparency, accountability, and informed discussion regarding ethical tourism practices in territories affected by conflict, occupation, and large-scale displacement.

Limitations

This report is limited to publicly available information accessible during the research period. Listings, corporate policies, and website content may change over time.

The report does not evaluate the motives or intent of any company or tour operator. Instead, it documents publicly observable information and compares that information with publicly stated corporate commitments.

Readers are encouraged to review the source materials cited throughout this report, including the accompanying evidence appendix containing screenshots, hyperlinks, and relevant policy excerpts.

SECTION 3.

BACKGROUND

The Context

Tourism has long served as a bridge between cultures, helping travelers better understand the history, people, and heritage of destinations around the world. When presented accurately and responsibly, tourism can promote cultural preservation, support local communities, and encourage greater international understanding.

That responsibility becomes significantly greater when tourism involves territories affected by armed conflict, occupation, or the large-scale displacement of civilian populations. In these circumstances, the information presented to travelers does more than describe an itinerary; it contributes to how history, culture, and contemporary events are understood by a global audience.

In September 2023, Azerbaijan's military offensive in Artsakh (Nagorno-Karabakh) resulted in the displacement of virtually the region's entire ethnic Armenian population. Communities that had maintained a continuous Armenian presence for centuries were emptied within days, leaving behind homes, churches, monasteries, schools, businesses, cemeteries, and some of Christianity's oldest cultural and religious heritage sites. The international response to these events is summarized in Section 3.1.

Since that time, numerous governments, international organizations, and courts have expressed concern regarding the humanitarian consequences of the displacement, the preservation of Armenian cultural and religious heritage, and the future of those who fled the region. Reports have also documented the destruction, alteration, or appropriation of Armenian churches, monasteries, cemeteries, monuments, and other cultural and religious landmarks.

Against this backdrop, Save Armenia was notified of a publicly available tourism experience promoted through Marriott Bonvoy Tours & Activities inviting travelers to visit locations within Azerbaijani-controlled Artsakh. While describing points of interest throughout the itinerary, the listing did not acknowledge the recent displacement of the region's Armenian population or provide historical context regarding the conflict and its humanitarian consequences.

Because Marriott is one of the world's largest hospitality companies and publicly affirms commitments to responsible business and responsible tourism, Save Armenia, together with other Armenian organizations, advocates, and concerned individuals, raised questions regarding whether the listing was consistent with those published standards. Following widespread public concern, Marriott removed the listing.

Marriott's decision represented an important and constructive response. It also prompted a broader question:

Was this listing an isolated occurrence, or did similar tourism experiences continue to be promoted through other major global travel platforms?

To answer that question, Save Armenia expanded its research to examine whether comparable tours remained publicly available through other global travel companies and whether those listings appeared consistent with each company's published standards concerning human rights, responsible tourism, ethical business conduct, and respect for human dignity.

The findings presented in this report are the result of that research.

3.1 International Documentation and Response

The mass displacement of Artsakh's Armenian population has been documented and addressed by international courts, United Nations agencies, European institutions, and other intergovernmental bodies.¹

The United Nations High Commissioner for Refugees (UNHCR) reported that more than 100,000 refugees arrived in Armenia from Nagorno-Karabakh in less than one week following the September 2023 military offensive. UNHCR subsequently coordinated an emergency

¹ Overview supported collectively by: UNHCR, Armenia Refugee Response (2023); International Court of Justice, Application of CERD (Armenia v. Azerbaijan), Order of 17 November 2023; European Parliament Resolution 2023/2879(RSP); Parliamentary Assembly of the Council of Europe Resolution 2527 (2024).

response plan designed to assist approximately 101,000 refugees and the Armenian communities receiving them.²

In its Order of November 17, 2023, the International Court of Justice observed that, according to United Nations reports, more than 100,000 persons of Armenian national or ethnic origin had been compelled to leave their places of residence and reach Armenia following Azerbaijan's September 19, 2023, military operation. The Court further found that ethnic Armenians who remained in Nagorno-Karabakh, as well as those who had departed, continued to be vulnerable. It ordered Azerbaijan to ensure that those wishing to return could do so safely, expeditiously, and without obstruction, and that those remaining or returning would be protected from force, intimidation, or coercion that might cause them to flee.³

The European Parliament concluded that more than 100,000 Armenians had been forced to flee Nagorno-Karabakh, leaving the region almost entirely deprived of its historic Armenian population. In its October 5, 2023, resolution, the Parliament characterized the mass displacement as amounting to ethnic cleansing, called for conditions enabling the safe return of displaced Armenians, and cited credible reports of looting, destruction, violence, and arbitrary arrests following Azerbaijan's military offensive.⁴

The Parliamentary Assembly of the Council of Europe similarly referred to the exodus of almost the entire Armenian population of Nagorno-Karabakh and expressed deep concern that the circumstances raised suspicions of multiple elements associated with ethnic cleansing. It further called for urgent humanitarian assistance and continued international attention to the resulting human rights crisis.⁵

International concern has also extended to the protection of Armenian cultural and religious heritage. In provisional measures reaffirmed in its November 17, 2023, Order, the International Court of Justice required Azerbaijan to take all necessary measures to prevent and punish acts of vandalism and desecration affecting Armenian churches, places of worship, monuments, landmarks, cemeteries, and cultural artifacts.⁶

Taken together, these findings demonstrate that the displacement of Artsakh's Armenian population is not solely a matter raised by Armenian institutions or advocacy organizations. It has been recognized and documented by United Nations agencies, the International Court of

² United Nations High Commissioner for Refugees (UNHCR), Armenia Refugee Response, September–October 2023. <https://www.unhcr.org/am/en/refugee-response-and-coordination-0>

³ International Court of Justice, Application of the International Convention on the Elimination of All Forms of Racial Discrimination (Armenia v. Azerbaijan), Order of 17 November 2023. <https://www.icj-cij.org/node/203314>

⁴ European Parliament, Resolution of 5 October 2023 on the Situation in Nagorno-Karabakh after Azerbaijan's Attack and the Continuing Threats against Armenia, 2023/2879(RSP).

https://www.europarl.europa.eu/doceo/document/TA-9-2023-0356_EN.html

⁵ Parliamentary Assembly of the Council of Europe, Resolution 2527 (2024), Challenge, on Substantive Grounds, of the Still Unratified Credentials of the Parliamentary Delegation of Azerbaijan. <https://pace.coe.int>

⁶ International Court of Justice, Application of CERD (Armenia v. Azerbaijan), Provisional Measures, reaffirmed in the Order of 17 November 2023. <https://www.icj-cij.org>

Justice, the European Parliament, and the Parliamentary Assembly of the Council of Europe as a significant humanitarian and human rights concern.¹⁻⁶

Table 3.1

Representative International Findings Regarding the Displacement of Artsakh's Armenian Population.

Institution	Documented Findings / Position
United Nations High Commissioner for Refugees (UNHCR)	Reported that more than 100,000 refugees arrived in Armenia within approximately one week following the September 2023 military offensive and coordinated an emergency response for approximately 101,000 refugees. ¹
International Court of Justice (ICJ)	Found more than 100,000 persons of Armenian national or ethnic origin had been compelled to leave following Azerbaijan's September 19, 2023 military operation. Ordered Azerbaijan to ensure the safe, voluntary, dignified, and unimpeded return of those wishing to return and to protect those remaining from intimidation or coercion. ²
European Parliament	Concluded that more than 100,000 Armenians were forced to flee Nagorno-Karabakh, described the exodus as amounting to ethnic cleansing, and called for conditions enabling the safe return of displaced Armenians. ³
Parliamentary Assembly of the Council of Europe (PACE)	Expressed deep concern regarding the exodus of almost the entire Armenian population of Nagorno-Karabakh and stated that the circumstances raised suspicions of multiple elements associated with ethnic cleansing. ⁴
International Court of Justice (Protection of Cultural Heritage)	Ordered Azerbaijan to prevent and punish acts of vandalism and desecration affecting Armenian churches, places of worship, monuments, cemeteries, landmarks, and other cultural artifacts. ⁵

The institutions summarized above represent major international judicial, humanitarian, and intergovernmental bodies whose findings provide important context for the research presented in this report.

SECTION 4.

DOCUMENTED FINDINGS

The following findings summarize publicly available tourism listings identified during the research period across major global travel platforms. Each platform was evaluated using the methodology described in Section 2.

The purpose of this section is to document the publicly available listings identified, summarize the destinations and experiences being promoted, record the status of each listing at the time of publication, and present factual observations based on the information made available to prospective travelers.

Where multiple tourism listings were identified on a single platform, each listing was independently reviewed to determine whether similar patterns were present across the platform's available tourism experiences.

The supporting evidence for each finding, including screenshots, archived webpages, source URLs, and relevant corporate policy statements, is contained in the Appendix.

The review identified publicly available tourism listings across multiple independent global travel platforms, including instances where more than one listing was available on the same platform. The following findings present those observations in the order in which each platform was reviewed.

4.1 Marriott Bonvoy Tours & Activities

Platform Status:

Removed: *(verified August 03, 2026)*

Summary of Findings

During the research period, Marriott Bonvoy Tours & Activities promoted a tourism experience titled "Karabakh: Shusha–Khankendi Tour." The itinerary invited travelers to visit locations within Azerbaijani-controlled Artsakh, including Shusha (Shushi), Khankendi (Stepanakert), and other regional landmarks.

The listing described cultural attractions, architecture, scenic viewpoints, and local points of interest. However, it did not reference the September 2023 forced displacement of more than 120,000 Armenians, the region's historic Armenian cultural and religious significance, or the broader humanitarian context associated with the destinations included in the itinerary.

Following public concern raised by Save Armenia, Armenian organizations, advocates, and concerned individuals, Marriott removed the listing from its platform.

Documented Observation

The listing promoted travel within Azerbaijani-controlled Artsakh while providing no reference to the recent displacement of the region's Armenian population or the historical and humanitarian context surrounding the locations presented to travelers.

Appendix Reference

Supporting documentation for this section is contained in Appendix A (Appendices A-1 through A-5).

4.2 Expedia

Platform Status

Active (*Verified August 03, 2026*)

Listing Identified

Karabakh: Shusha-Khankendi Tour

Description of Listing

During the research period, Save Armenia identified a publicly available tourism experience on Expedia promoting travel within Azerbaijani-controlled Artsakh. The itinerary includes visits to locations such as Shusha (Shushi), Khankendi (Stepanakert), and other sites within the region.

The listing presents the experience as a cultural and historical exploration of the region, highlighting local attractions, architecture, monuments, scenic landscapes, and points of historical interest. The itinerary is marketed as a full-day tourism experience designed to introduce travelers to locations within the region.

At the time this report was prepared, the listing remained publicly available on Expedia.

Documented Observations

At the time of review, the publicly available description did not include reference to:

- the September 2023 forced displacement of more than 120,000 Armenians from Artsakh;
- the region's longstanding Armenian cultural and religious heritage;
- the Armenian cultural and religious significance of churches, monasteries, cemeteries, monuments, and other heritage sites associated with the destinations included in the itinerary;
- or the broader humanitarian context surrounding the destinations promoted.

These observations relate solely to the content of the publicly available listing reviewed by Save Armenia during the research period and should not be interpreted as conclusions regarding the company's intent or broader corporate practices.

Appendix Reference

Supporting documentation for this section is contained in Appendix B (Appendices B-1 through B-4).

4.3 Travelocity

Platform Status

Active (*Verified August 03, 2026*)

Listings Identified

During the research period, Save Armenia identified multiple publicly available tourism experiences on Travelocity promoting travel within Azerbaijani-controlled Artsakh.

The listings identified include:

- Shusha and Khankendi: Karabakh Cultural Exploration
- Shusha, Aghdam and Khankendi: Historical Tour in Karabakh

Description of Listings

The identified listings promote guided tourism experiences featuring destinations within Azerbaijani-controlled Artsakh, including Shusha (Shushi), Khankendi (Stepanakert), Aghdam, and other regional locations. The itineraries are presented as cultural and historical tours highlighting regional landmarks, architecture, scenic landscapes, and visitor attractions.

At the time this report was prepared, both listings remained publicly available on Travelocity.

Documented Observations

At the time of review, the publicly available descriptions did not include reference to:

- the September 2023 forced displacement of more than 120,000 Armenians from Artsakh;
- the region's longstanding Armenian cultural and religious heritage;
- the Armenian cultural and religious significance of churches, monasteries, cemeteries, monuments, and other heritage sites associated with the destinations included in the itineraries; or
- the broader humanitarian context surrounding the locations promoted.

The presence of multiple tourism listings promoting destinations within Azerbaijani-controlled Artsakh indicates that the issue is not limited to a single itinerary but extends across more than one travel experience offered through the platform.

These observations are limited solely to the content of the publicly available listings as they appeared during the research period and should not be interpreted as conclusions regarding the company's intent or broader corporate practices.

Appendix Reference

Supporting documentation for this section is contained in Appendix C (Appendices C-1 through C-5).

4.4 Viator

Platform Status

Active (*Verified August 03, 2026*)

Listing Identified

Karabakh Cultural Exploration: Shusha and Khankendi

Description of Listing

During the research period, Save Armenia identified a publicly available tourism experience on Viator promoting travel within Azerbaijani-controlled Artsakh. The itinerary includes destinations such as Shusha (Shushi), Khankendi (Stepanakert), and other locations presented as cultural and historical attractions.

The listing markets the experience as a guided cultural exploration, emphasizing regional landmarks, architecture, scenic landscapes, historical sites, and visitor experiences. At the time this report was prepared, the listing remained publicly available on the Viator platform.

Documented Observations

At the time of review, the publicly available description did not include reference to:

- the September 2023 forced displacement of more than 120,000 Armenians from Artsakh;
- the region's longstanding Armenian cultural and religious heritage;
- the Armenian cultural and religious significance of churches, monasteries, cemeteries, monuments, and other heritage sites associated with the destinations included in the itinerary; or
- the broader humanitarian context surrounding the locations promoted.

These observations are limited solely to the content of the publicly available listing as it appeared during the research period and should not be interpreted as conclusions regarding the company's intent or broader corporate practices.

Appendix Reference

Supporting documentation for this section is contained in Appendix D (Appendices D-1 through D-4).

4.5 GetYourGuide

Platform Status

Active (*Verified August 03, 2026*)

Listing Identified

From Baku: Karabakh, Khankendi and Shusha Day Tour

Description of Listing

During the research period, Save Armenia identified a publicly available tourism experience on GetYourGuide promoting travel within Azerbaijani-controlled Artsakh. The itinerary includes destinations such as Shusha (Shushi), Khankendi (Stepanakert), and other regional locations presented as cultural, historical, and scenic attractions.

The listing markets the experience as a guided day tour emphasizing regional history, architecture, cultural landmarks, scenic landscapes, and visitor experiences. At the time this report was prepared, the listing remained publicly available on the GetYourGuide platform.

Documented Observations

At the time of review, the publicly available description did not include reference to:

- the September 2023 forced displacement of more than 120,000 Armenians from Artsakh;
- the region's longstanding Armenian cultural and religious heritage;
- the Armenian cultural and religious significance of churches, monasteries, cemeteries, monuments, and other heritage sites associated with the destinations included in the itinerary; or
- the broader humanitarian context surrounding the locations promoted.

These observations are limited solely to the content of the publicly available listing as it appeared during the research period and should not be interpreted as conclusions regarding the company's intent or broader corporate practices.

Appendix Reference

Supporting documentation for this section is contained in Appendix E (Appendices E-1 through E-3).

SECTION 5.

CORPORATE HUMAN RIGHTS & RESPONSIBLE TOURISM STANDARDS

Introduction

The companies reviewed in this report publicly publish policies addressing topics such as human rights, responsible tourism, ethical business conduct, supplier expectations, sustainability, and corporate responsibility. Although the language and scope of these commitments vary, they collectively establish the standards by which each company represents its approach to responsible business practices.

This section summarizes the publicly available standards, policies, and principles identified during the research period. The purpose is not to evaluate compliance with these commitments, but to present the standards each company has chosen to publish. Those commitments are considered in the Comparative Analysis presented in Section 6.

5.1 Marriott Bonvoy Activities

Publicly Stated Commitments

Marriott International publicly states that it is committed to responsible business practices and responsible tourism. Through its sustainability and corporate responsibility initiatives, the company emphasizes ethical business conduct, respect for human rights, community engagement, cultural preservation, and responsible travel.

Marriott further states that it seeks to operate in a manner that respects the communities in which it does business while promoting responsible and sustainable tourism practices.

Published Standards

- Responsible tourism
- Human rights
- Ethical business conduct
- Community engagement
- Cultural heritage
- Sustainability

Appendix Reference

Supporting documentation for this section is contained in Appendix A (Appendices A-4 through A-5).

5.2 Expedia

Publicly Stated Commitments

Expedia Group publicly states that it respects internationally recognized human rights, including those articulated in the Universal Declaration of Human Rights (UDHR), the International Covenant on Civil and Political Rights (ICCPR), the International Covenant on Economic, Social and Cultural Rights (ICESCR), and the ILO Declaration on Fundamental Principles and Rights at Work.

The company further states that where local law conflicts with internationally recognized human rights standards, it seeks to adhere to the higher standard of protection wherever possible. Expedia indicates that these commitments apply across Expedia Group brands, employees, suppliers, vendors, contractors, and other business partners.

Expedia's Supplier Code of Conduct also establishes expectations concerning forced labor, human trafficking, child labor, discrimination, safe working conditions, and ethical business practices.

Published Standards

- Human rights
- International human rights standards
- Ethical business conduct
- Responsible supply chains
- Forced labor prevention
- Human trafficking prevention
- Non-discrimination

Appendix Reference

Supporting documentation for this section is contained in Appendix B (Appendices B-3 through B-4).

5.3 Travelocity (Expedia Group)

Publicly Stated Commitments

Travelocity operates as an Expedia Group brand. Expedia Group's Human Rights Statement states that it applies across the company's brands, employees, suppliers, vendors, contractors, business partners, and the communities in which it operates. Expedia Group publicly affirms its commitment to respecting internationally recognized human rights, including those set forth in the Universal Declaration of Human Rights (UDHR), the International Covenant on Civil and Political Rights (ICCPR), the International Covenant on Economic, Social and Cultural Rights (ICESCR), and the International Labour Organization's Declaration on Fundamental Principles and Rights at Work. The company further states that, where local law conflicts with

internationally recognized human-rights standards, it will seek to adhere to the highest standard of protection possible.

Expedia Group's Vendor Code of Conduct also requires vendors to respect human rights, prohibits forced labor, human trafficking, child labor, and discrimination, and establishes expectations regarding ethical business conduct and workplace standards.

Published Standards Identified

- Respect for internationally recognized human rights
- Responsible business conduct
- Ethical business practices
- Human trafficking prevention
- Forced labor prohibition
- Non-discrimination
- Vendor accountability

Appendix Reference

Supporting documentation for this section is contained in Appendix C (Appendix C-3).

5.4 Viator (Tripadvisor)

Published Standards

Viator operates as part of Tripadvisor. Tripadvisor publicly states that it is committed to respecting internationally recognized human rights and has adopted a Global Human Rights Policy applicable to its directors, officers, employees, consultants, and contractors.

Tripadvisor further states that it seeks to identify and address human rights risks while using its platform to promote positive change through responsible business practices. In addition, Viator publishes standards governing bookable experiences offered through its marketplace, establishing requirements relating to product quality, safety, legal compliance, and platform standards applicable to tourism experiences promoted through its services.

Published Standards Identified

- Human rights
- Responsible business conduct
- Ethical marketplace standards
- Platform accountability
- Tourism experience standards

Appendix Reference

Supporting documentation for this section is contained in Appendix D (Appendices D-1 through D-4).

5.5 GetYourGuide

Publicly Stated Commitments

GetYourGuide publicly describes its commitment to responsible travel, ethical business practices, and sustainable tourism. Through its published policies and corporate responsibility initiatives, the company emphasizes trust, transparency, responsible travel experiences, and respect for local communities and cultural heritage.

Published Standards

- Responsible tourism
- Ethical business conduct
- Sustainability
- Trust and transparency
- Respect for local communities

Appendix Reference

Supporting documentation for this section is contained in Appendix E (Appendices E-1 through E-4).

SECTION 6.

COMPARATIVE ANALYSIS

Introduction

The comparative analysis presented in this section evaluates the relationship between the Documented Findings presented in Section 4 and the Published Standards summarized in Section 5. The objective is not to determine legal liability or corporate intent, but to assess whether the publicly available tourism listings reviewed during the research period appear consistent with the human rights, responsible tourism, ethical business conduct, and related corporate principles each company has publicly adopted.

The purpose of this section is to compare those documented findings and identify common themes observed during the research. The analysis does not seek to determine legal liability or corporate intent. Rather, it examines whether the content presented to prospective travelers appears consistent with the commitments each company has chosen to publish publicly.

6.1 Common Observations

The research identified several consistent patterns across the platforms reviewed.

1. Multiple Global Platforms

The tourism experiences identified in this report were not limited to a single company or tourism platform. Following Marriott's removal of its listing, substantially similar tourism experiences remained publicly available through multiple international travel platforms.

This suggests that the issue documented in this report extends beyond an isolated listing and reflects a broader pattern of tourism marketing within Azerbaijani-controlled Artsakh.

2. Similar Tourism Narratives

Across the platforms reviewed, the listings consistently emphasized:

- cultural attractions;
- architecture;
- historical landmarks;
- scenic landscapes;
- visitor experiences; and
- guided cultural exploration.

While the descriptions varied in length and presentation, the overall narrative presented the region primarily as a tourism destination.

3. Limited Historical Context

The publicly available listings reviewed generally did not reference:

- the September 2023 forced displacement of more than 120,000 Armenians from Artsakh;
- the region's longstanding Armenian cultural and religious heritage;
- the humanitarian consequences associated with the displacement; or
- the significance of Armenian churches, monasteries, cemeteries, monuments, and other cultural heritage associated with locations included in the itineraries.

These observations relate solely to the content of the publicly available listings reviewed during the research period.

4. Public Corporate Commitments

The companies reviewed publish statements addressing subjects including:

- human rights;
- responsible tourism;
- ethical business conduct;
- supplier standards;
- sustainability; and
- corporate responsibility.

Although the wording differs among companies, these statements generally express commitments to internationally recognized principles concerning human rights, ethical conduct, and responsible business practices.

5. Comparative Observation

The research identified differences between the information presented within the tourism listings and the broader historical and humanitarian context associated with the destinations being promoted.

Accordingly, the findings raise legitimate questions regarding how publicly stated corporate commitments concerning human rights, responsible tourism, and ethical business practices are reflected in tourism listings involving territories affected by conflict, occupation, and large-scale displacement.

6.2 Significance of Marriott's Removal of the Listing

One finding deserves separate consideration.

Following public concern raised by Save Armenia, Armenian organizations, advocates, and concerned individuals, Marriott removed the tourism listing from Marriott Bonvoy Activities.

While this report does not assess the reasons for Marriott's decision, the removal demonstrates that major travel companies are capable of reviewing tourism content and making changes when concerns are brought to their attention.

The continued availability of similar listings on other platforms suggests that opportunities remain for broader industry engagement regarding responsible tourism practices in conflict-affected regions.

6.3 Broader Implications

Tourism plays an important role in cultural exchange, education, and economic development. Those benefits, however, are accompanied by responsibilities when destinations have experienced armed conflict, mass displacement, or significant humanitarian crises.

The research presented in this report raises broader questions regarding how global travel platforms balance tourism promotion with historical accuracy, transparency, and respect for human dignity.

As travel companies increasingly publish commitments concerning human rights and responsible tourism, travelers, policymakers, civil society organizations, and the companies themselves may reasonably expect those principles to be reflected consistently in the destinations and experiences offered through their platforms.

SECTION 7.

Principles for Responsible Tourism in Conflict-Affected Regions

The findings presented in this report are not limited to Artsakh. They raise broader questions regarding how the global travel industry represents destinations affected by armed conflict, occupation, mass displacement, or significant humanitarian crises.

While each conflict presents unique historical, political, and legal considerations, the ethical responsibilities associated with promoting tourism in these environments share common principles. Tourism should contribute to understanding rather than obscure history, and it should respect the dignity of communities whose lives have been profoundly affected by conflict.

Based on the findings presented in this report, Save Armenia believes the following principles should guide responsible tourism in conflict-affected regions.

Principle 1

Historical Accuracy

Tourism descriptions should accurately reflect the historical context of destinations affected by armed conflict or large-scale displacement.

Principle 2

Human Dignity

Tourism should recognize that destinations are more than attractions; they are places where communities have lived, worshipped, and preserved their cultural identity, often for centuries.

Principle 3

Respect for Cultural and Religious Heritage

Listings involving historic religious sites, cultural landmarks, and heritage locations should acknowledge their historical and cultural significance whenever appropriate.

Principle 4

Transparency

Travelers should receive sufficient historical and humanitarian context to make informed decisions regarding destinations affected by conflict.

Principle 5

Consistency

Companies that publicly adopt human rights, responsible tourism, and ethical business standards should strive to apply those principles consistently across the tourism experiences they promote.

Principle 6

Corporate Accountability

Global travel platforms should establish internal review processes for tourism experiences involving territories affected by armed conflict, occupation, or mass displacement to ensure that publicly available content aligns with their published standards.

SECTION 8.

CALL TO ACTION

The findings presented in this report demonstrate that the issues documented are not limited to a single tourism listing or a single travel platform. They raise broader questions regarding how the global travel industry represents destinations affected by armed conflict, displacement, and the destruction of cultural and religious heritage.

In light of these findings, Save Armenia respectfully calls upon the travel platforms identified in this report to:

Conduct Immediate Reviews

Review all tourism experiences promoted within Azerbaijani-controlled Artsakh to determine whether they accurately reflect the historical, humanitarian, and cultural context of the destinations presented.

Suspend Listings Pending Review

Where legitimate questions exist regarding historical accuracy or consistency with published human rights and responsible tourism standards, temporarily suspend the listing until the review is completed.

Engage Independent Experts

Consult recognized experts in cultural heritage, international human rights, religious freedom, regional history, and conflict studies when evaluating tourism experiences involving territories affected by armed conflict or large-scale displacement.

Establish Conflict-Sensitive Tourism Standards

Develop and publish internal standards governing tourism experiences in conflict-affected regions to ensure consistency with publicly stated human rights and responsible tourism principles.

Review Existing Listings

Conduct periodic reviews of tourism experiences involving disputed or conflict-affected territories to ensure that published content remains historically accurate, transparent, and consistent with evolving circumstances.

Save Armenia also encourages travelers, policymakers, cultural heritage organizations, tourism professionals, and civil society to support responsible tourism practices that respect history, preserve cultural heritage, and uphold human dignity.

SECTION 9

CONCLUSION

The purpose of this report has been to document publicly available tourism listings promoting travel within Azerbaijani-controlled Artsakh, examine the published human rights and responsible tourism standards of the companies offering those experiences, and compare the two through an evidence-based assessment.

The research documented in this report demonstrates that the issue extends beyond a single tourism listing or travel platform. While Marriott Bonvoy Tours & Activities removed its listing following public concern raised by Save Armenia, Armenian organizations, advocates, and concerned individuals, substantially similar tourism experiences remained publicly available through other major global travel platforms at the time this research was conducted. These findings indicate that the broader issue warrants continued attention from the travel industry, policymakers, civil society organizations, and travelers alike.

This report does not seek to determine legal liability or attribute corporate intent. Rather, it presents documented observations regarding publicly available tourism listings and compares those observations with the published standards each company has chosen to adopt concerning human rights, responsible tourism, ethical business conduct, and related corporate principles.

Tourism has the power to educate, preserve culture, foster international understanding, and strengthen local communities. That influence carries a corresponding responsibility. When destinations have experienced armed conflict, mass displacement, or the destruction of cultural and religious heritage, tourism should strive to present those places with historical accuracy, transparency, and respect for the people whose lives and identities remain inseparably connected to them.

Marriott's decision to remove its listing demonstrates that thoughtful engagement, supported by documented evidence, can lead to meaningful change. The broader findings presented in this report now invite other travel platforms to undertake the same careful examination of their tourism offerings to ensure they are consistent with their own published standards and the ethical responsibilities that accompany tourism in conflict-affected regions.

Save Armenia offers this report not as a conclusion, but as the beginning of a broader effort to promote responsible tourism rooted in historical accuracy, transparency, respect for cultural and religious heritage, and the inherent dignity of every people. We welcome constructive dialogue with travel platforms, policymakers, cultural heritage experts, and civil society organizations committed to advancing these shared principles.

Tourism should never come at the expense of truth.

APPENDIX

Due to the volume of the Appendix, it is attached as a separate document

About Save Armenia

Save Armenia is a nonpartisan 501(c)(3) nonprofit organization dedicated to strengthening Armenia's long-term security, stability, and prosperity through strategic advocacy, international engagement, leadership development, and evidence-based research. The organization works with policymakers, civil society leaders, faith communities, and international partners to advance human rights, religious freedom, cultural heritage preservation, and regional peace.

For additional information, media inquiries, or to request a copy of the supporting evidence referenced in this report:

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