



# GAMCON

GAGAUZIAN MODERNIZATION CONVENTION

## Evaluation Report & Recommendations 2

**Working Group 1** (Regional Development) meeting no.2  
held on **06.03.2018** in **Comrat/Moldova**

### Summary of the WG1 meeting

The 2<sup>nd</sup> meeting of the Working Group 1 (WG1) for Regional Development of the Gagauzia Modernization Convention (GaMCon) was held on 06.03.2018 in Comrat, Moldova (see Program of the WG1 meeting). Its aim was to discuss the current situation in wine tourism development in ATU Gagauzia and decide on the future WG1 scope of work and activities.

Organisers and representative of the Gagauzia regional administration welcomed participants and informed them about the work-plan of the WG1 meeting and as well as about their intentions in the WG1 future work. They announced that the Strategy of Wine Tourism Development in ATU Gagauzia till 2025 (EnoTour Strategy) will be elaborated within the GaMCon project and main role of the WG1 will be to help to elaborate the EnoTour Strategy. The lead expert responsible for elaboration of the Strategy was nominated – Ms. Alla Levitskaia, Dr. (Habil.), Assoc.Prof., Faculty of Economics Director, II "InnoCenter", Comrat State University, as well as, the Slovak expert Mr. Vladimir Benc will provide consultations and expertise services during the EnoTour Strategy elaboration. More details on the methodology and timeframe of the EnoTour Strategy elaboration was discussed in the 2<sup>nd</sup> session of the WG1 meeting.

The 1<sup>st</sup> session of WG1 meeting was focused on:

- analysis of the current situation on the development of tourism in ATU Gagauzia, in particular, wine tourism;
- examples of successful experience of wine tourism development in EU member countries: experience and opinion of national and international experts, esp. from Slovakia.

Ms. Levitskaia, a first speaker of the session, presented her first analysis of the tourism, and specifically eno-tourism development in Moldova and ATU Gagauzia, incl. e.g. simple problems analysis, SWOT analysis, trends analysis, institutional analysis, but also presented her thoughts about how the wine tourism in Moldova and ATU Gagauzia can develop in the future. Discussion was opened just after her presentation, so WG1 members and guests could raise their questions & provide their comments.

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After a short discussion, Mr. Benc presented his presentation that consisted of short analysis of the wine tourism development & trends in the World and the EU; then he concentrated on the wine tourism development in Slovakia. However, the core part of his presentation focused on concrete examples from Slovakia, esp. how to organise wine routes and cluster activities not just small and medium wine-growers and wine-producers among them, but also between other stakeholders such as municipalities. He presented to examples from Slovakia: The Small Carpathian Wine Route, and The Tokaj Wine Road. Two different wine regions and examples from Slovakia, both quite successful in development of the wine tourism in Slovakia that can be a model for wine tourism development for Moldova and ATU Gagauzia. During the discussion, he explained some issues in more details such as how the Associations of wine-producers/growers in Slovakia are functioning, are financed etc., explained benefits of clustering and cooperation between local communities, municipalities, farmers, restaurants, hotels and wine-growers/producers and answered some other question on the Slovakia wine tourism problems & trends.

After a short break, the 2<sup>nd</sup> session of the WG1 meeting was opened and it was focused on the development of the Strategy for the development of wine tourism in ATU Gagauzia, on the discussion of the methodology, content, action plan and other aspects of the EnoTour Strategy elaboration.

Mr. Benc presented general possible methodology and possible scenarios how to elaborate the EnoTour Strategy. Based on the standard methodology used in the EU countries. Then he also presented the case study of a such strategy – The Tourism strategy for Tokaj region, so participants could see how a such strategy could look like. At the end of his presentation raised several questions that the WG1 members need to answer if the work on the strategy should be started.

Ms. Levitskaia added several her views how the EnoTour Strategy should look like and how it should be elaborated.

During the discussion WG1 members decided on these issues related to the EnoTour Strategy elaboration:

- it will cover years 2018-2025;
- content will be based on the Mr. Benc & Ms. Levitskaia proposal + will include short Action plan & list of possible projects;
- draft version of the EnoTour Strategy should be presented during the 3<sup>rd</sup> WG1 meeting that was preliminary scheduled for the end of June 2018;
- it should be comprehensive, but not a many pages document (max 50 pages core document + attachments not calculated into that number);
- the final version should be available at the end of September 2018.

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At the end of meeting, also some other questions were discussed, e.g. how to coordinate work of the WG1 with another initiatives and projects, but also on the tourism promotion web portal of ATU Gagauzia region.

### Recommendations & Next steps

- Ms. Levitskaia and Mr. Benc will prepare a questionnaire on the wine tourism mapping of key stakeholders in ATU Gagauzia till mid-March 2018, and then it will be distributed among the stakeholders to get a basic data for the analytical part of the EnoTour Strategy;
- Ms. Levitskaia will also interview main stakeholders in the wine tourism sector in ATU Gagauzia during the April/May 2018, in addition to the questionnaire activity;
- Ms. Levitskaia with assistance of Mr. Benc will work on the draft version of the EnoTour Strategy during the March-June 2018 and will present it during the 3<sup>rd</sup> WG1 meeting that is preliminary scheduled for the end of June 2018;
- Mr. Benc will prepare another needed methodology for the EnoTour Strategy finalisation for the 3<sup>rd</sup> WG1 meeting, esp. regarding the Action plan and possible projects proposals collection from the ATU Gagauzia stakeholders;
- Ms. Levitskaia and the MD GaMCon team will keep communication with other stakeholders to maintain coordination & synergy with other projects & initiatives currently implemented in ATU Gagauzia, esp. regarding the Regional development strategy elaboration that is carried out by the ATU Gagauzia Regional Administration;
- RC SFPa as a lead partner of the GaMCon project will consider and decide possible budget shifts in the project budget (or via securing additional resources to the current budget) to secure:
  - proper financing of the EnoTour Strategy elaboration;
  - its possible printing, distribution and promotion among the key stakeholders in Moldova, but also general public, when it is finished by experts and approved by the WG1 members.

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