

**Session № 2**  
**Working Group**  
**«Regional Development»**

**06.03.2018**  
**Regional Art Gallery,**  
**mun. Comrat, ATU Gagauzia, Republic of Moldova**

**09:30 – 10:00**      **Registration**

**Part 1, moderator Levitskaya Alla**

**10:00 – 10:10**      **Introduction of representative of Executive Committee of ATU Gagauzia**

**10:10 – 10:50**      **Tendencies of tourism development in the Republic of Moldova (ATU Gagauzia)**  
**Wine Tourism: Challenges and Development Prospects**  
**Levitskaya Alla**

**10:50 – 11:10**      **Discussion.**  
**Members of the Association of winemakers of Gagauzia.**  
**Representative of the hotel and restaurant business**

**11:10 – 11:30**      **Examples of successful experience of wine tourism development in EU member countries: in focus Slovakia.**  
**Benc Vladimir**

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**11:30 – 11:45**      *Break*

**Part 2, moderator Benc Vladimir**

**11:45 – 12:10**      *Development of the Strategy for the development of wine tourism in ATU Gagauzia. Possible scenarios.*

*Benc Vladimir*

**12:10 – 12:30**      *The strategy of wine tourism development on the example of the Tokai region.*

*Benc Vladimir*

**12:30 – 13:00**      *Methodology of Strategy development, plan of measures and promotion. Discussion.*

*Summarizing and defining future actions.*

*Benc Vladimir, Levitskaya Alla*

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## ***Working Group*** ***«Regional Development»***

After the first session of WG Regional Development, where number of different ideas for the possible ways for development of the region were discussed, the second session coming with more concrete proposals in the field of tourism development, namely the wine tourism.

Main aim of the second WG session is to discuss the current situation in the field and tendencies of wine tourism development in ATU Gagauzia. Local expert Levitskaya Alla, together with foreign expert Bench Vladimir will present the possible ways for future development of wine tourism in the region based on examples of successful experience implemented in other countries or regions.

Participants from different areas will also discuss the process of preparation of the Strategy for the development of wine tourism in ATU Gagauzia (methodology of the Strategy development, action plan and its promotion).

### *Agenda of the session*

- 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;
- Development of the Strategy for the development of wine tourism in ATU Gagauzia, discussion by the international expert of possible development scenarios with the working group;
- discussion of the methodology, action plan and other sections of the Strategy;
- summing up the results and determining future actions on the basis of the participants' proposals.

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## **Levitskaya Alla**

**Levitskaya Alla** is an associate professor of the Faculty of Economics in Comrat State University, where she has been teaching since 1996 after completing her studies in the specialty of Manager-Economist. She has experience in teaching such disciplines as: "Strategic Management", "Methods and styles of the manager", "Business Assessment", "Tourism Economics", "Service Management".

Founder of Innovative Incubator "Innocentre". As an expert, she participated in the development of the "Strategy for Regional Development of ATU Gagauzia 2017-2022", the "Regional Sector Program" "Development of the Business Support Infrastructure 2017-2022", the cycle of research projects of the OSCE Mission to Moldova,

Currently, she is the director of the Institute of Regional Economic Development, whose mission is to carry out expert analytical, research and educational activities on topical problems of social and economic development of the region.

## **Vladimir Benč**

**Vladimír Benč** graduated at the University of Economics in Bratislava, Slovak Republic in 2000. He worked for the Slovak Chamber of Commerce and Industry in between 2000-2001. Since November 2001 until today he works as a research fellow and project manager at the Research Center of the Slovak Foreign Policy Association, n.o., office in Prešov.

He is responsible for the Economic & Development Policy program and he is also Head of the office in Prešov. Since 2003 until 2006 he was Head of the Regional Policy Section of the National Board of Third Sector in Slovakia and internal expert of the Slovak Republic National Convention on the EU for regional policy and development. He is visiting expert of the Slovak-Ukraine Governmental Commission for Cross-border Cooperation since 2007 and in 2009-2012 he was member of the Board of Directors of the Carpathian Euroregion Slovakia. His research interests are: regional policy and development, growth theories and cohesion, economy & trade, and cross-border cooperation.

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