



GAMCON

GAGAUZIAN MODERNIZATION CONVENTION

Evaluation Report & Recommendations 4

Working Group 1 (Regional Development) meeting no.4
held on **27.09.2018** in **Comrat/Moldova**

Summary of the WG1 meeting

The 4th meeting of the Working Group 1 (WG1) for Regional Development of the Gagauzia Modernization Convention (GaMCon) was held on 27.09.2018 in Comrat, Moldova (see Program of the WG1 meeting). Its aim was to discuss almost final version of the Strategy of Wine Tourism Development in ATU Gagauzia till 2025 (the EnoTour Strategy) and its finalisation.

Organisers welcomed participants and informed them about the work-plan of the WG1 meeting, as well as about outputs already produced and summarised discussion from previous third WG meetings organised.

Director of the tourism and culture department at the Gagauzia regional administration then thanked the organisers and also active members of the WG for the work done on the EnoTour Strategy and for cooperation. Informed participants that the intention of the regional administration is to produce much broader tourism development strategy of Gagauzia and elaborated EnoTourism strategy will be important part of it. She expects that it will help to move forward development of the enotourism in Gagauzia, and Moldova as well. She also welcomed the EnoTour strategy because of several issues, e.g. there was no such comprehensive information about enotourism in Gagauzia available before, and therefore coordination of tourism development faces several problems. She hopes that it will change soon. She also pointed out on recent positive development trends in Gagauzia, including increase of the tourists visiting Gagauzia and a lot of them are coming here because of enotourism.

Ms. Irina Bystricka, representative of the National wine office of Moldova (NOW) also welcomed elaboration of the EnoTour Strategy, and esp. for the Gagauzia region, since the enotourism is more advanced in central part of the Moldova. She informed participants of the WG about the results of the September 6-7, 2018 international conference held in Chisinau on tourism development and intentions of the Moldova Government to develop enotourism as a key sector of the Moldova tourism. She then presented presentation on the economic development of the wine production sector in Moldova and about the activities of the NOW (see attachment No1.).

Implemented by:



This project is
funded by the
European Union



SFPA
Slovak Foreign Policy Association

www.sfpa.sk



www.youthofgagauzia.com



www.kdu.md



She also informed that they established the fund of vineyard and wine since 2013 – collecting money from their members to support small projects (market analysis, quality guarantees, transfer of innovation, exhibitions, wine-festivals, enotourism developemt, branding and marketing ...). Currently they are hiring a manager that will manage their enotoursim projects in Moldova. They also plan to elaborate the strategy of the sector – Wine of Moldova 2030, but they are just initiating this activity. At the end of her presentation she presented some advertisements they produced to promote Moldova enotourism abroad, and they just produced first enotorusim guide of Moldova (available in English).

Ms. Levitskaia presented the key parts of the EnoTour Strategy that was elaborated during the March – September 2018. She focused mostly on these parts of the almost final document:

- problem analysis and development problems in Gagauzia – based also on the field visits conducted during the summer;
- the vision, strategic aims and priorities;
- possible actors for cooperation, esp. from private sector and some ideas how to network/cluster them;
- ways how to create new tourism products in Gagauzia (5 main possible development areas). (see attachment No. 2)

She also informed about project ideas collected during August and September and that the EnoTour strategy will be finalized at the end of October, 2018. In December, 2018, it will be presented at the final conference of the GAMCON project, but it will be distributed even before to all stakeholders in Gagauzia and Moldova.

Mr. Benč presented his ideas how to implement the EnoTour Strategy, how to monitor and evaluate it. He presented and explained how the system of indicators should be included into strategy and their future monitoring. He also shared some case studies from Slovakia and also focused on problems with similar development strategies implementation in Slovakia. E.g. he mentioned underdeveloped Poloniny region and inability to initiate economic development of the region even 14 strategies were elaborated in the last 10 years. He devoted a partial time of his presentation to analysis of the factors that might be decisive for successful implementation of the EnoTour strategy, esp. regarding capacities, human resources, management, possible financial models for projects financing, stakeholders cooperation, and more.

The WG members then discussed the EnoTour Strategy, esp. regarding its possible implementation. Some members of the WG asked for more time to submit additional project ideas to the Action plan of the Strategy. Mr. Benč explained that the EnoTour strategy must be a „living“ document and the project ideas could be add there anytime during its implementation, but the WG agreed that they will collect addition project ideas till mid-October, 2018. WG also discussed possible ways of the strategy dissemination and the next steps.

Implemented by:



This project is
funded by the
European Union



SFPFA
Slovak Foreign Policy Association

www.sfpa.sk



www.youthofgagauzia.com



www.kdu.md



Recommendations & Next steps

- Ms. Levitskaia with Mr. Benč and SK/MD GaMCon team will finalize the EnoTour Strategy till end of October, 2018.
- Ms. Levitskaia and the MD GaMCon team will distribute actual version of the EnoTour strategy to members of the WG and other possible interested actors for their final comments and suggestions, that should be received back by mid-October, 2018;
- Ms. Levitskaia and the MD GaMCon team will collect project fiches with additional project ideas to be included into the Action plan of the strategy them till mid-October 2018;
- RC SFPA with its MD project partners will prepare communication and dissemination strategy for the EnoTour Strategy and will distribute final printed (and/or electronic) version of the EnoTour Strategy during the November 2018 to all stakeholders.
- Ms. Levitskaia and the MD GaMCon team will prepare presentation of the EnoTour Strategy for the final GAMCON conference to be held in early December 2018.
- Ms. Levitskaia with Mr. Benč and SK/MD GaMCon team will look for possible opportunities how to maintain and even scale up outcomes of the GAMCOM WG1 into future join cooperation, and mainly for successful implementation of the EnoTour Strategy (constant task).

Attachments

No.1. Ms. Irina Bystricka: Moldova wine sector development (presentation, RU language)

No.2: Ms. Alla Levitskaia: Regional development. Strategic plan of the wine tourism development in Gagauzia 2018-2025 (presentation, RU language)

No.3: Mr. Vladimír Benč: Gagauzia wine-tourism strategy. Implementation, monitoring, evaluation, etc. (presentation, EN language)

Author: Vladimír Benč

Implemented by:



This project is
funded by the
European Union



SFPA
Slovak Foreign Policy Association

www.sfpa.sk



www.youthofgagauzia.com



www.kdu.md