

TOWARDS MODERN GAGAUZIA

*Recommendations and conclusions from Working Groups
on Youth & Sport, Education & Culture, Social Infrastructure
and Regional Development*

GAMOCON – Gagauzian Modernization Convention



This project is
funded by the
European Union

Implemented by:



SFPA
Slovak Foreign Policy Association

www.sfpa.sk



www.youthofgagauzia.com



www.kdu.md

TOWARDS MODERN GAGAUZIA

*Recommendations and conclusions from Working Groups
on Youth & Sport, Education & Culture, Social Infrastructure
and Regional Development*

GAMOCON – Gagauzian Modernization Convention

- © Research Center of the Slovak Foreign Policy Association
- © Public Association Youth of Gagauzia
- © Authors

Research Center of the Slovak Foreign Policy Association
Staromestská 6/D 811 03 Bratislava
Tel.: +421 2 5443 3151
www.sfpa.sk

Public Association Youth of Gagauzia
Victory str. 188/a MD – 3801 Comrat
Tel: +373 699 43 150
www.youthofgagauzia.com

Authors

Natalia Cojocar, Radion Velchev, Anna Niagova, Alla Levitskaya

Reviewers

Soňa Štefančíková, Milan Čičel, Marek Plavčan, Vladimír Benč

Comrat, 2019

Published within the project GaMCon – Gagauzian Modernization Convention
www.gamcon.org



Kingdom of the Netherlands



This publication appears thanks to the support of the European Union, SlovakAid, International Visegrad Fund, Ministry of Foreign Affairs of the Kingdom of the Netherlands.

Contents

STRATEGIC ACTION PLAN ON THE DEVELOPMENT OF YOUTH AND SPORTS ATU GAGAUZIA (2019 – 2024)	5
MODERNIZATION STRATEGY OF THE EDUCATIONAL PROCESS UNDER THE GAMCON PROJECT.....	45
YOUNG FAMILY SUPPORT STRATEGY	59
PLAN FOR THE DEVELOPMENT OF VITICULTURE AND VINE-MAKING TOURISM OF ATU GAGAUZIA	93
CONCLUSION	167

STRATEGIC ACTION PLAN ON THE DEVELOPMENT OF YOUTH AND SPORTS ATU GAGAUZIA (2019 – 2024)

*Recommendations and conclusions from
Working group Youth & Sport*

Elaborated by: Natalia Cojocar
Reviewed by: Soňa Štefančíková

Introduction

The Strategic Action Plan on the development of youth and sports for 2019–2024 (hereinafter referred as “the SAP”) is the main document of the youth policy, defining the general and specific tasks for the development of the sphere of youth and sports in the ATU Gagauzia until 2024, as well as the main activities to solve the tasks.

At the present stage, the sphere of youth policy includes a whole range of social, economic, political issues, problems of demography, family and housing policy, education, upbringing, science, sports and psychology. Their effective solution is impossible without investments in human capital, and above all, in youth.

As is known, human resources, including young people, along with other values, are one of the major factors in the development of each country. This will allow to consider the state youth policy as one of the most important directions of the society’s development. Determination of the state youth policy from the political and social point of view is essential in a country, which has is constantly growing demographic landscape.

To date, favorable starting conditions for various categories of young people have been created and continue its formation in the Autonomous Territorial Unit of Gagauzia (Gagauz Yeri). Every young person has a real opportunity to become in demand and successful.

A working group within GAMCON project was created for the development of this strategic action plan. Specialists of the Department of Youth and Sports of the ATU Gagauzia, the Department of Economics of the ATU Gagauzia, representatives of the youth government, non-governmental organizations, international and local experts, teachers of the Comrat State University, the Employment Agency of ATU Gagauzia were involved in the working group.

The purpose of the SAP is the following:

- providing young people with the equal opportunities and adequate conditions, which will enable them to deepen their knowledge and develop skills of active participation in all spheres of life through their full integration and involvement, the access to information and quality services in the field of education, health-care and leisure;
- creation of the conditions providing young people of the Autonomy with a possibility to lead a healthy lifestyle, and to be systematically engaged in the physical culture and sports;
- involvement of the population in physical education and sports on the regular basis, formation of the need in the active healthy lifestyle among the population of the autonomous unit.

As a result of the SAP’s implementation, a strategic vision of the generation of active, highly educated young people, capable to integrate into society socially and

economically, who are in demand on the labor market with a decent standard of living, allowing them to create healthy families and satisfy economic, political, social and cultural needs, will become a reality.

Objectives:

- ensuring access for young people to education and information;
- providing economic opportunities for the youth;
- strengthening the institutional capacity in the field of youth;
- development of the children and youth sports;
- provision of the training, retraining and advanced professional training for the specialists in the physical culture and sports;
- raising the interest of various categories of citizens to physical culture and sports through the promotion of physical culture, sports and healthy lifestyle;
- raising of extrabudgetary funds and investments in the field of physical culture and sports.

The Target Group:

The SAP is intended for all young people – citizens of the Republic of Moldova living in the territory of the Autonomous Territorial Unit of Gagauzia (Gagauz Yeri) aged between 14 and 35 years.¹

The SAP is addressed to the institutions responsible for the implementation of youth policy, specialists and employees in the field of youth and sports, teachers, educators, psychologists, and youth associations and organizations.

The document on the youth policy planning is based on the following fundamental principles:

- exclusion of discrimination and provision of equal opportunities – each young person, regardless of gender, age, religion, social and ethnic origin, political views or any other peculiarities, has equal opportunities for the full development of his/her potential as an individual and as a citizen;
- respect and assurance of young people as full-fledged citizens – young people are full-fledged citizens with the same rights and duties as any other social group, including the right to freedom of opinion and expression, and freedom of assembly;
- encouraging the youth's participation – young people should be supported in realization of their rights for their full participation in public life and in solving social problems;
- promotion of the international cooperation – development of the youth through the establishment of international partnerships in order to disseminate

¹ The Youth Law Nr. 215 of 29.07.2016

nate successful practices and positive experiences, as well as to strengthen the intercultural dialogue.

Situation in the field of youth

Demographic data in the Republic of Moldova

According to the national legislation, young people are persons aged between 14 and 35 years, while the official statistics of the Republic of Moldova operates with the age category between 15 and 29 years. The share of young people is 27.3 per cent in the total population of the Republic of Moldova. This age group includes the upper-form (senior) pupils, students, employed young people, qualified young professionals and young people who do not have a specialty and who are in search of work, young families, etc.

Table 1. Key demographic indicators

Total population of the Republic of Moldova, thousand	3572,7
Young population aged between 15 and 29 years, thousand	977,1
<i>The share of youth in the total population, %</i>	<i>27,3</i>
Urban young population aged between 15 and 29 years, thousand	441,8
<i>The share of youth in the total urban population, %</i>	<i>29,9</i>
Rural young population aged between 15 and 29 years, thousand	535,3
<i>The share of youth in the total rural population, %</i>	<i>25,5</i>
Female young population aged between 15 and 29 years, thousand	480,9
<i>The share of youth in the total female population, %</i>	<i>25,9</i>
Male young population aged between 15 and 29 years, thousand	496,2
<i>The share of youth in the total male population, %</i>	<i>28,9</i>
Unemployed youth aged between 15 and 29 years, thousand	25,9
<i>The share of youth in the total unemployed population, %</i>	<i>10,5</i>
Young population at the age between 15 and 29 years old, who went abroad, thousand	139,1
<i>The share of youth in the total population, who went abroad, %</i>	<i>14,2</i>

Summary of the current situation, needs, and possibilities of the development

The youth's situation

Negative trends, such as the increasing migration of young people, high unemployment among people aged between 15 and 19 years, the number of young people

who are neither studying nor working, the high percentage of relative poverty and problematic behavior in relation to health, including the particularly risky behavior of young men, require special attention. The attention to these trends means, first of all, the focus on the reasons of their occurrence, on the prevention of possible consequences and on the reduction of the undesirable impact. Also, some efforts should be made on the maintenance of the positive trends.

The current situation in the youth field

In recent years, possibilities for the support of the youth's diversified development, elimination of the causes of problems, and offering solutions for young people in difficult situations, have been increased dramatically in the sphere of youth. In the youth employment, the number of structures created for the youth has been increased, thus, enhancing the availability of services for the youth employment, as well as the support for improving the quality of work and workers' skills, has been improved.

Needs and possibilities of the development

It is important for young people to get a possibility of growing up in a safe family and community, of getting a good education and a job in the future, which would ensure self-fulfillment and a high quality of life. At the same time, it is necessary to strengthen the creative approach to own and social development, and to reduce the risks of becoming a passive consumer of services. In this regard, it is necessary to create possibilities for discovering the young people's talents and interests in a way that suits them, for their participation in joint activities, for learning from own mistakes and looking for new opportunities. The young people's talents, interests and creativity should be recognized, and there must be a possibility for their development.

Problems of the youth and sports, and global challenges for the youth policy development

Relevance of qualifications to the labor market requirements

Successful functioning of the labor market largely depends on the relevancy of the educational and training offers to the requirements of the labor market.

In recent years, there has been a low level of relevancy of the training system to the labor market requirements. One of the obstacles is in the lack of statistical data, research and forecasts for the labor supply in accordance with the long-term needs. Measuring the relevancy of a work place to the level of qualification is carried out by applying the normative categories of professional competencies contained in the International Standard Classification of Occupations (ISCO).

Table 2. Conformity of the ISCO major groups with the level of education and qualifications

Major groups	Type of qualification in accordance with the major groups of occupations	Education level	Education level	Skill level
Leaders and Managers	High qualification	Higher ISCED 5-6	Higher education, the second phase (Magistrate / for advanced research qualifications) / Postgraduate	3+4
Specialists, professionals in various fields of work			Higher education, the first phase 1st degree (average duration)	4
Specialists-technicians and other average specialized personnel (associate professionals)			Higher education, the first phase (short or average duration)	3
Servant/ office workers	Low qualification	Average ISCED 3-4	Secondary special education (college)	2
Service and sales workers			vocational / lyceum / general secondary (upper secondary education)	
Skilled agricultural, forestry and fishery workers				
Skilled industrial workers and related workers				
Machine operators and assemblers				
Unqualified workers (elementary occupations)	Unqualified	Initial ISCED	mandatory general (junior level, secondary education) Primary education	1
Military (armed forces occupations)				1+2+4

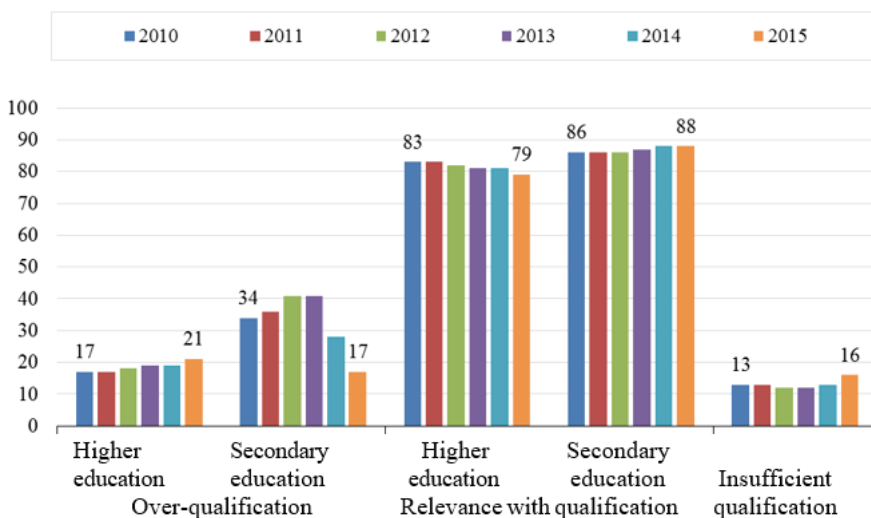
Source: Classification of occupations of the Republic of Moldova

The term “over-educated” reflects the fact that an employee has a longer period of study than is required by his/her place of work, and “over-qualified” or “over-competent” means that employees have a higher level of training / qualification than is required. These definitions coexist and they are directly related to each other.

In recent years, there has seen an increase of over-qualified people among the employed with higher education (21 per cent in 2015), while between 2010 and 2015, their share among the workers with secondary education has decreased twice in the total employment.

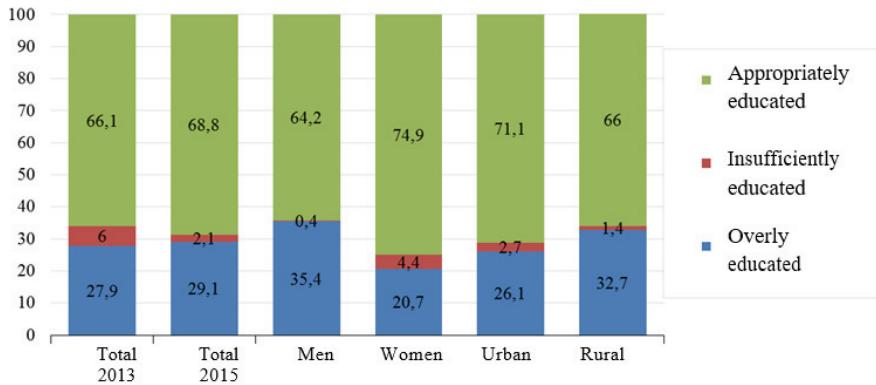
These changes are explained by the fact that in the structure of the population and in the structure of the employed, the number of workers with higher education has increased, and also by the bad relevancy of the labor market requirements to professional training. Moreover, poor employment opportunities force people to accept a job below their skills. In addition, there is a slight increase in the share of workers with insufficient qualifications in the total employment (16 per cent in 2015) due to older age groups of population with a low level of education (in accordance with ISCO qualification level 1, 2, 3).

Graph 1. Distribution of the employed population depending on the level of qualifications and education, 2010 – 2015 in percentage



Source: Based on data from the National Bureau of Statistics

Graph 2. Distribution of the employed youth (15–29 years) in accordance with the level of education and qualifications by sex and place of residence in percentage



Source: Based on NBS data

Vocational training of the youth is relatively high in comparison with requirements of the labor market. Results of investigation show that almost a third of young people (29.1 per cent) have a higher level of education than it is required by their position, and only 2.1 per cent have an insufficient level of education for their work. About 69 per cent of young people work according to their level of education. In comparison with the first stage of research (based on NBS data from 2013), the share of over-educated youth and those whose education level meets the requirements is slightly increasing, while the level of those with a low education is decreasing. Gender differences are a disadvantage for young men who have a higher level of education in relation to the position they occupy (35.4 per cent compared to 20.7 per cent for women). Among women, about three-quarters (3/4) work relevantly to their education.

The rural youth is in the most disadvantaged position, since every third employed young person has a higher education in relation to his/her work. This points to the individual and social losses, from the point of view of material and time investments. On the one hand, a high share of over-educated youth is the result of better education among the youth. On the other hand, lack of jobs adequate to a certain level of education, forces young people with higher education to agree on the remaining vacancies, including those requiring lower qualification. As a result, people with the educational level exceeding the job requirements are more likely to earn less than if they would have been in other circumstances. In addition, the inadequate use of skills and availability of a higher level of education in relation to the occupied position/work leads to the loss of skills. The state also suffers certain losses due to

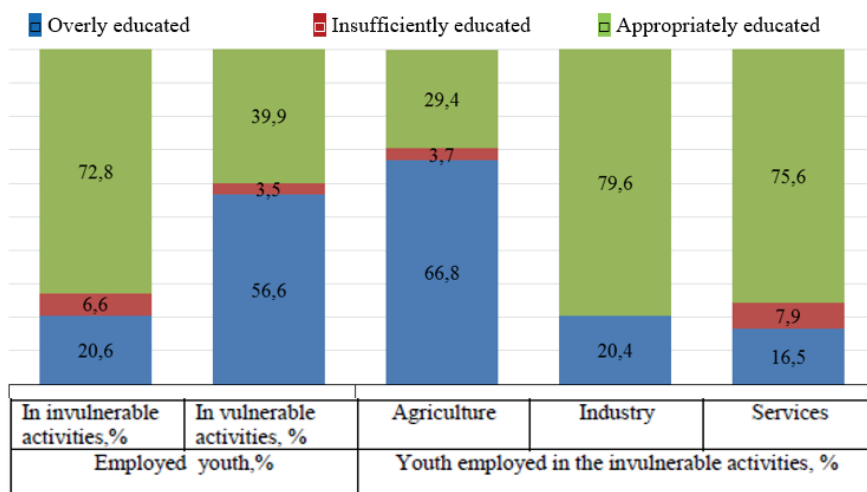
the fact that the professional labor potential is not utilized in its full capacity and for the intended purpose.

Discrepancy between the level of education/qualifications of young people and the position they occupy induces young people choose and search for another job. In general, more than a quarter of the employed young people (27 per cent) has had an experience of refusing to work. 6.4 per cent of them refused because of the activity's irrelevancy to the level of their qualifications. About 10 per cent of young women and 4.2 per cent of young men have faced this problem.

The incompatibility of professional qualifications is also a reason for young people to change their workplace. Thus, on average, 12 per cent of the employed young people would like to change their job in order to fully utilize their skills/abilities. Among young people, the share of men willing to change their job is about 13 per cent, while the share of women is 10 per cent.

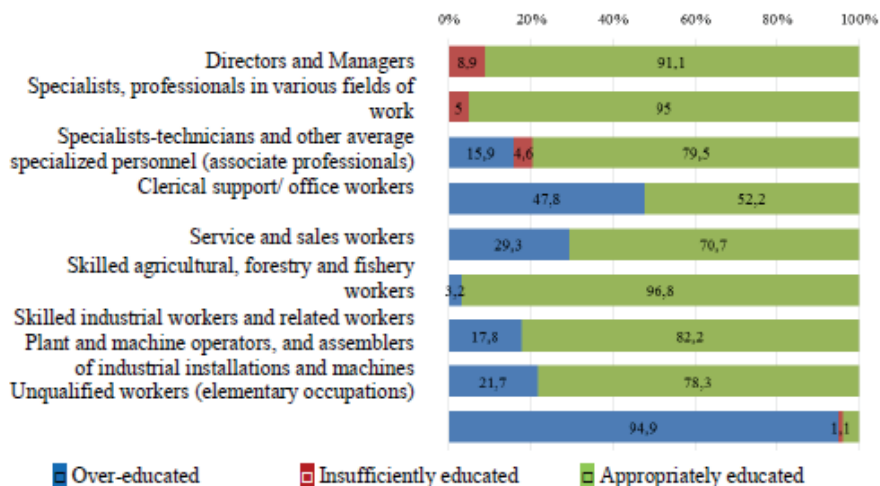
A high share of the young people with over-education (about 57 per cent) is vulnerable workers (self-employed and unpaid family workers). As a rule, this work is without decent working conditions, earnings, appropriate qualifications of the worker and social guarantees. A similar situation is typical for young people engaged in the invulnerable activities. For example, in the agricultural sector, two thirds of young people (2/3) have a higher level of education in comparison to their work requirements.

Graph 3. Distribution of the employed youth (15–29 years) in accordance with the level of education and qualifications, 2013 in percentage



Source: M. Buciuianu-Vrabie, O. Gagauz, *Report "Youth in the labor market of the Republic of Moldova: skills and aspirations,"* Chisinau, 2017.

Graph 4. Distribution of the employed youth (15–29 years old) in accordance with the level of education and qualification of the ISCO major groups, 2015 in percentage



Source: M. Buciucianu-Vrabie, O. Gagauz, Report “Youth in the labor market of the Republic of Moldova: skills and aspirations,” Chisinau, 2017.

It should be noted the excessive education for the vast majority of young people engaged in the unskilled works (94.9 per cent). In addition, every second employee/office worker (about 48 per cent), almost every third service and trade employee (29.3 per cent), one fifth of operators and assemblers of industrial installations and machines (1/5), as well as skilled workers in industry and associated workers are “over-educated.”

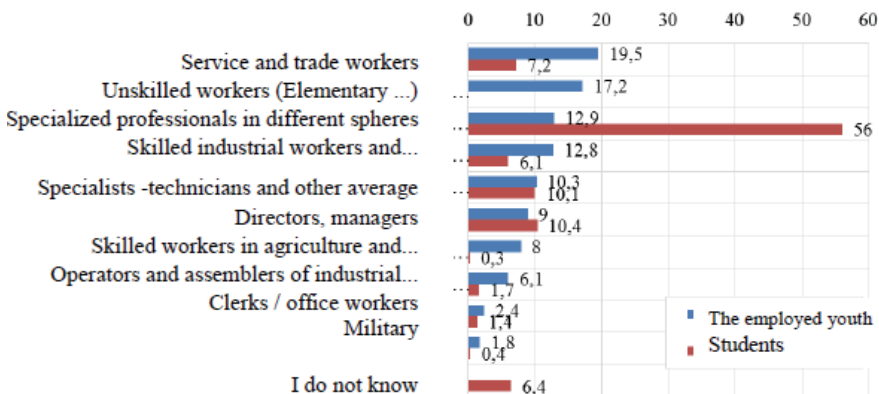
The education and skills demand determine some structural and technological changes in the production, which usually lead to an increase in the need of skilled workers. Labor migration plays an important role in this process, as structural changes are often accompanied by the village-city migration. The international migration flows enhance the interaction of skills and work upon inconformity of skills. Less experienced workers often have a higher education (over-educated), and experienced workers, on the contrary, are not sufficiently educated. Thus, experience is a compensation for the absence/lack of education to a certain extent.

Distribution of students depending on the profession they receive indicates a discrepancy between the demand and supply of the specialists with higher education.

At present, the training of specialists (ISCED highest qualification) four times increases the real number of workers in this group. Despite the fact that workers employed in simple unskilled manual labor are in the category with the most com-

pleted employment, there is no youth oriented towards these types of employment. It is obvious that young people are focused on receiving higher professional education and, accordingly, they are looking for a job in accordance with their qualifications.

Graph 5. Distribution of the employed youth and students by ISCO major occupational groups, 2015 in percentage



Source: M. Bucucianu-Vrabie, O. Gagauz, *Report "Youth in the labor market of the Republic of Moldova: skills and aspirations,"* Chisinau, 2017.

A big irrelevance between the professional structure of actual employment and specialties of the young students preparing to enter the labor market is a potential source of losses for educated and skilled personnel who will either work in less qualified jobs or will not find employment in the labor market of the Republic of Moldova.

Educational profile of the unemployed youth

The main purpose of the vocational guidance system is to satisfy the interests of the society, state and individual in providing opportunities and abilities of a free and informed choice of professional activity that best suits their personal interests, inclinations, abilities, as well as the needs of the labor market in qualified and competitive personnel, for citizens, in particular, young people.

The most important tasks of the vocational guidance for the youth are the following:

- providing the vocational guidance support in the timely choice of profession, vocational education institution, and other forms of professional training;

- obtaining diagnostic data on preferences, inclination and abilities of citizens for the informed determination of the future professional activity;
- formation of the motivational basis for professional education among pupils and graduates from general secondary and specialized education institution;
- providing graduates from general secondary and specialized education institutions with the necessary information in the “modern appearance” of professions and career opportunities;
- increasing the attractiveness of working professions among pupils and graduates from general secondary and specialized education institution, their legal representatives and teachers, and other categories of the population;
- development of the system of social and psychological support for young people, the unemployed and other categories of the population;
- psychological and pedagogical support of professional self-determination and professional becoming of the youth;
- formation of information environment for the vocational guidance.

The vocational guidance as a purposeful activity on the preparation of young people for the choice of profession is based on the idea of a conceptual nature and interrelations of diagnostic and educational approaches. It should become an integral element of the entire personnel policy and a part of two interconnected systems: the continuous education and the effective employment.

Basic forms of the youth vocational orientation

The vocational orientation is carried out in the following forms:

- the occupational education is the organized provision of information about various professions, the content of work, ways of acquiring professions, needs of the labor market, as well as requirements of professions to the individual and psychological characteristics. This direction includes the professional propaganda, which is the formation of positive motivation for professions among young people, the interest to certain types of work, based on the needs of the region, the clarification of the prestige of working professions, the upbringing sense of respect for these professions among the youth; professional awareness is familiarizing the youth with the types of economic activity, the state of the labor market and its needs in qualified personnel, the content and prospects for the development of professions, the forms and conditions for their mastering, the requirements placed on the person by the professions, and professional campaigning, which is the formation of a sustainable professional focus on the specific professions, informing about the possibilities of professional growth and self-improvement in the process of work;

- professional diagnostics (hereinafter referred to as “profdiagnostics”) is an integral component in the system of vocational guidance, aimed at maximizing the needs, interests and inclinations of each person at different age stages. The study of individual psychological characteristics can be carried out in various ways: from simple observation of achievements in the academic disciplines to the use of various questionnaires, as well as traditional and modified methods of self-determination of citizens;
- professional consultation (hereinafter referred to as “profconsultation”) is assisting a young person in professional self-determination to enable to make an conscious decision in choosing a professional path, taking into account his/her psychological characteristics and capabilities, as well as the needs of society; giving him/her recommendations on the possible directions of professional activity, which are the most relevant to his/her psychological, physiological, and psychophysical characteristics based on the diagnostic results. Profconsultation stimulates thoughts of a person about the prospects of his/her personal and professional self-determination, providing him/her with certain guidelines for assessing own readiness for implementation of the professional plans. In orientation towards the professions (suitable for many people), the consultancy assistance is aimed at finding the personal meaning of the future activity;
- labor and vocational education (hereinafter referred to as “vocational education”) includes a number of measures for the formation of inclinations and professional interests of young people, education of professional interests, and respect for work and profession. This direction of the vocational guidance work stimulates increasing of effectiveness of academic work in educational institutions, pupils’ involvement in various types of extracurricular socially useful activities, stimulation of their cognitive abilities, and self-knowledge and self-education;
- professional selection (hereinafter referred to as “profselection”) is the determination of the degree of professional suitability of a person for a particular profession (specialty) in accordance with the regulatory requirements. Professional suitability is the conformity of personal data with the requirements of the chosen profession, the ability of a person to master any professional activity. It is determined by such criteria as the success of mastering a profession and the degree of a person’s satisfaction with his/her work. The professional selection allows to solve a number of social and economic problems: the increase of labor productivity, the saving of financial, material and technical resources, and the reduction of injuries and accidents. Diagnosis of sufficiently stable psycho-physiological functions of the mental processes, qualities and states is analyzed in the process of professional selection. In addition to the inherited qualities, the social and psychological qualities acquired in the process of life are diagnosed, they are communication, tendency to

leadership, conformism, orientation of a personality, including the interest as a motivationally-based attitude to the profession;

- professional and social adaptation (hereinafter referred to as “profadaptation”) is a system of measures aimed at adapting a young person to production, a new social environment, working conditions, and a particular situation. It stimulates professional development of an employee, the formation of his/her relevant social and professional qualities, attitudes and needs for the active creative work, and the achievement of the highest level of professionalism. Success of the professional adaptation is one of the main criteria for the correct choice of a profession, and the evaluation of effectiveness of the whole occupational orientation;
- psychological support is system of socio-psychological methods and techniques stimulating socio-professional self-determination of an individual, increase of his/her competitiveness in the labor market and the adaptability to the conditions of own professional career implementation; the assistance in full-fledged mental development of the personality, the prevention of possible personal and interpersonal problems, and social and psychological conflicts.

All of the listed components of the occupational guidance are interconnected, and they interact and complement each other, forming a certain structure for the vocational guidance work.

Features of the career guidance process at all stages of professional and personal growth of youth

In the development of the youth career guidance system, coordinated actions of base units of the given system are coming into sharp focus. Those are institutions of general secondary education, specialized education, technical and vocational education and secondary specialized education; authorities responsible for education, healthcare, labor, employment and social protection; territorial career guidance centers, institutions and organizations, mass media, family, non-governmental associations and organizations and other social institutions responsible for upbringing and education, professional education and employment of youth.

All stages of career guidance are meant to intend activation young people, developing the willingness to determine to themselves life path in the light of gained knowledge about professions, prospects of a professional career.

Institutions of preschool education

In preschool education institutions work on labor education of children must be aimed at the development of labor skills and rudimentary concepts of adults' labor, promotion of interest in professions and products of labor.

The following measures conduce to qualitative labor education of preschool children:

- methodological support of the teaching/learning process;
- development and edition of educational publications;
- improvement of playing environment in preschool education institutions, including purchasing of up-to-date education facilities, role-play games, didactic games, etc.;
- integration of economic upbringing elements of preschool children in the field of efficient use of material resources;
- organization of thematic exhibitions;
- distribution and promotion of effective teaching practice on labor education of preschool children;
- increasing teaching employees' professional competencies with the help of advanced vocational training, targeted training, and retraining in the field of preschool education, the system of methodological work;
- work with legal guardians of pupils (parents);
- cooperation arrangements and continuity of work with general secondary education institutions, etc.

The methodological basis for the development of kids' rudimentary concepts of adults' labor and professions are preschool education Program of Study, Preschool Teaching and Learning Standards, stated educational publications or approved for usage in the educational process. The hot topics of such work are:

- extension and enrichment of pupils' concept of the world in which they live, including the human world;
- formation of elementary visions of public significance of any given profession;
- fostering respect for adults' labor, careful attitude towards products of labor.

These lines of work are implemented:

- in types of child's activity presented in preschool age (playing, artistic speech, art activities, labor, musical activity, communication, physical exercises);
- in the course of different types of work organized by teaching employees: learning activities, excursions, children's parties, entertainments, etc.

Institutions of general secondary education

General relevant areas of career guidance work in the institutions of general secondary education are:

- implementation of ideas of multi-level training program, facultative studies and studies in interest groups;

- creating learners' positive attitude toward blue-collar jobs and a desire to obtain them;
- organizing socially useful labor and working practice (work experience);
- pre-professional education and mastering of the content of the educational program of blue- and white-collar workers' professional training;
- collaboration with organizations and enterprises of various sectors of the economy;
- formation and realization of interconnection between school subjects and a professional environment;
- comprehensive career guidance support for growing up pupils;
- usage of modern information and communication technologies, including carrying out online-consultation, conference;
- carrying out of extracurricular events focused on career guidance;
- career guidance work with pupils' legal guardians;
- creation of career guidance rooms (corners) in the institutions of general secondary education.

The cooperation between institutions of general secondary education with institutions of Technical and vocational education and secondary specialized education, regional employment agencies and social protection bodies is necessary.

Institutions of technical and vocational education (TVE) and secondary specialized education (SSE)

The content of career guidance work is focused on popularization, explaining the social importance of working professions in society in order to form a stable professional orientation, psychological readiness to work in new socio-economic conditions, the motivation for professional activity of each student.

To that end, institutions of TVE and SSE need to carry out a set of promotional training activities (propaganda, information, and agitation), consulting in the field of career guidance, vocational selection, including:

- organization of work focused on career/vocational information about demand for economic sectors' supply of skilled employee, benefits of blue-collar occupations, strengthening young adults' motivation in vocational choice by means of development and publication of brochures, calendars, flyers with vocational orientation and their distribution through the trading network, transport, cultural institutions, public eating places; use of possibilities afforded by the mass media;
- providing pupils of general secondary education institutions with needed information about benefits of getting a vocational education, about material support, living conditions, traditions of educational institution, about

getting an additional education by children and youth (clubs, afterschool clubs, sport clubs), about graduates' employability in accordance with job market needs;

- using of interactive forms of vocational agitation (promotion activities, occupation-oriented flash mobs, bicycle races, etc.) aimed at increasing the prestige of the future profession, the formation of professional interests, intentions and prospects using possibilities of IT Technologies, potential capacity of Internet resources, TV and radio stations of educational institutions, mass media;
- creation of professional counseling points on the basis of Technical and Vocational Education and Secondary Specialized Education institutions for the purpose of professional diagnostics, assistance to students in clarifying, specifying and improving the realism of concept of professional activities in the chosen special field;
- organizing professional tests with the aim of building a sustainable focus on a certain profession, working lifestyle, professional identity, conscious attitude towards the profession;
- founding and development of museums (museum expositions) on the basis of TVE and Secondary Specialized Education institutions dedicated to graduates who have achieved professional success, as well as in the field of culture and sports in order to organize career-oriented excursions for pupils in institutions of general secondary education;
- carrying out of master classes for pupils of in institutions of general secondary education in order to build value-conscious professional benchmarks;
- holding Open Days in order to build a professional orientation towards blue-collar occupations (at least 4 times during the academic year);
- organization of field trip factories in order to make pupils of institutions of general secondary education familiar with the base structure of TVE and Secondary Specialized Education institutions with the specific character of professional activities, manufacturing method, current technology;
- organization of Careers Weeks, the month of professional excellence, professional ten-day events involving pupils of institutions of general secondary education;
- carrying out of public events (actions, sports days, tourist rallies) together with base institutions, pupils of institutions of general secondary education;
- organization of meetings with graduates of institutions of technical vocational, secondary specialized education, leaders and innovators of production in order to form a positive motivation for professional activities and to enhance the prestige of blue-collar occupations;
- organization of professional and social integration of future trained workers and specialists.

Higher education institutions

Career guidance is an integral part of the educational process in higher education institutions. It is directly linked to other areas of work, especially to those with labor and moral upbringing.

Higher education institutions need:

- to organize and to carry out together with faculties and departments career guidance activities regarding the professional orientation of students, including information lecture tours in institutions of general secondary education of the Autonomy and the Republic;
- to cooperate with the department of education (education authorities) in order to organize and to conduct off-site career guidance activities in institutions of general secondary education of the Autonomy, to inform about the faculties, specialties of the University, as well as to assist in professional self-determination; to attract pupils of general secondary education institutions to participate actively in Open Days, in scientifically practical conferences, etc.; to organize and to conduct targeted seminars in institutions of general secondary education with the involvement of university lecturers; to introduce pupils to the multilayer structure of education at the University (meetings at the University);
- to take part in off-site career guidance concerts, seminars, raids together with departments organizing mass cultural events in order to inspire pupils to apply for higher education institutions' admission;
- to inform prospective university students about forms of education, the variety of special fields, opportunities for further employment through media advertisements, on websites of educational institutions;
- to draft plans of career guidance work of higher education institutions with reference to activities carried out by all structural units of the University, places, and terms of their carrying out, persons responsible for implementation;
- to create professional counseling points on the basis of education institutions for the purpose of assistance to students in information clarifying and specifying the chosen special field;
- to carry out actions, meetings of prospective university students with graduates of higher education institutions focused on the formation of a positive image of the specialist.

Youth engagement and employment

The question of employment is staying one in the challenges for the development of young adults. One of the most common reasons for the absence of demand for

recent graduates is the discrepancy between the profession (special field) obtained in the educational institution and the distribution of the economic demand for labor.

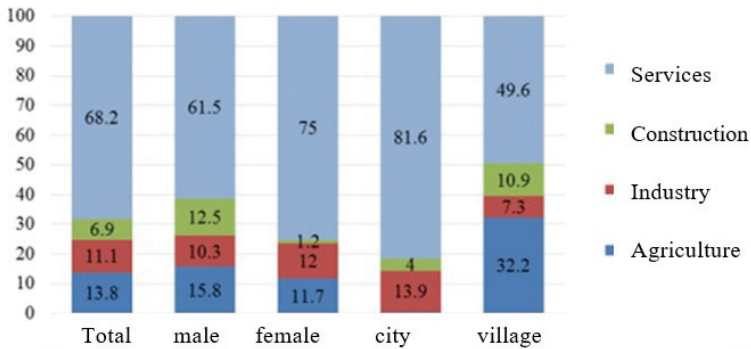
At present, economic activity and employment rates in the Republic of Moldova are very low in all age groups, especially among youth. The involvement of the economically passive population into the working career presupposes the development/existence of a strategy and training programs for this category of the population in accordance with the needs of the national economy. Young people in the Republic of Moldova, as in other countries, face certain difficulties in the school-to-work transition, in finding a stable, well-paid job and good career prospects that meet their needs for a decent life. The beginning of a professional career has an impact on the later period of professional activity, promoting or limiting the possibilities of integration in the labor market, and failures at the initial stage can manifest losing opportunities, inadequate requirements in the labor market or to the unemployed.

In general, there are the following difficulties facing youth in the process of employment: skills mismatch of young professionals to the requirements of employers, lack of experience in independent decision-making, incomplete knowledge and lack of job skills. Another problem is related to the choice of profession which usually is not based on the real needs of the labor market for certain professional employees. For example, in recent decades academic/scholar fields were more popular than technical fields. It leads to an excess of scholars and a shortage of engineers, technicians, etc. As a result, many newcomers do not work within their specialty or need retraining.

The solution to problems of youth employment is an important task for many European countries, especially for the countries of Eastern Europe that are in a fair way to strengthening the market economy, including the Republic of Moldova. The special nature of the young labor force determines its low competitiveness in comparison with other age groups, which consequently causing low demand in the labor market for this category of workers. In these circumstances, the state should implement a special policy to facilitate the school-to-work transition and professional integration, especially for vulnerable groups of youth.

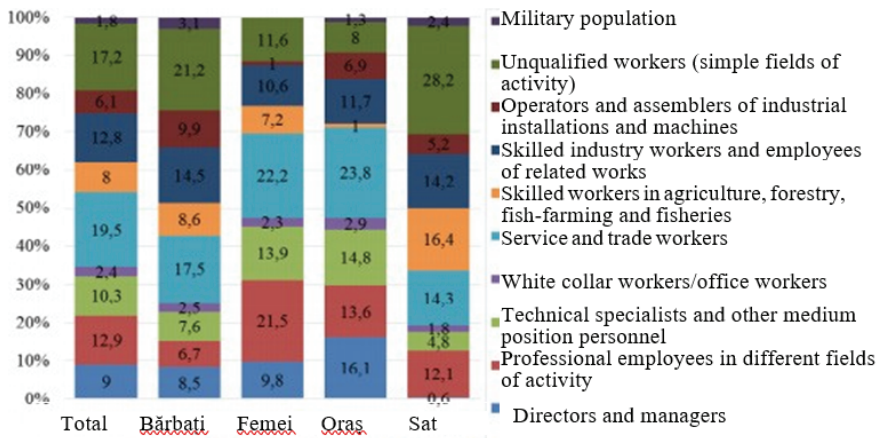
The distribution of youth by economic sector has remained almost unchanged over the years. In 2015, the greater part of young people was employed in the service sector – 68.2 per cent, about 14 per cent in agriculture, more than 11 per cent in industry and about 7 per cent in construction. There are gender differences in the choice of occupation, partially reflecting differences in the level of education. There are more men with secondary or secondary vocational education and more women with College or higher education. Accordingly, more men are employed in agriculture, construction, and industry, and women are dominating the service sector, education, health, social work, and financial activities. In addition, the structure of youth employment depends on the place of residence, which determines the appropriate employment opportunities. The agricultural sector is mainly for rural youth and services for urban youth.

Graph 6. The distribution of youth by economic sector, 2015



Source: M. Buciucianu-Vrabie, O. Gagauz, *Report "Youth in the labor market of the Republic of Moldova: skills and aspirations,"* Chisinau, 2017.

Graph 7. The distribution of occupied youth (aged 15–29) by basic groups of employment (ISCO 08), 2015



Source: M. Buciucianu-Vrabie, O. Gagauz, *Report "Youth in the labor market of the Republic of Moldova: skills and aspirations,"* Chisinau, 2017.

A more detailed analysis of youth employment shows a relatively high level of simple unskilled labor among men (21.1 per cent). 17.5 per cent of men are occupied in the service and trade sectors, 14.5 per cent are skilled industrial workers

and employees of related works. Among women, every fifth is an employee of the service and trade sector (22.2 per cent) or working as a specialist in different fields of activity (21.5 per cent), about 14 per cent holding positions of technical specialists or similar occupations. In urban areas, young people are mostly employed in services and sales (23.8 per cent in comparison with 14.3 per cent in rural areas), while executive/manager positions are held by approximately 16 per cent of young employees (0.6 per cent for rural youth). In rural areas, youth are basically occupied in the field of simple professions (28.2 per cent in comparison with 8 per cent for urban youth). Young women and men in urban areas are better represented in skilled professions, while rural youth are predominantly employed for low-skilled work and occupations without the need for qualification training (unskilled manual labor).

Underemployment of the creative potential of youth

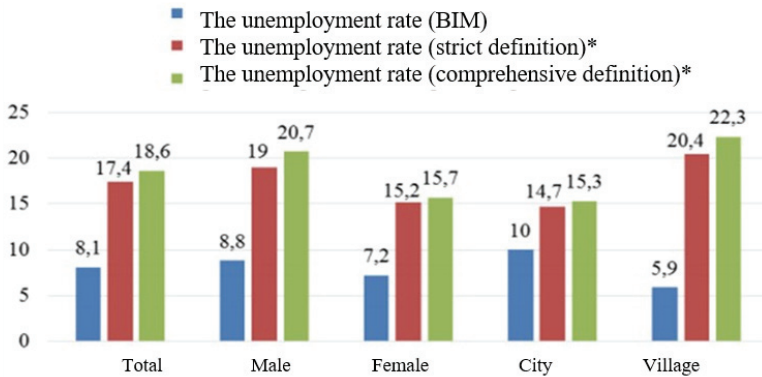
The main difficulties arise in employment issues: insufficient number of foreign companies' branches; poor innovation infrastructure; discrimination of recent graduates without work experience; lack of social protection of recent graduates; lack of transparent rules of career growth and social mobility; nominal coordination between educational institutions and the sector of production/service.

In recent years, there has been a low level of compliance of the training system with the requirements of the labor market, and one of the hindrances is the lack of statistics, research, and forecasts of the labor supply in accordance with long-term needs.

In 2016, the unemployment rate (BIM) of youth was 8.1 per cent, which is slightly higher than in previous years (7.2 per cent in 2014), and more than two-fold above the national average (4.2 per cent). Among young people, the most affected are men (3 out of 5), rural youth (7 out of 10) and youth aged 20–29 (9 out of 10). It is worth noting that officially registered unemployment is too low and does not reflect the realistic data. The economic, social and political crises observed in recent years, the intensive out-migration of young people in a job search, especially in rural areas, as well as the weak points in the statistical recording of the population (migration recording) suggest that the unemployment rate is underestimated.

Thus, youth unemployment is much higher when it is measured by means of other alternative criteria. According to the strict definition of unemployment, a person can be considered as unemployed if a person has no job, is willing to work and is actively searching for employment. The broad definition excludes such a criterion as actively searching for employment. Thus, the unemployment rate among young people is defined by the strict definition as 17.4 per cent, and according to the general definition (comprehensive definition), it is about 19 per cent.

Graph 8. Youth unemployment (aged 15–29) alternative evaluations by means of strict and comprehensive definition in percentage



Source: M. Buciuceanu-Vrabie, O. Gagauz, *Report “Youth in the labor market of the Republic of Moldova: skills and aspirations,”* Chisinau, 2017.

In order to reduce the unemployment rate caused by the mismatch of qualifications between supply and demand in the labor market, it is necessary to provide periodically training/retraining of young people/economically active population and to increase the territorial labor mobility. Educational institutions must provide a good level of basic education and lifelong vocational education and training in accordance with the current and future needs of the labor market. Improving the compliance of professional preparation of specialists with the real needs of the national economy requires the involvement of the business environment in the development of educational proposals, as well as in the process of professional training (industrial practice).

Recommendation

The number of young persons and the able-bodied population will continue to decline in the coming decades. There will be less young workers, and the problems of professional education, upgrading of skills and retraining of this category of population will have special requirements. In a medium- and long-term perspective, increasing the level of employment and ensuring the reproduction of qualified personnel must become one of the priorities of policy in the area of the labor market.

In current times, the tendencies of high unemployment and a high share of employment in the informal sector are preserved at the labor market, especially among youth. Low levels of modernization, technological progress and salary level in the national economy result in a mismatch between the level of training of young people and working conditions, as well as the out-migration of youth in a job searching.

In order to increase the supply of jobs, especially those with good working conditions requiring high qualification relevant to modern society, coherent policy and special programs with the active participation of local authorities, the establishment of partnerships between public institutions and the private sector of the economy are required.

At the same time, professionals with a high level of competence level and skills are increasingly in demand in the labor market. The stabilization of the economic situation and the achievement of sustainable growth, so much needed for the Republic of Moldova, can lead to the situation in which young people without professional education and with poor skill level will reach at bad times.

In order to reduce the unemployment rate caused by the mismatch of competence level between supply and demand in the labor market, it is necessary to provide periodically training/retraining of young people/economically active population and to increase the geographical labor mobility.

Educational institutions must provide a good level of basic education and lifelong vocational education and training in accordance with the current and future needs of the labor market.

Improving the compliance of vocational preparation of specialists with the real needs of the national economy requires the involvement of the business environment in the development of educational proposals, as well as in the process of professional training (industrial practice).

A particular problem is the reduction of youth unemployment in rural areas and the training/retraining of young people working in agriculture, mainly engaged in the informal sector. The number of this category of the population should be significantly reduced, and the development of labor productivity and technological progress in the agricultural sector is the main objective of the national economy. Only in this way can efficient and competitive agriculture be created in the EU. The geographical labor mobility and maximum use of the opportunities of the internal labor market will help to prevent labor migration in foreign countries. On the one hand, it is necessary to develop and promote professions in accordance with the needs of the national economy and not to encourage professions that are not in demand in the labor market. On the other hand, the growth of professional competencies is in demand due to the economic, social, technological and cultural evolution of modern society, and the speed of these changes requires appropriate adaptation to the level of professional society. Due to limited public funds, more effective solutions in this area should be looked for, and investment in education and training is the best option from the point of view of cost perspective and potential impact.

Labor market management also requires new approaches based on reliable statistics, estimations of the number of able-bodied population, as well as employment forecasting by sectors of the economy, professions and labor-market skills, level of education, gender both at national and regional levels. It is also necessary to identify

key issues and changes in the country and across the globe, which are able to affect long-term employment.

A better understanding of the trends in demand for new skills and competencies and the predictable skills' deficit will stimulate better coordination and interaction between the educational system and the labor market, the development and promotion of an appropriate policy of labor market stimulation and economic growth.

The limited statistics depicting the situation of youth in the labor market, in the light of professional and personal competencies, determines the need for national research focused on determining the degree and depth of skills mismatch, which will serve as the basis for the appropriate policy making.

Common task. Increasing the level of official employment based on economic competitiveness and the appropriate level of skills and competencies under the conditions of sustainable development of Autonomy.

Priority 1. Creating opportunities for official, non-discriminatory and effective employment

Needed actions in the achievement of these goals include:

- development and implementation of policies aimed at stimulation of job creation at national and local levels;
- the promotion of job creation in rural areas and small towns;
- fight against illegal labor and promotion of legal employment;
- promoting the social economy;
- founding an organization for the exploration in the labor market focused on the carrying-out of analysis in the field of economy, employment, demography, human resources, and labor market forecasts;
- improving scientific potential and labor market forecasting;
- improving data collection for the development, monitoring and evaluation of employment policies and programs;
- initiative of local public agencies and regional authorities concerning the process of the development of strategies, local and regional development policies, in the main in concerning with the employment of population.

Priority 2. Developing Human Capital in order to provide possibilities for support of employment

Needed actions in the achievement of these goals include:

- strengthening of relationships between the labor market and the system of vocational preparation in the Republic of Moldova and the Autonomous Territorial Unit of Gagauzia;

- enhancing the prestige of vocational education and its promotion;
- improving practical skills of graduates through the use of such teaching methods as probations, an apprenticeship at the workplace to facilitate the school-to-work transition;
- providing vulnerable communities with access to education and training;
- improving the legal framework for in the area of learning throughout life;
- increasing awareness of the importance and promotion of the benefits of learning throughout life and career management for all participants in the labor market (employees, employers, educational institutions, universities, etc.);
- promoting cooperation and partnerships between research and development institutions, public authorities, educational institutions, and enterprises.

Priority 3. Improvement of the labor market management mechanism

Needed actions in the achievement of these goals include:

- modernization of National Employment Agency at national and local levels;
- improvement of the activities regulation mechanism of private employment agencies;
- development of State Labor Inspection Service to improve the application of labor legislation;
- strengthening the system of social dialogue to improve its impact on the labor market;
- reforming the system of financing and management of the labor market;
- diversification of services and expansion of individual approach to employment in relation to the vulnerable people;
- improving monitoring and evaluation of employment measures in relation to gender aspect;
- improvement of measures to activate the recipients of social assistance of the able-bodied population;
- improving regulation of non-standard forms of employment.

Priority 4. The use of the migration potential for sustainable development

Needed actions in the achievement of these goals include:

- strengthening the institutional and legislative framework necessary for better management of labor migration;
- diversification of official employment opportunities for migrants;
- recognizing the economic rights of migrants in order to make money transfer an investment in the real economy and creating employment/self-employment opportunities.

The main institutions contributing to the implementation of the labor market regulatory framework and the implementation of this strategic action plan are:

1. Youth centers (clubs)

It is necessary to open youth clubs in each district of the Autonomous Territorial Unit of Gagauzia. The principal directions of the clubs' activity may involve:

Research and educational direction

It includes the organization and conduct of academic competitions in geography, intellectual games, youth conferences, scientific studies, summer schools, sessions in children's centers and camps and other scientific and educational activities and research projects. It also involves participation in the development and discussion of educational programs, concepts, methods and other documents, publishing of scientific publications, collections of articles. It includes the participation of young people in expert and analytical activities.

Awareness direction

It includes the management of festivals, film representations, historical and geographical quests, competitions, contests, exhibitions, trivia quiz; publication and presentation of popular and popular-science editions and films.

Environment-oriented (ecological) direction

It includes environmental campaigns and activities related to environmental protection and natural heritage conservation, fostering an attitude of care towards nature and the development of environmental thinking, the promotion of green technologies.

Local-history and expeditionary direction

It involves the organization of theoretical training for field trips, training skills needed in the field (work with map, sense of direction, skill to set up a tent and other skills). It includes expeditions, traveling, area studies, walking tours and historical-patriotic walking tours (in places of military glory), the study of historical and cultural heritage and tourism development work.

Voluntary direction

It contains a number of directions and consists in the organization and carrying out of voluntary projects (environmental actions, awareness, and socially important events, area studies, expeditions). It provides for the mandatory involvement of volunteers in the events. It involves the development of volunteerism and assistance to conservation areas, national parks and other protected areas, participation in the protection of rare species of plants and animals, preservation of historical, cultural and natural heritage.

2. Creation of a system of youth recruitment agencies that assist in finding work and advise young people, mainly aged 18–24, including the search for the first job after graduation, after the army service, after the child-care leave.
3. Development of labor, project and entrepreneurial performance of youth by combining educational and labor activities with the help of practices dual education system and labor, including through the development of specialized student groups.
4. Creation of communication system for young people to inform them about employment opportunities and programs supporting opening of their own business in the Autonomous regions; creation of youth legal clinics on employment issues; organization of youth employment in the holiday period; organization of employment of students aged 17–25 years; provision of flexible change of labor trajectories depending on the needs of the economy and social sphere, as well as the personal interests of the young worker; organization of student construction brigades; support for youth volunteerism.
5. National Employment Agency, which plays a primary role in the implementation of employment policies, especially with regard to the implementation of active and passive measures to promote employment, mediation in employment, development, and implementation of training programs, etc., including at the regional/local levels. In the process of functioning, the National Employment Agency will cooperate with private employment agencies and other organizations and institutions experienced in this direction.
6. The national office of statistics, a business incubator, chamber of commerce and industry, social partners and other institutions serving to promote the development of entrepreneurship and job creation in the Autonomous Territorial Unit of Gagauzia.

Physical Education and Sports

Infrastructure analysis

The goal of the research is the infrastructure assessment of general educational institutions (pre-school, primary and secondary) situated in the Autonomous Territorial Unit of Gagauzia.

One of the main objectives of educational institutions is to maintain and strengthen the health of children, adolescents, and students, the formation of their need for physical improvement and healthy lifestyles. Educational institutions independently determine the forms and methods of physical education and sports classes on the basis of state educational programs and standards of physical fitness of students. Physical Education is a compulsory discipline in all educational institu-

tions. Educational institutions organize extracurricular fitness and health recreation events, as well as sports activities using the base camps of athletic associations, clubs, national sports federations, and other out-of-school institutions. Public and private educational institutions should have sports facilities or have access to such facilities for physical education and sports activities of pupils and students. Preparation of the top athletes from pupils and students is usually organized in school and University sports clubs.

The current state of the sports infrastructure, as well as material and technical basis of educational institutions of the Autonomy, is characterized by:

- sufficiently developed network of sports facilities for physical fitness and sports at the place of residence;
- most institutions are equipped with modern multipurpose gyms, athletic facilities, playgrounds, mini football fields; each district has at least one swimming pool, where it is possible to hold official competitions;
- currently, about 30 per cent of existing sports facilities require reconstruction and repair;
- lack of proper financing, upkeep and operation of sports facilities;
- here is a sufficient implementation of general education and youth sports schools with sports gear and equipment.

For the development of sports infrastructure of educational institutions, at the place of residence, as well as for high-performance sports it is necessary:

- to construct multipurpose sports areas, both in educational institutions and at the place of residence, construction, and reconstruction of fitness and health centers, swimming pools, multifunctional sports halls;
- to develop a system of measures for maintaining and preservation of the existing sports infrastructure;
- to provide institutions of preschool, school and additional education with sports gear and equipment;
- to develop a system of measures to raise investments from non-government sources, private investments for co-financing of the construction of sports facilities.

The arrangement of conditions for popular sport among youth

Factors contributing to inefficient development of children's and youth' sports in educational institutions and at the place of residence are:

- satisfactory condition of sports infrastructure, both in educational institutions and at the place of residence; insufficient number of sports facilities at educational institutions;

- insufficient number of the institutions organizing sports work with children, teenagers, and youth at their domicile;
- non-compliance of sports educational standard with physical capacities, individual characteristics and needs of learners;
- insufficient promotion of physical education and sports among children, adolescents and young people in the media.

The area of priority in the development of children and youth sports is a creation of conditions for physical education at the domicile. Throughout the strategic action plan, especially at the first stage, it is necessary to implement:

- improvement measures of State support for the development of sports for children and young people;
- improvement of the system of physical education in preschool, school, and vocational educational institutions;
- support of the activity of sports and physical training organizations in the area of sports for children and young people;
- creating the necessary material-and-technical conditions for the purpose of effective sports training of learners.

For the development of sports for children and young people and improvement of physical education in educational institutions, it is necessary:

- to foresee measures for the upgrading of facilities of educational institutions through their equipment with improved up-to-date sports gear and equipment;
- to develop a long-term plan for further training of physical education teachers and coach-instructors;
- to found sports clubs (sports centers) for children and young people at the premises of general education schools;
- to create a system of sports tournaments for all categories of learners using monitoring results of learners' physical preparation in educational institutions, medical-pedagogical control;
- to introduce morning exercises into the educational-bringing-up process;
- to develop the complex of effective measures for the promotion of healthy lifestyles, physical fitness, and sports;
- to teach such lessons as “Lessons in sports movement,” “A lesson with a champion,” meetings with great athletes, exhibition performances, master classes in various sports.

In order to develop physical training and sports for children and youth at the place of residence, it is necessary:

- to put forward a motion to adjust the municipal special-purpose programs of physical training and sports' development;

- construction of sports facilities (playgrounds, athletic fields, etc.) at all senior high schools;
- to undertake steps towards the formation of the workforce and further training of employees in clubs at the place of residence;
- to develop a system of sports competitions in clubs for children and youth at the place of residence in various sports;
- to arrange the conditions for involving physical training and sports' work with children at the place of residence of young professionals with secondary or higher vocational or pedagogical education;
- to assist the development of the voluntary movement, especially in the field of work with children from deprived backgrounds;
- to provide a review competition to define the best organization of physical training and sports' work with children, adolescents and young people in sports clubs at the domicile on an annual basis;
- to keep the mass sporting events on an annual basis.

The implementation of the full range of measures aimed at the development of sport for children and youth will make possible the following:

- to increase the proportion of pupils of general education institutions, general education institutions of elementary vocational education, educational institutions of vocational secondary education participating in physical training and sports;
- to heighten interest in physical exercises and sports among children and youth.

Promotion of physical fitness and sports as the basis of a healthy lifestyle

Formation of healthy lifestyle must become the most important area of regional policy in the field of physical fitness and sports. At the same time, a public awareness campaign building a conscious attitude to the formation of own lifestyle, active public posture must be presented.

The basis for promoting a healthy lifestyle, along with the information about the harm of low physical activity, irrational and unbalanced diet, alcohol, tobacco, drugs, and toxic substances, should be a comprehensive promotion of a positive image of physical education and sports, supported by the example of the leading athletes of the Autonomy.

The teaching of skills of abidance by rules of hygiene and terms of employment, study, regime, and structure of nutrition, the implementation of healthy motor activity is also of great importance and should become an important area of awareness-building.

One of the most acute problems at the moment is the lack of understanding about the need to strengthen the health, the lack of interest in regular physical education and sports among the majority of the Autonomy residents. This is mostly due to low awareness of the possibilities of physical fitness and sports in solving many problems of development and formation of personality, especially relevant in childhood, adolescence, and in solving social, national problems.

It is necessary to make a perfect use of the possibilities of visual propaganda, including social advertising, to increase the efficiency of interaction with press and online media in the context of attracting people to physical fitness, sports, formation of healthy lifestyle, and to adjust this interaction in accordance with the requirements of the time.

To achieve the objectives defined, it is necessary:

- to identify priority areas of awareness-building in the field of physical culture and sports, which will allow in practice to achieve the effective impact of mass media, visual propaganda and social advertising on the target audience;
- to develop short- and long-term plans for the implementation of a complex of integrated marketing communications (information and advertising through media advertisements, outdoor advertising media, educational institutions, organizations, enterprises, etc.);
- educational public and publishing activities, including scientific field; press conferences, thematic speeches at sporting and mass participation and other events, etc.);
- to create social advertising that promotes a healthy living and sports activities;
- to involve well-known sportspeople, leading sports professionals, political and public figures in the promotion of sports, use the potential of public associations and sports organizations;
- to organize mass actions (“Lesson with a champion,” “Sport in each family,” “Weekend tournament”) promoting prestige value of a healthy lifestyle, the involvement of the population in fitness and sports;
- to use means of visual agitation, as well as means of propaganda and educational activities on the Internet, including visual aids with a set of exercises suitable for performing at home and in the workplace.

The implementation of these measures will conduce to:

- the increase of the proportion of population regularly participating in physical training and sports;
- the increase of the proportion of students of educational institutions participating in physical training and sports to the total number of students of relevant institutions;

- the increase of the utilization efficiency of opportunities for physical training in the education and involvement of citizens in physical exercise and sports;
- the increase of awareness-building level among various categories of the population in questions of physical training and sports, including juvenile and youth medium;
- creation of stable motivation to regular physical training and sports;
- providing the population with comprehensive information on various sports, which will allow the maximum number of people to choose the type of physical activity;
- providing the population with comprehensive information on the implementation of social programs in the field of physical fitness and sports promotion autonomy-wide;
- the popularization of sportspeople successes in competitions of various levels;
- formation of a positive image of physical fitness and sports values among different categories and groups of the population, including children, teenager, and youth.

Training personnel reserve and improvement of the legal framework in the sphere of physical education and sports

The quality of managerial human resources training is of great importance on an issue of physical fitness and sports development in the Autonomy, formation of the population's sustainable interest in physical exercise and sports, gaining victories by our sportsmen at the Moldovan and international games.

In these latter days has taken shape the problem of highly professional personnel gap, including the coaching staff, the low skill level of employees in physical training and sports industry.

To solve problems of staffing the industry of physical training and sports in the autonomy, it is necessary to accomplish the following tasks:

- to organize retraining and refresher courses for physical fitness and sports workers with the invitation of leading experts in this field;
- to organize a system of retraining, advanced training for promising and leading coaches in various sports in the leading training centers or in higher education institutions;
- to organize a target preparation of certain professionals with the required level of competence that meet modern requirements for experts and senior executives in the field of physical training and sports;
- improvement of the system of professional training and staff development in the field of physical training and sports.

To achieve the defined objectives, it is necessary:

- to carry out annual retraining and refresher courses for physical fitness and sports workers as part of the implementation of the regional program of development of physical training and sports;
- carrying out of seminars, practical courses, master classes with the participation of top sportspersons.

Actions and measures for implementing the tasks of the sap (strategic action plan)

1. Creation of conditions for the full realization of the potential of young people in the socio-economic, socio-political, cultural-artistic, creative, sportive, informational and other fields, and its active use by means of:
 - enhancing the role of the youth and of the youth public associations in the struggle for the leading positions of the Autonomous Territorial Unit of Gagauzia in the main areas of inter-regional competition;
 - participation in the development and implementation of mechanisms for highly productive employment of the youth. Supporting projects and programs aimed at the development of the youth working within enterprises and organizations;
 - further creation of conditions for the realization of entrepreneurial potential of the young people, including social ones. Supporting the activities of public associations directed to the development of socially oriented youth entrepreneurship;
 - implementation and use of innovative technologies aimed at the intensive development of artistic and creative industries, with increased opportunities for the use of crowd-sourcing technologies;
 - the most flexible attraction of the young generation to new activities for them;
 - continuation of the targeted and systematic support for youth programs and projects, aimed at development of the creative activities of the youth living in rural areas, as well as of the youth living in small towns;
 - improving of the mentoring institute within educational and other types of organizations, as well as within enterprises and government bodies, public structures, supporting projects in this area;
 - ensuring equal conditions for young people with health disabilities for socialization, realization of creative potential, employment, and entrepreneurial activities;
 - development of models of targeted assistance for young people being in difficult life situations;

- further development of youth volunteering activities;
 - development of the international youth cooperation, supporting the participation of the youth, and youth associations in international structures, in the development of international projects and events; assistance in the implementation of youth exchange programs;
 - cooperation with youth organizations of the compatriots living abroad, active involvement of young compatriots in projects dealing with all priority areas of the state youth policy.
2. Introduction of innovative educational technologies aimed at creation of conditions for the development of additional, non-formal education, and self-education of the young people by means of:
- creation of conditions that will attract young specialists, individual entrepreneurs, volunteers, representatives of students, science and educational institutions of higher education to activities in the field of additional education;
 - further development and introduction of innovations into the system of intellectual and creative potential development of the young people and strategic talent management, improvement of the promotion and motivation system;
 - development of grant support for additional, and non-formal education;
 - implementation of projects aimed to ensure access to various forms of additional, and non-formal education for young people with health disabilities, expanding the possibilities of inclusive education;
 - creation of conditions and establishment of a motivation system that will promote self-education of young people, as well as ensuring young people's access to educational and informational resources and activities by means of remote access.
3. Establishment of a modern system of values taking into consideration the multinational basis of the region, providing for the creation of conditions for education and development of the young people:
- development and implementation of educational (including interactive) programs, projects, and events related to civil and patriotic topics, aimed at the popularization of the state symbols, state achievements, heroes and significant events of the recent history of ATU Gagauzia, and the country;
 - implementation of measures for the active involvement of young people in the preservation, study, and development of the official languages of the Republic of Moldova, as well as supporting youth projects in this direction;
 - popularization of cultural, and national traditions among the young people, involvement of the youth in the implementation of programs

- for the preservation of the Gagauzian culture, historical heritage, and traditional crafts of the peoples living in the ATU Gagauzia;
 - systematic support of programs and projects aimed at the formation of an active civic position of young citizens, national, and state identity, promoting respect for representatives of various ethnic groups, strengthening inter-ethnic tolerance;
 - involvement of the youth in creative activities, supporting young artists, as well as talented young people practicing modern types of art;
 - increasing the level of availability of youth tourism, and the development of its infrastructure;
 - supporting the participation of the young people in the implementation of environmental organizations projects;
 - applying innovative forms and methods of dealing with young people, aimed at reducing the level of deviant behavior, delinquency, and criminality.
4. Formation of a system of values promoting a healthy lifestyle, creation of conditions for physical development, improving the culture of a safe life among young people by means of:
- involvement of the young people in practicing regular physical education and sports, including technical sports;
 - involvement of the young people in the promotion of a healthy lifestyle, implementation of projects in the field of physical culture, sports, and recreational activities, creation of a positive image of the young people practicing a healthy lifestyle, introduction of mechanisms of improving the activities aimed to create a negative attitude towards the use of alcohol, tobacco, drugs, and other toxicological substances among young people;
 - improving the system of student competitions, as well as the development of student sports;
 - further development of the system of rest and recreation for children and young people;
 - creation of conditions for the development of volunteering activities, promoting a healthy lifestyle, physical culture and sports;
 - implementation of projects promoting a healthy lifestyle on Internet, and with the active participation of the mass-media, the sports community, and institutions of higher education.
5. Creation of favorable conditions for young families, aimed at increasing the birth rate, development of the culture of family values, comprehensive support for young families by means of:

- promoting a positive attitude towards the family and marriage among young people;
- creating an image of a prosperous young family living in a registered marriage, focused on the birth, and upbringing of several children, educating, and developing them on the basis of the traditional system of values for the population of the ATU Gagauzia, and the Republic of Moldova;
- creation of conditions aimed to promote the birth of the second, and subsequent children, as well as to develop family forms of education;
- ensuring interaction between the state and organizations having different forms of ownership, in order to create a social infrastructure for young children, as well as to ensure the availability of variable forms of care, taking into consideration the different needs of the young families;
- development of a system that will inform young people about the governmental and other kinds of programs supporting young families, as well as of a system of psychological, medical, educational and legal aid to young families;
- development of a system of benefits and subsidies for young families in obtaining mortgage loans, and of a system of social rental of houses for young families, as well as by means of providing social benefits for the purchase, or construction of houses, the provision of land for individual construction of houses on preferential terms;
- development of projects and schools for young families within the premises of youth infrastructure and clubs at the place of residence.

Necessity of adopting SAP

The youth is the object of the national state interests, one of the main factors ensuring the development of the state and society. The future of the new generation should be inextricably linked with the tasks of preserving, developing and reviving the country, the continuity of the historical and cultural heritage.

The sustainability of the state youth policy is ensured by the effective implementation of comprehensive measures that determine the functions, significance, and role of the state policy in relation to the young generation. The state youth policy contains an active, innovative, and productive character, reflecting the creative, and labor potential of the young people.

The implementation of the state youth policy is aimed at creating legal, economic, and organizational conditions and guarantees, that will help the young citizens to choose their life path, self-develop their personality, and to develop and support youth and children's associations, movements and initiatives.

The state youth policy:

- is a state policy aimed to regulate the relations between the youth and the state;
- is a system of setting priorities and measures, aimed at creating of conditions and opportunities for successful socialization, and effective self-development of the young people, developing their potential in the interests of the state, and, consequently, at the socio-economic, and cultural development of the country, ensuring its competitiveness, and strengthening national security;
- is formed and implemented by the state authorities and local executive bodies with the participation of youth and children's public associations, international organizations, and other natural and legal persons;
- reflects the strategic line of the state in ensuring the socio-economic, political, and cultural development of the country, the formation among young citizens of the patriotism feeling, and of respect for history and culture, the rights and freedoms of man and citizen.

The main goal of the state youth policy in the ATU Gagauzia is to create and strengthen the legal, economic, and organizational conditions for civic formation and social self-development of young people.

MODERNIZATION STRATEGY OF THE EDUCATIONAL PROCESS UNDER THE GAMCON PROJECT

*Recommendations and conclusions from
Working group Education & Culture*

Elaborated by: Radion Velchev
Reviewed by: Milan Čičel

Introduction

Currently, taking into account trends of the world today, the necessity of searching new ways of educational service improvement is highly raised. This process is closely connected with the modern society's development tendencies. The topical tasks are forming disciplined and educated personality and preparing the specialist' working activity for the regular changes in social sphere. Nowadays, knowledge and consciousness are becoming the main parts of society development and this is confessed by governments in different countries. In twenty-first century the main facility of socio-economic progress is the humanity's transformation into "lifelong studying" society. In our opinion, thesis "from lifelong studying to educational process through whole life" is reflecting the potential and objectives of informal education most fully.

To implement the "lifelong studying" program it is necessary to expand the scope of services that are needed in non-formal education as a mechanism for an actualizing the idea of lifelong education. This and other tasks are important for us in presented strategy.

The goal of the strategy is to recognize the opportunities and to offer concrete solutions for qualitative contribution to the educational sphere with the help of growing generation's informal studying. We expect that these proposals will lead to increasing each citizen's life quality of Autonomous Territorial Education in Gagauz Yeri (Gagauzia). Also we hope that our offers will help the growing generation to satisfy needs of the twenty-first century, including the needs in the sphere of professional competencies and personality qualities.

The strategy includes not only development prospects of educational system development, but the main barriers that are disturbing pupils individually and the educational system in general. We took as a basis the Slovakian partners' experience, who created their own effective educational model, that is really working now. It is directed to growing generation, who can be responsible for themselves and they are ready to take responsibility for their country's future.

Topics that aren't included in the main body of strategy:

- We aren't analyzing the information about our territory's informal education development, because its formation isn't totally finished, so it isn't completely formed.
- We aren't making detailed description of informal education development of other countries, because we don't want to give the overloaded information talking about our strategy. If someone needs more details, this information is public and available for everyone. The other reason is each country's special way of the educational system and culture development and their own society requirements, but we aren't excluding the opportunity to borrow their positive experiences.

- We don't criticize educational systems, because our main goal is to strengthen an existing educational model with the help of informal teaching methods, and possibly to expand the educational services variety in our region.
- We have decided don't waste the time to persuade in informal methods' obligatoriness, because the evidence of this topic is indisputable in nowadays' reality.

The importance of partnership is discussed in our strategy and we are offering the estimated plan, that definitely can become basic for successful practice in educational, linguistic and cultural developments. Several steps, that can become a starting point for future improvement of educational system by informal studying methods, will be offered inside our research.

The strategy is prepared under the GAMCON project and discussed jointly the local authorities, representatives of educational institutions of all levels and international experts, who specializes in an application area of informal education and implementation its main ideas in already existing systems.

The overall content of the modernization strategy

This section of our research is intended for giving full terminological definitions of glossary, that we had been used during meetings in our working groups while the strategy was creating. But it is necessary to start with the perfect educational institution model from legislation's point of view. Here is the example of educational ideal, which is prescribed by law (the sixth article of the Education Code) in the Republic of Moldova: "Educational school ideal of the Republic of Moldova is creating initiative and self-developing personality, who is owning systematized knowledge, professional skills, that are demanded on labor market, detached views and actions, ability to conduct international negotiations with the help of available national and world values."

In our opinion, this notion includes several basic items such as:

- Initiative and self-developing personality – the first question is appeared in our mind is "what is necessary to do in order to create such kind of personality in modern society?" We conclude that the existing system cannot form such personality completely.
- Knowledge and professional skills, that are demanded on labor market – these two qualities are indicated by focused educational system. Its main aim is to fulfill the society's necessities and needs.
- Only personality, whose opinion is independent, can master national and world's values.

The most incomprehensible questions, that are appearing during this concept's survey – what can help us to create such personality, what do we need for society development, which full powers will give us the opportunity to provide possibilities to challenge modern society's requests for our growing generation in the autonomous territorial district of Gagauzia.

Formal education – a complex of didactic and pedagogical actions that are institutionally carried out through systematically organized structures. They are divided by educational levels and cycles and strictly structured on space and time of educational process.

Informal education – a set of studying activities, that are planned and carried out within the framework of extracurricular structures. This set is a “bridge” between the knowledge, that is got in the classroom and the knowledge, which is acquired in an informal way.

We want to note that our legislation came to the informal educational essence rather effectively. However, we are wondering why is this kind of education must be realized only by “extracurricular structures.” The idea and its meaning are clear enough, but we want to come up with developing the system in the way of appearing the opportunity for school structures to become the subjects of informal educational process.

Why do we choose informal education? We think that a huge number of modern society's problems can be solved with the help of society's holistic extension. In our point of view, informal methods of studying can refine the formal one, help to improve linguistic and cultural levels, form the generation, who can be responsible for themselves and be ready to take responsibility for country's future.

Non-formal education – complex of educational and pedagogical influences, that are once or regularly impacted on the personality in the bosom of his or her family, settlement, city's district, on the street, in social (micro) groups, social environment (cultural, professional, economic, religious, etc.), community (national, regional, territorial, local), mass media (newspapers, radio, television and other).

Continuing education for adults – is a part of studying duration of the whole life. It is ensuring the person ongoing access to the science, information, culture and sets a goal to adapt flexibly for new, dynamically changing socio-economic circumstances. The second aim is to develop competencies, that are needed for professional and social activities.

Professional training – studying process, which affords the qualification, that is confirmed by legal diploma or certificate.

Alternative educational institutions – educational institutions that are different from those, that are functioning inside the compulsory system of the educational system. As a rule, they provide alternative educational programs or services.

These kinds of educational institutions must become our business in the process of Region and Nation forming. Concerning the development strategy, we want to

distinguish the absence of information about informal education and studying. We will try to offer optimal actions to create specific conditions for the implementation of informal educational models.

Dual education – education, in which theoretical training is carried out at the educational institution, and practical studying – at the enterprise.

Professional education – the programs of professional preparation, which are finished by getting certain qualification, and the institutions, that are providing these programs.

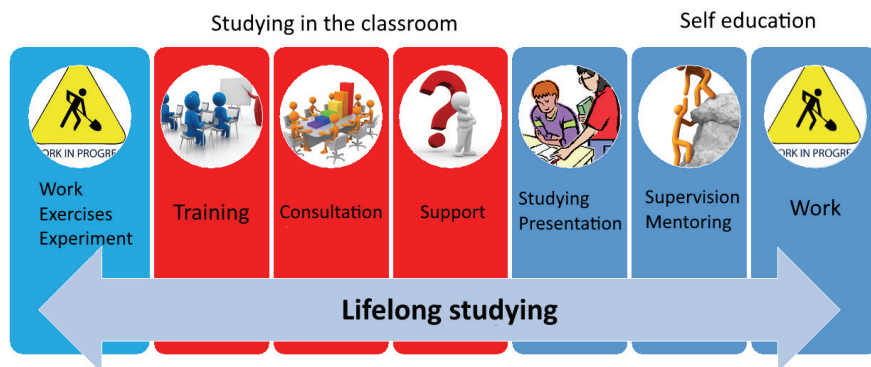
Educational system – is a set of institutions and organizations (educational, economic, political, scientific, cultural, social), as well as communities (family, nation, nation, professional groups, mass media). They are carrying out educational functions directly or indirectly, explicitly or implicitly, and providing the personality's forming and developing processes within formal, informal and non-formal education.

Mentoring – the process of leading, heading, studying (educational) and/or professional development assistance, that is based on interactive involvement of both sides. Also, both participants must perform duties within their statuses.

The questions, connected with mentoring, will periodically appear in our strategy, because we are sure, that the mentoring model really important within personality formation and development in accordance with requirements of the twenty-first century.

You can see the picture below, which is describing the studying process of life-long studying. We want to notice, that the process in whole is requiring to be hard-working and improve existing skills. This rule concerns both, teachers and their pupils.

Graph 1. Tools for knowledge, skills and character development



Source: Presentation of M. Cicel during the Working Group session.

Main principles

The main principles of modernization educational strategy in the Autonomous Region of Gagauzia are:

- Legality principle – following the rights, freedoms and legitimate interests of children, parents and educational system employees, as well as informal educational co-workers.
- Equality principle – each person, regardless of ethnicity, language, race, religious views has got the equal rights of getting access to informal education.
- Accessibility – in spite of location and other conditions, informal education is provided to everyone, who is settling its territory.
- The principle of autonomy and decentralization – each educational institution has got the freedom in creating circumstances for the provision of informal education services.
- Education within the society's needs.
- Flexibility of programs, disciplines, approach to the of the learning process locality.
- Practical connection.
- Publicity – openness for other people.

Guided by the constitutional principles and those, that are mentioned above, we will be able to achieve necessary changes in educational sphere and they will meet the realities of our time.

Goals and tasks of the strategy

Like other states, our country faced the problem of real time challenges, when young generation wants to work not only in existing work places, but to create new ones having enough enthusiasm and desire. These society's difficulties are directly depended upon the students' generation – the generation, that is forming new society. Formal education cannot take the modern challenges itself, because it is necessary to develop and strengthen institutionally the informal education and do not underestimate the non-formal influence.

There are no doubts, that one of the main problems of our country is educational system, but we have mentioned before, that our issue is not the criticism of formal educational methods. There is the fact, that existing system gives the opportunity to get diplomas and to find a job. Nowadays reality makes educational system to become obsolete. For its updating it's necessary to research deeply the studying phenomena and to implement new methods, that can improve the system totally.

Connected the foregoing, the main goal of our studying process modernization strategy is identifying the most effective informal teaching methods and their implementation, considering regional context, for creating initiative, competitive, self-developing personality, who is able to be responsible for his or her life and for future of native country considering humanity values.

Strategy tasks:

- researching the studying process and educational models;
- creating an action plan for the development of skills necessary for young people in modern realities;
- formation the programs based on informal methods for the holistic development of personality affecting in all five areas of the human personality (social, emotional, intellectual, spiritual, physical);
- leisure time organization in schools and creating outside activities for pupils;
- making the promotion of ideas connected with self-development and development using computer technologies;
- attraction of international organizations, that are specializing in the sphere of informal education;
- expansion of partnerships between the Ministry of Education, Culture and Research and their local representative offices and scientific education departments or individuals, who are working in informal educational sphere;
- gradual curriculum changing: the number of subjects and studying hours, which are invested by pedagogical staff as informal ways of education;
- stimulating youths to social activism and transformation through training;
- searching of concerned agents willing to share financial obligations both within the country and abroad.

Participants who will realize the strategy

In our opinion the local authorities' openness to changes is the main tool for goals achievement, that are satisfy nowadays reality requirements. Concretely the government of the Autonomous Republic of Gagauzia has got the advantage, because of openness to changes and wishes to modernize the region. Also it has got enough number of full powers in the educational sphere and a lot of problems that can be solved by Gagauzia independently.

In addition, we are sure, that the implementation of the strategy is possible only in cases of active and productive intersectoral interaction of the following structures, public representative offices and civil sectors:

- Executive Committee of Gagauzia;
- National Assembly of Gagauzia;

- General Educational Directorate of Gagauzia;
- General Youth and Sport Directorate of Gagauzia;
- General Directorate of Culture and Tourism of Gagauzia;
- Administration of the Gagauzian Districts;
- Local governments, that are represented by mayoralties/City Halls and local councils;
- Comrat State University;
- Research Center named after M.V. Marunovich;
- Pedagogical College named after Michael Chakir;
- Parent associations at educational institutions;
- Public and religious organizations;
- Mass media;
- Commercial agents.

Between certain subjects, the interaction and implementation of a strategy can be determined by law and by contract. We hope the majority of modernization studying process participants can reach proposed changes due to partnership.

Proposed actions

This part we want to devote to changes, which are often difficult to make, but in practice they are very important and essential.

Under the GAMCON program we were making research in working groups, where representatives of the authorities, schools, parents, teachers, students, public sector, Slovakian partners and experts took part. We openly and constructively were discussing the questions of modernization of the existing educational system. We would like to note a few problems which, in participants' opinion, are important. It would be worth to pay attention at them during the strategy creating:

- Lack of qualified professionals, who specializes in informal educational sphere; it is necessary to add, that there are huge difficulties to attract specialists to educational system during last few years.
- Teachers' overload, that causes lack of time for self-education and formation new teaching methods.
- Bureaucracy – a lot of requirements of writing different types of works;
- The system is overloaded by huge number of studying hours, so children don't have enough time for informal education.
- Imaginary volition independence – this means that schools have got legal autonomy, but cannot use it in reality.
- Formalization of higher education – it is understood that often higher education in practice is at odds with real life.

- The passivity of parents who believe that schools should not only give knowledge, but also bring up their children. It seems that some parents bring their children to educational institutions in order to exempt their time from them.

These questions are only a tiny part of discussed information during the working group meetings, because we understand, that solving all problems and answering the all questions isn't our obligation. We can only offer next actions and answer the question: "Why the Autonomous Republic of Gagauzia, in our opinion, has got a priority in this task achievement?"

Recently, we have seen the definition, that is given in the Education Code of the Republic of Moldova regarding the fact what is the informal education and there appeared the word "bridge." We like this illustration a lot, because it describes the importance of knowledge fixation by informal ways. In our opinion, informal education can and must be great additional method for personality development. Here are some actions, that we offer to do in our strategy:

1. The development of a legislative basis, that allows a wider interpretation of concepts, which related to decentralization and freedom of educational institutions. Work on laws and / or changes to a particular standard in terms of recognizing informal teaching methods as an important element of personality development.
2. Legal recognition of the informal education as the most important educational element of the twenty-first century and creating the authority (that can include public members and other interested humans), that will form the standards or fixed position for informal education.
3. Consideration of the possibility to allocate additional funding for each child's informal education. We want to show the example of how does it work in Slovakia. The government allocates from the state budget 34 euros a year for each child in order for them to get informal education. With parents' help or on his own each child chooses the way of self-developing. The choice is huge: state or private extracurricular sections. The government transfers money to the chosen sections. We realize that our country hasn't got such budget for each pupil, but this model could become rather productive for our Region.
4. In partnership with the research center and other agents, to create a special group working within the informal education methods and providing recommendations for their implementation. Also it is necessary to create the association, that would work in informal educational sphere.
5. To stimulate schools to create their own internal programs, that would fit the legislation norms and standard, but at the same time would depict modern society's needs. In other words, to give the opportunity for each school to experiment inside their institutions.

6. Consideration of the possibility to create experimental school or classes with a bias on informal educational methods with full or partial involvement of state fund. The second part of material resources could become partners' or parents' investments. Such schools could be linguistic orientation or teach other skills, that children will choose by themselves. In our Region it is necessary to study not only Gagauz language, that indisputably important to learn and to root, but for example English or another foreign language. As a result, we would have school with a focus on learning Gagauz-English or other language, that would rise the popularity of both the language and the school.
7. Wide development of constructive partnerships between scientific educational association (SEA) and Head Office of Education and sometimes between SEA and schools directly. It is necessary to note, that cooperation programs must have not only short-term liabilities, but be perspective for a long term. Also they must have the possibility of development according to principle from less to more difficult.
8. To stimulate teachers' freedom to make experiments and create circumstances for motivation. It can be reached by financial incentive and other encouragements. We recommend to create informal groups in each district, that will organize meetings and discuss the models, which would develop the educational process with the help of informal methods. Also it is necessary to find someone, whose duties will be searching and attracting funds and projects.
9. To develop the mentoring model for each teacher. We offer every teacher who has a desire to develop in the sphere of informal education to choose a mentor (in this case, the organization also must have the agreement with certain school and own the experience in youth's informal teaching). The mentor will help the teacher to develop and study how to teach pupils due to informal educational methods. These goals need investments, that can be given by state or international organizations funds. Also we offer the model of mentoring development between teachers and pupils.
10. Parents involvement in the educational process, activation of parent associations, organization of courses for the parents' development. We propose to start all these processes from the elementary school, where parents with different ages can develop and become partners for their children and class teachers.

The main reason that makes us sure in our success in the Autonomous District of Gagauzia is its authority, that are unique and give a lot of space for creation and implementation of new educational models.

In order to analyze proposed actions of our strategy, we want to make a short analysis, that is regularly used in business sphere. But this model is useful not only in business, but in our situation too.

In our PEST analysis we are examining several factors: political; economic; cultural; technological. It is worth noting that we will not make the classical model of this analysis but only conceptually approach it, because only with the help of this analysis we can make a comprehensive conclusion about what we have in order to accept the proposed model.

Table 1. PEST analysis of the studying process modernization strategy

P Political factor	E Economic factor
<ul style="list-style-type: none"> – Executive power, which is represented by young professionals and strategists; – Existing constructive dialog between public assembly and executive power; – Constructive dialog between Republican and local authorities; – There's a stable plan of the Autonomous District of Gagauzia developing; – Peculiar openness to the public dialog; – Rather flexible adoption of legislative initiatives. 	<ul style="list-style-type: none"> – Next year's sufficient budget; – Attractiveness for international investors who are interested in strategy; – Freedom in the creation of an additional budget by educational institutions; – Energy efficiency of educational institutions; – Staffing of almost all educational institutions of Gagauzia. – Significant interest of international funds.
S Socio-cultural factor	T Technological factor
<ul style="list-style-type: none"> – Relationship stability between ethnic groups, low discrimination level; – Phased development of rural initiative groups; – Tourist destinations development and strengthening of the Gagauz culture; – Opening of more social and cultural places and institutions in the region; – Considerable interest to native and other communities' culture and ethnicity; – The absence of hostile relational between ethnic and religious groups. 	<ul style="list-style-type: none"> – Stable growth of new technologies equipment in schools, that may be used during studying process; – Ubiquitous internet connection coverage; – Popularization the ideas of using robotics and the Internet resource for studying process and for earning money. – Ability for distance teaching and studying.

Conclusions

The rapidly changing modern realities give us a stimulus to take new challenges and to work-out updated methods in different spheres: business, studying and teaching. On the territory of our Autonomy, we have a unique opportunity to develop the younger generation using the authority. Besides, we are forced to stimulate development among our students, because we are in the national minority position and sometimes the language barrier and lack of necessary skills are the main reasons of

impossibility for our specialists to compete on the labor market. The expected result of 10 actions, aimed to studying process modernization, is directly depended upon which tactic will be chosen. In general, the main aim is developing strong, motivated, professional, highly moral young people, who are able to be responsible for themselves and their native country, also to create and upgrade their working places by themselves. These generation is characterized by high civil position, high critical thinking level and legal literacy. Touching on the topic of educational institutions we can make a desired prediction. They will be matched in accordance of current realities from the side of infrastructure, professional potential, programs and influence.

To reach stable changes and long-term impact our strategy needs funding from the state budget and from the budgets of administrative and territorial units. Also it is necessary to attract investors and charities.

We are sure, that the financing problem is one of the most important and priority questions, but, in our opinion, it is one more foreground problem – attracting and developing professionals inside informal educational sphere and creating new educational methods.

YOUNG FAMILY SUPPORT STRATEGY

*Recommendations and conclusions from
Working group Social Infrastructure*

Elaborated by: Anna Niagova
Reviewed by: Marek Plavčan

Introduction

The present Strategy defines the system of principles, priorities, and mechanisms for implementing measures to support a young family of all the parties concerned of civil society in the ATU Gagauzia.

The development and adoption of the Young Family Support Strategy is associated with the need to define the set of priority areas focused on young people in the current situation, including goals and objectives related to the conscious participation of young people in the implementation of basic projects aimed at optimizing the civic education and social development of young people, and the reaching of their full spiritual, intellectual and economic potential in the interest of society.

The need for a special policy on young family is determined by the specifics of its status in society. It is an organic part of society, embodying a special function of responsibility for the retention and development of the whole community, including the transmission of its history and culture, the maintenance of elders and the reproduction of future generations, and, ultimately, the survival and prosperity of the native people.

The youth inherits the achieved level of society's development. The achievements of predecessors in science, technology and production, education and culture, literature and art, and in all spheres of human activity are taken for granted. Their start in life is at a higher level than previous generations.

At the same time, the younger generation only enters into working and social life, and the process of integration into the existing socio-economic, ideological, political, family and everyday relations is taking place. By taking lightly the turning point of the era, young people are not able to fully grasp the significance and value of traditional social interactions, what significantly hamper their opportunities. At the same time, the youth who are responsible for the present and the future of their country on the basis of mastering and transforming the value system, and translating them into the activities of reviving and flourishing Gagauzia.

By virtue of the significant social responsibility that the younger generation carries, society is not indifferent to the processes of incorporating young people into public life, what values it shares and cultivates in social practice. Such public interest is embodied in the state action on management of the youth environment and support of socialization processes.

Young Family Support Strategy's general provisions

The implementation of the Strategy is aimed at creating legal, economic and organizational conditions and guarantees for the self-realization of a young family, the development and support of a young family in the territory of ATU Gagauzia (Gagauz Yeri).

Terms used in this Strategy:

- A *young family* is a married couple, one of the spouses in which has not reached the age of 35 years; a family with children, consisting of one parent under the age of 35 years.¹ Thus, the legally established signs of a young family in the Republic of Moldova are:
 - marriage conducted in accordance with law;
 - the age limit of spouses is from 18 to 35 years.
- *Young Family Support* is a set of economic, social and legal measures taken by the authorities of the ATU Gagauzia (Gagauz Yeri), aimed at providing conditions and incentives for creating, strengthening and preserving young families, protecting their rights and improving the demographic situation in ATU Gagauzia (Gagauz Yeri).

This Strategy was developed on the basis of the Constitution of the Republic of Moldova, the Education Code of the Republic of Moldova, the Strategy of the Republic of Moldova “Education 2020,” the Law of the Republic of Moldova “On Youth,” the National Strategy of the Republic of Moldova for Youth Development for 2014-2020, the Cross-Sectoral Strategy for the Development of Parenting Skills and competencies for 2016–2022, the Law of the Republic of Moldova “On the special legal status of Gagauzia (Gagauz Yeri),” the Code (Ulozheniye) of Gagauzia, the Law of the ATU Gagauzia on education, and other legal acts.

The young family support strategy was developed within the framework of the project “GAMCON” which is the part of the program of “Modernization of Gagauzia.”

Institutions for the implementation of the Young Family Support Strategy

To create and implement a system of measures to support young families in the ATU Gagauzia (Gagauz Yeri) and implement the Strategy, an integrated approach is needed.

¹ The Law of the Republic of Moldova On Youth, Art. 2., No. 215, July 29, 2016.

The implementation of the Young Family Support Strategy will allow creating conditions for the adaptation and development of young families, improving the demographic situation in the autonomy, creating conditions in which a normal and healthy family would be able to solve their problems independently, fulfill their most important social functions (educational, household management, economic, recreation, emotional functions, and reproduction).

The model of coordination of activities in the ATU Gagauzia to solve the problems of young families in autonomy should include active and fruitful intersectoral collaboration of the following structures:

1. The Executive Committee of Gagauzia;
2. Gagauz Scientific Research Center named after M.V. Marunovich;
3. General Educational Directorate of Gagauzia;
4. General Directorate of Health and Social Security of Gagauzia;
5. General Directorate of Culture and Tourism of Gagauzia;
6. General Youth and Sport Directorate of Gagauzia;
7. Administration of the Gagauzian Districts;
8. The mayor's offices in the settlements of Gagauzia;
9. Public organizations;
10. The media.

Basic principles of supporting young families in ATU Gagauzia (Gagauz Yeri)

Supporting young families in the ATU Gagauzia (Gagauz Yeri) is carried out in accordance with the principles:

- respect for the legal rights and interests of both spouses and their children living in the ATU Gagauzia (Gagauz Yeri);
- transparency (openness, publicity);
- confidentiality in cases stipulated by the current legislation of the Republic of Moldova and the ATU Gagauzia (Gagauz Yeri);
- the unity of the socio-economic, educational and legal space of autonomy;
- equality of young families living in ATU Gagauzia (Gagauz Yeri) regardless of race, nationality, language, origin, property and official status of spouses, place of residence and religious beliefs, belonging to public associations;
- continuity and stability of measures to support young families, the sustaining of the social guarantees achieved and their further improvement in the ATU Gagauzia (Gagauz Yeri).

Goals and objectives of the Young Family Support Strategy

Family instability is one of the most pressing problems in the Republic of Moldova, and Gagauzia. First of all, it is related to the socio-economic processes taking place in the country, including labor migration, young people who are ill-prepared to marital life, the lack of proper understanding between spouses, inability to resolve conflicts, plan a budget, etc.

Based on the above, the goal of developing the Young Family Support Strategy as a social institution, and developing its priority direction of “Young Family” is:

- creation of a system of measures to support traditional family values in the youth environment;
- prevention and overcoming family problems;
- strengthening of a young family;
- support responsible parenthood;
- assistance in crisis situations, as well as the creation of conditions to prevent an increase in the number of disadvantaged families in the ATU Gagauzia.

The timeliness of raising the above goals is determined by the fact that at present the society is most acutely faced with such problems as:

- lowering the value of the family and family lifestyle;
- a decrease in the birth rate, which contributes to the demographic crisis in the country;
- insufficient legal and social protection of young families;
- the problem of employment, which leads to the fact that families are in a more difficult financial situation and need support.

The main challenges of supporting young families

The main challenges of supporting young families are:

- introduction of sociological research on the study and identification of problems of young families, and the scientific and methodological support of working with young families;
- development and implementation of measures to strengthen the young family as a reproductive social unit;
- improvement of the material, moral and spiritual wealth of a young family;
- strengthening the family institution in the ATU Gagauzia (Gagauz Yeri) on the basis of traditional socio-cultural values, spirituality, intergenerational continuity;

- the creation and development of a system of psychosocial care for a young family;
- organization of a holistic system of training young people and young spouses in matters of family life;
- the creation of favorable conditions for the combination of social and household functions of a young family;
- stimulation of the business activity of youth;
- organization of family leisure and recreation;
- providing conditions for health protection, the formation of a healthy lifestyle;
- ensuring the preservation of the family environment as the natural environment of personal self-development and self-realization of the spouses, development, education, and socialization of children;
- creation of conditions for the development of “the family business;”
- development of existing and introduction of new forms of assistance to young families in the purchasing (construction) of housing and the improvement of living conditions;
- comprehensive development of children (development of children’s sports, supplementary education of children).

A healthy, prosperous, law-abiding family is both a pillar of the state and the basis of social harmony, as well as a guarantee of social stability.

Priority areas for the implementation of the Young family support strategy

When supporting young families in ATU Gagauzia, the priority areas are:

- improving the legal framework for supporting young families;
- formation of a positive attitude of young people to marriage, family and responsible parenthood;
- creation of an information database on the needs of a young family in legal, mental, educational, economic and other consulting services;
- the development of economic independence of the family and the creation of conditions for the performing its social function;
- fostering the expansion of the social infrastructure of the ATU Gagauzia in solving everyday problems of a young family;
- the development of leisure activities and the organization of family recreation;
- involvement of public organizations to work with young families.

Table 1. Activity Plan to the main directions of the Young Family Support Strategy (abstract form)

	Priority areas	Content
I.	Analytical and forward-looking work	Study of social attitudes and plans for family values of local young people
		Studying public opinion on the quality and range of social assistance provided to young families
II.	Information work	Informing on legal, social, educational measures to support a young family
		Information sections on the mayor's office/City Hall websites, and autonomy institutions
		Information and promotion of family values among young people in the media of Gagauzia
		Informing parents, legal representatives, and persons caring for a child about the age-sensitive features of modern children
		Informing employees of local public administration authorities about changes in legislation and social projects both in the republic and in autonomy
III.	Providing employment for young families	Expansion of social services' types
IV.	Socio-pedagogical work	Social patronage of young families in order to assist in family upbringing, overcoming of pedagogical faults by parents and conflict situations with children, including family conflicts

The full version of Activity plan to the main directions of the Young family support strategy is set forth in Annex No. 2.

Projects implemented in the framework of the Young family support strategy

Supporting a young family is a multidimensional problem. Young families in their family cycle should realize and safely solve the following issues:

- achieving compatibility at different levels;
- achieving economic well-being and stability;
- overcoming stressful situations associated with the expectation and birth of a child;
- acquiring awareness on various aspects of family functioning;
- mastering the basic skills of family education, conflict-free communication.

Methods and forms of organization of work with the family:

- psychological and pedagogical education of parents;
- individual work with parents;
- social patronage of young families;
- practical activities/training to improve intra-family interaction.

1. *“Parent education program “Effective upbringing”*

The goal of the implementation of the Parent education program is to ensure the rights of the family to development, personal self-determination, and self-realization, professional support in the upbringing and education of children. The Parent educational program “Effective upbringing” extensively reported in Annex No. 3.

2. *The program “Family traditions: history and the present”*

The goal is to educate and discuss with parents the importance of preserving and maintaining family traditions in raising children and the need for their presence in family life.

3. *Program “Creative workshops for young families”*

The purpose of the organization of joint family creativity, uniting through the creativity of parents with children. Classes in the “Creative workshop” will allow non-indifferent parents to develop creative abilities of themselves and their children. Children with parents will have the opportunity through joint work to make hand-made cards, paper cuts, and other handicrafts

4. *The program “Club of young families”*

Purpose: unite young families with active citizenship, raising among young people awareness of the importance of the family, family values; psychological and legal support for young families, the organization of joint leisure activities; increasing the importance of motherhood and fatherhood; psychological and pedagogical support in matters of parenting; development of an active life position.

5. *The program “The art of being together”*

The goal is to help solving the problems of a young family, strengthen the family, adapt and form a mutual understanding, acquire skills for effective interaction and constructive resolution of conflict situations through practical activities and training to improve family interaction. When implementing the above programs, wide press coverage of events that demonstrate and promote the values of family life is needed.

Follow-up mechanism for the implementation of the Young family support strategy

Achieving the goals and objectives of this Strategy requires the introduction of mechanisms for direct interaction with young families, namely:

- development of the legal framework governing the implementation of the Strategy;
- implementation of projects at the regional and local level, aimed at all young people, including young families. These are mass youth campaigns, programs, contests, promotions, the subject of which will be projects and activities aimed at solving one or several tasks of promoting family values defined by the Strategy;
- informing young families about ongoing activities within the framework of the Strategy;
- development of interregional and international relations, the study of the foreign experience of working with young families;
- development of a statistical database on the functioning of young families and their problems in the region.

Conditions necessary for the implementation of the Young family support strategy

Considering the experience of working with young families in recent years, in order to increase the effectiveness of the implementation of the goals and objectives of this Strategy, the following requirements are put forward for supporting young families in ATU Gagauzia aimed at implementing the following comprehensive measures:

- coordination of the activities of all authorities, and other social and public organizations for working with young families;
- improving the system of training qualified specialists working with young families;
- prioritization of work with a young family in the autonomy as a cross-cutting scope;
- sharing of the material base of institutions of various departments;
- development of “sections working with young families” in target and investment programs at all levels;
- development of new technologies for working with young families, based on social and age differences;

- approval of the principle of long-term investment in the field of support of a young family.

Expected results of the Young family support strategy

The implementation of the program of support for young families will allow creating conditions for the adaptation and development of young families, improving the demographic situation in the autonomy, creating conditions in which a normal, healthy family would be able to solve their problems independently and fulfill their most important social functions.

The expected results of the implementation of the Young family support strategy are as follows:

- increasing the value of the family and family lifestyle, which will contribute to minimizing the proportion of civil marriages in the total number of marriages leading to the creation of young families who have consciously come to this choice;
- increasing the birth rate, which will contribute to the stabilization and improvement of the demographic situation in the autonomy;
- increasing the level of well-being of a young family, which will lead to an increase in the quality of life, leisure, improvement of children's health, and a decrease in the number of cases of cruelty and violence in the family;
- strengthening the young family, which will help reduce the number of divorces and reduce the number of single-parent families, solving the problem of adolescent deviance;
- strengthening the position of a young family in society will reduce the level of social orphanhood and children born out of wedlock;
- significant development of family forms of education: an increase in the number of families with adopted children, guardianship, adoptive and foster families;
- involvement of a large number of young families in a healthy lifestyle and sports, which will lead in turn to a reduction of morbidity, and as a result, an improving the productivity.

Based on the above, the main result of the implementation of this Strategy is the creation and strengthening of the model of a prosperous young family living in a registered marriage, focused on the birth and upbringing of several children, engaged in their upbringing and development based on the traditional system of values of Gagauzia (Gagauz Yeri).

The SWOT analysis of the Young Family Support Strategy implementation

Table 2. The SWOT analysis identifies the strengths, weaknesses, opportunities and potential threats that determine the strategic direction of this Strategy.

Strengths	Weaknesses
<ul style="list-style-type: none"> – the proclamation of 2019 – the Year of the Family in the Republic of Moldova; – development at the national level of an action plan within the framework of the “2019 Year of the Family in Moldova” to support the family and traditional values; – public awareness of the need to support family values as the basis of civil society; – the existence of a legal framework which contained provisions on the support of young people, families and children; – the existence of successful practices of some non-governmental organizations in the field of family and child support; – civil society’s interest in developing young family support and parenting skills programs; – the existence of public social, educational and medical services for children and at-risk families; – the qualified human potential in the educational, medical and social welfare systems; – the existence of information materials related to parenting skills. 	<ul style="list-style-type: none"> – lack of a targeted program in support of young families; – accordingly, the undeveloped intersectoral cooperation in the field of supporting a young family; – strict financing mechanisms for the education, health and social welfare systems, insufficient financial resources – an insufficient legal framework to support young families in developing parenting skills and competencies; – limited number of programs to support young families in parenting skills at the national and local levels; – the lack of research on the current state of a young family as a separate category in autonomy.
Opportunities	Threats
<ul style="list-style-type: none"> – interest from the general public and central and local administrative authorities of the need to develop a strategy for supporting a young family – the existence of a legal framework and international policies in the relevant field; – models of parenting skills training programs that function internationally and can be adapted and used in the region; 	<ul style="list-style-type: none"> – the lack of a coordinated intersectoral action plan to support a young family; – economic instability; – the lack of a developed social infrastructure for family recreation;

Opportunities	Threats
<ul style="list-style-type: none"> – support from international organizations for the development of services designed for families, with practices used in developed countries; – experience gained so far in the field of creating models of informational, educational, consulting, and other family services; – the existence of infrastructure services for health, education, social welfare, etc.; – the non-governmental sector is motivated and ready to take part in the development and promotion of the Strategy; – the openness of central and local institutions to cooperate with non-governmental organizations and the business environment. 	<ul style="list-style-type: none"> – the lack of a unified system for providing information to young families and training young spouses and future parents; – insufficient informing of parents about the needs of modern children at various stages of their development; – insufficient number of qualified personnel to carry out such activities, especially in rural areas; – undeveloped mechanism of intersectoral cooperation in the field of support of a young family

Final clauses of the Young family support strategy

Overall assessment of costs for implementation of the Strategy

In order to achieve social and economic long-term impact, this Strategy requires the allocation of funds from the state budget and the budgets of territorial entities. At the same time, measures to implement the Strategy provide an opportunity to attract sponsors.

The exact costs of implementing of the Strategy will be assessed in the process of developing action plans for implementing this Strategy for each direction in accordance with the implementation stages, as well as in the process of strategic planning, especially in the framework of budget development and budget programs.

ANNEXES

ANNEX No.1

Analysis of the current state of the family as a social institution in the ATU Gagauzia, as an integral part of the Republic of Moldova

Within the framework of the project “GAMCON” which is the part of the program of “Modernization of Gagauzia”, a working group “Social Infrastructure” was created in which local and foreign experts, representatives of regional and local public authorities, educational institutions, and the non-governmental sector actively participated.

Thus, within the framework of the “Modernization of Gagauzia” program, a platform for dialogue was created and effective cooperation, interaction and involvement in the discussion of the proposed measures to support the young family of all interested parties of the civil society in autonomy was ensured.

The working group held three sessions from July 2017 to November 2018.

During the sessions, the participants jointly determined the priority areas of development of the “Young family support strategies in the ATU Gagauzia,” and expressed different points of view. The proposals of the participants of the working sessions were analyzed, systematized and included in the program document.

Gagauzia is an autonomous-territorial unite within the Republic of Moldova with a special legal status expressing the self-determination of the Gagauz people operating in accordance with the Constitution of the Republic of Moldova, the Law of the Republic of Moldova “On the Special Legal Status of Gagauzia (Gagauz Yeri)” and the Gagauzia Code (Ulozheniye). The Law of the Republic of Moldova “On the Special Legal Status of Gagauzia (Gagauz Yeri)” was adopted by the Parliament of the Republic of Moldova on December 23, 1994; since June 5, 1998, the Code came into force.

The basis of any state is public institutions. Regardless of the structure and form of government, public institutions play the most important role in the activities of the state. The family is the main social institution that forms any state. A family is a kind of reduced copy of the formation model that currently exists. Studying a single family, you can see a complete picture of the state in which the family develops.

The modern family in the course of the changes in the state and the world undergoes significant transformations. This actualizes the need to prepare various programs/strategies/policies, the most important task of which should be the development of mechanisms and technologies for actively using the capacities of the family as a social institution for the benefit of society. Only a consistent strengthen-

ing of the authority of the family institution, the maintenance of family traditions and the promotion of family values can have a significant impact on the formation of the future population of Gagauzia and become the key to its successful future.

A young family is of particular interest in the category of families who need support.

A *young family* is a married couple, one of the spouses in which has not reached the age of 35 years; a family with children, consisting of one parent under the age of 35 years.² Thus, the legally established signs of a young family in the Republic of Moldova are:

- marriage conducted in accordance with law;
- the age limit of spouses is from 18 to 35 years.

Highlighting the term “young family” by law does not mean that some special type of family has been formed at the present time. Its problems are an integral part of the problems of the modern family. Therefore, the attitude toward a young family is determined by the social policy that is conducted in relation to the institution of the family as a whole. At the same time, one cannot fail to consider the special significance and special function of a young family in the life of society.

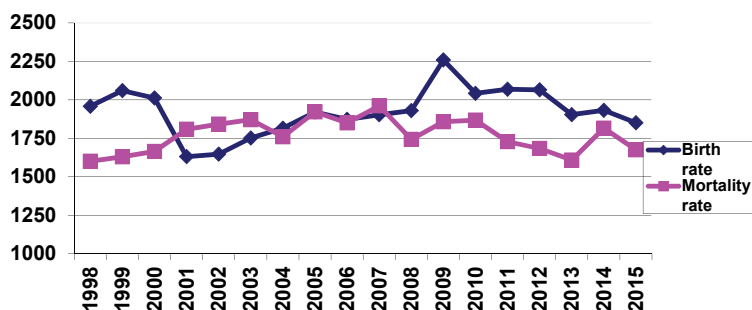
The basis for the development and adoption of regional social targeted programs usually become republican targeted programs. However, a special Republican target program on social support for young families does not currently exist in the Republic of Moldova; separate measures or a system of measures to solve a narrow range of problems are included in other target programs. The system of program activities outlines ways to solve the housing problem of youth and young families, support for youth entrepreneurship and promoting youth employment. However, one cannot help noticing that a young family is not a special target group for programs, and support of this social institution is carried out insofar as young spouses by age correspond to the social category of youth.

On January 1, 2017, the resident population of the ATU Gagauzia was 161,876 inhabitants or 4.54 per cent of the total population of the Republic of Moldova.

The natural movement of the ATU Gagauzia is characterized by a relatively more favorable situation, compared to the national average.

² The Law of the Republic of Moldova On Youth, Art. 2., No. 215, July 29, 2016.

Graph 1. Dynamics of fertility and mortality in Gagauzia from 1998 to 2015



Source: Data collected on the basis of the Statistical Yearbook of the Republic of Moldova

Currently in Moldova, the population is rapidly aging (if it was 13.6 per cent at the age of 60 and older per 100 inhabitants on January 1, 2006, in the Republic of Moldova, so on January 1, 2017, this indicator was 17.8 per cent) and unfavorable demographic trends (the natural population movement rate in a territorial aspect in the Republic of Moldova was -0.3 per 1000 population in 2015, and in ATO of Gagauzia it was +1) will force the society in the near future to raise increased demands on today's young families: young people will become the main labor resources of the country. Its labor activity to a greater extent than its parents will be a source of funds for the welfare of children, the disabled persons, and older generations.

Migration processes in ATU Gagauzia have the same features and trends as in the whole country: an increase in the intensity of migration of the population in the last two decades, a high intensity of external migration, mainly of young people of working and reproductive age.

The age structure of the population, which is of interest from an economic point of view, has changed in all three main categories.

Table 1. Working-age population in dynamics for 2010 and 2017

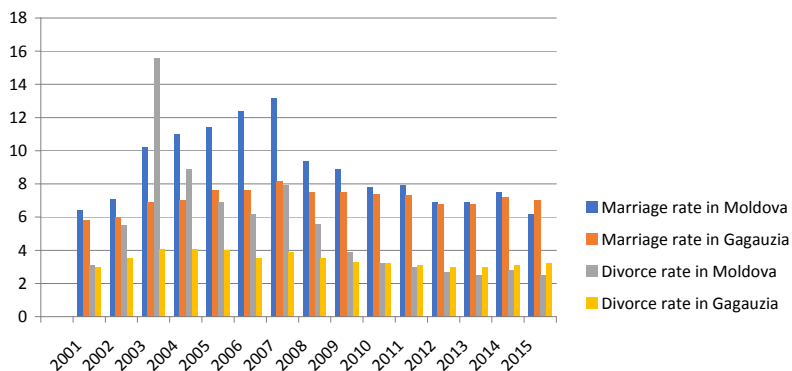
	Younger than working-age			At working age men – 16-61 women -16-56			Over the working-age		
	2010	2017	difference	2010	2017	difference	2010	2017	difference
Republic of Moldova	17,8	17,0	-0,8	66,7	65,1	-1,6	15,5	17,8	+ 2,3
ATU	19,4	18,6	-0,8	66,5	64,1	-2,4	14,4	17,2	+ 2,8

Source: Data collected on the basis of the Statistical Yearbook of the Republic of Moldova

In Gagauzia, according to statistics for 2017:

- 100 men per 108 women, 48.1 per cent men per 51.9 women;
- 60.2 per cent of the autonomy's population are married people;
- 25.6 per cent of unmarried.

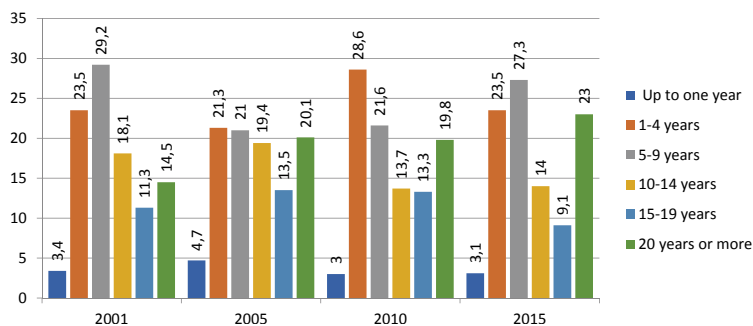
Graph 2. Dynamics of marriages and divorces in the ATU Gagauzia and in the Republic of Moldova (2001-2015)



Source: Data collected on the basis of the Statistical Yearbook of the Republic of Moldova

Thus, as can be seen from the above data in Gagauzia, every second marriage breaks up. The largest number of divorces occur in young families. 53.9 per cent of families with a marriage duration of up to 10 years are divorced.

Graph 3. The structure of divorces by the duration of marriages



Source: Data collected on the basis of the Statistical Yearbook of the Republic of Moldova

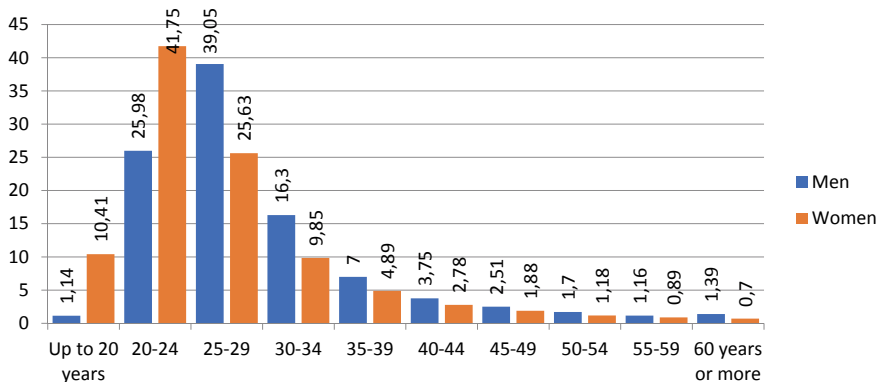
The average age of marriage on 01.01.2017 is:

- among men – 28 years old;
- among women -25.4.

According to statistics of the Republic of Moldova for 1990-2010 the number of marriages in:

- the age group of up to 20 years decreased 4 times;
- the age group of 20-24 years fell 2.4 times;
- the age group of 30-34 decreased 1.2 times (it has become a new trend since 2010).³

Graph 4. Marriages by age groups of spouses who are in their first marriage, 2015



Source: Data collected on the basis of the Statistical Yearbook of the Republic of Moldova

At the age of 35 years in a registered marriage are:

- 82.47 per cent of men;
- 87.64 per cent of women.

In general, for all age categories, 62.5 per cent of the autonomy population are in registered marriage. At the same time, in the age group of up to 29 years, 25 per cent of the population live in unregistered marriage, i.e. every fourth marriage among young people is civil.

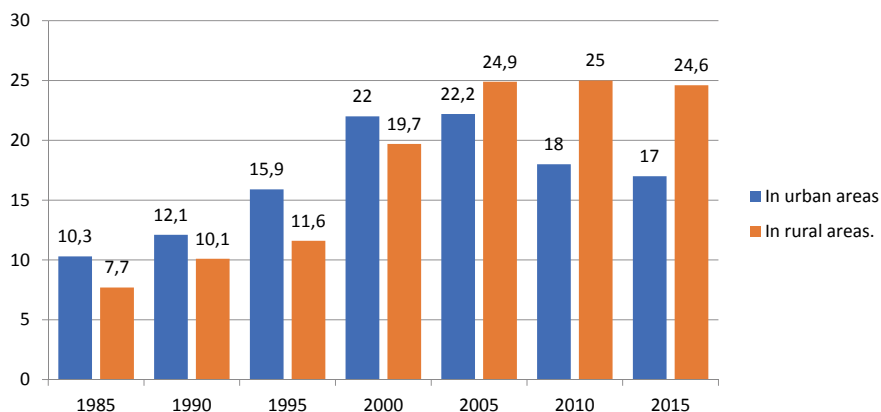
³ Resolution of the Government of the Republic of Moldova on the approval of the National Strategic Program in the field of demographic security of the Republic of Moldova (2011–2025), No. 768, Section VI.1, art. 74, October 12, 2011.

Modern families are reduced in size. So, if in 1989 the predominant ideal number in the Gagauz environment was the presence of 3 children in a family, then twenty years later, in the first decade of the twentyfirst century, the prevailing ideal number in the Gagauz environment has already become the presence of not 3, but 2 children in the family.

There is a tendency among young families to postpone the birth of children, which is a response to adverse socio-economic conditions.

The tendency to increase the number of children born out of wedlock is also becoming more and more obvious. If in 1990, the percentage of the total number of children born in marriage was 11.0 per cent among women who were not married (in urban areas 12.1 per cent, in rural areas 10.1 per cent (i.e. every tenth child), after 25 years, according to statistics on 01/01/2016, the percentage of children born from women who were not in a registered marriage was already 21.9 per cent.

Graph 5. The number of births from women who were not in the registered marriage of the ATU Gagauzia in 1985-2015



Source: Data collected on the basis of the Statistical Yearbook of the Republic of Moldova

Thus, according to the above-presented data, every fourth child in the republic is born out of marriage, i.e. for the last 25 years, the percentage has increased 2 times, which is 17.0 per cent in urban areas and 24.5 per cent in rural areas.

It should be noted that during the twenty century, among the Gagauz, the patriarchal-traditional family life dominated, characterized by the subordinate position of the woman and the pronounced superiority of her husband, the presence of several generations in the family. But at the turn of the twenty – twenty-first centuries, the nuclearization of family groups became much popular. According to

statistical data, for example, in the mid80s of the twentieth century among Gagauz families, there were 51.1 per cent of nuclear pairs consisting of a married couple with children accounted. Then in the first decade of the twenty-first century there became more than 70 per cent of nuclear pairs. (i.e. the number increased by 20 per cent).

At present, the population in the autonomy of young people of age from 15 to 35 years old is 32.6 per cent of the total population of Gagauzia. (i.e. one-third of the population). This age is characterized for young people by the establishment of ideological positions and value orientations, including orientations towards a stable and prosperous family, responsible parenthood and the values of family life.

Currently, young families in autonomy are faced with a number of acute problems. The main problems are housing and employment, as well as various psychological problems that need to be considered from the perspective of not only the present but also the future in all spheres of society. They can be solved only with the help of government programs and projects.

A young family is one of the most vulnerable groups of the population.

Young families are a dynamic part of the society which reacts easily to various socio-economic changes. The state of this category of the population largely reflects the transformations taking place in society, which is reflected in changes in the features of the formation of a young family, its structure, composition, and types of family arrangement. Young families accumulate a number of fairly complex problems that are the result of the comprehensive changes of the past decades.

Currently, it is possible to identify a number of factors that determine family distress, namely:

- falling living standards, unemployment and low family incomes, worsening conditions for child support;
- increase in social and geographical mobility; migration, including outside the state;
- structural changes in families, fundamental changes in the traditional roles of family members, especially women;
- the fall of the moral standards of the family;
- increase in the number of single-parent families;
- increase in the number of children born out of wedlock;
- social orphanhood;
- the absence or lack of emotional and trusting communication in families, a high level of conflict in relations between adult family members and in parent-child relationships, an unfavorable emotional background in general, pedagogical incompetence of parents, etc.;
- domestic violence, child abuse, neglect of their interests and needs.

In many ways, the state and development of various spheres of society in one to two decades depend on what starting opportunities young families currently have,

and what alternatives they have to solve problems. This proves the need for a special concentration of attention on the state of this category of the population and demonstrates the urgency of its problems and finding possible solutions.

I would like to note and express gratitude to the public authorities of the ATU Gagauzia, who provided the available statistical data and supported in preparing the document.

Special thanks to all participants of the working sessions for their comments and suggestions, which made a significant contribution to improving the quality of the developed analysis and Strategy. The Strategy is designed in such a way that it provides specific proposals for strengthening the position of the most important social institution in the region – the family.

ANNEX No. 2

The Draft Activity Plan to the main directions of the Young Family Support Strategy

	Direction	Content	Activities	Partners	Expected Outcomes
I.	Analytical and prognostic work	Study of social attitudes and plans for family values among young people in the region.	Conducting a questionnaire among young people on the topic “A family and family values in the vision of the of modern youth”.	CSU, Colleges, Vocational schools The Scientific and Research center (SRC)	It will allow to identify the regional peculiarities in life strategies of young people.
		Study of the public opinion about the quality and range of social assistance to young families.	Conducting a questionnaire at parents’ meetings in educational institutions of the autonomy. Collecting information from the social services of settlements. Information from non-governmental organizations.	General Educational Derectorate of Gagauzia, General Directorate of Health and Social Security of Gagauzia, non-governmental organizations	It will allow to improve the work and identify the most urgent and long-range needs in social support for a young family in each settlements.
II.	Informational work	Informing about the legal, social and educational measures in supporting young families.	Creation of a unified young family information base at the regional level.	The Executive Committee of Gagauzia, Local public administration authorities.	It will raise awareness of social services and their availability.
		Information sections included in the websites of mayoralities/ City Hall and institutions of the autonomy.	Informing about social projects, amendments in legislation, opportunities for obtaining various types of social and educational services for young families on the websites.	Mayoralities/City Halls	

	Direction	Content	Activities	Partners	Expected Outcomes
		Information and propaganda of family values among young people in Gagauzia media.	Development of programs about a family. Analytical programs about the family transformation processes in the autonomy. Interviews about the family traditions of the peoples living in the region.	Gagauz media, Internet resources.	It will allow to actualize the problem of a family in the society.
		Informing parents, legal representatives, and persons caring for a child about the age peculiarities of modern children.	Inclusion of minimum two thematic parent meetings on children age peculiarities and capabilities in the educational plans of institutions of the autonomy.	General Educational Directorate of Gagauzia, educational institutions of the autonomy, and social assistants.	It will improve the mutual understanding and intra-family relations. Prevention of children's deviant behavior.
			Development and publication of teaching aids to a young family on various issues.	General Educational Directorate of Gagauzia, SRC	
		Informing the staff members of local public administrations about amendments in the legislation and about social projects implemented in the republic and autonomy.	Awareness raising events for the staff members of local public administrations about the importance of implementing measures to support young families in the region, discussing amendments in the legislation and social projects implemented in the republic and autonomy.	The Executive Committee of Gagauzia, Local public administration authorities.	It will allow to improve the intersectoral cooperation enhancing the quality of the family support services.

	Direction	Content	Activities	Partners	Expected Outcomes
III.	Providing employment for young families	Development of various types of services.	Setting up the centers for early child development.	Local public administration authorities, Non-governmental organizations.	It will allow to create favorable conditions for combining parental and family responsibilities with professional live.
			Development of the service «The Day-care Center for Children at-risk».	Local public administration authorities, Non-governmental organizations.	It will allow to reduce the number of maladjusted children and to mitigate their marginalization.
			Creation of “The Young Family Social Support Center” in settlements of the autonomy.	Local public administration authorities, Non-governmental organizations.	It will raise public awareness of strengthening the family institution. It will allow to reveal the problems in due time and provide the needed support.
IV.	Socio-pedagogical work	Social patronage of young families to assist in family education, in overcoming of pedagogical errors and family conflicts by parents.	Creating the lecture centers («the Parent Universities») for parents to advise on parenting in educational institutions.	Educational institutions, The Parents Associations, Non-governmental organizations.	It will allow to assist in the development of parenting skills, in full disclosure and actualization of the family educational and cultural potential.

	Direction	Content	Activities	Partners	Expected Outcomes
			Inclusion of topics about family and its values, changes in the modern family's structure and possibilities for resolving conflicts, in the curriculums of vocational schools, colleges, and university.	CSU, Colleges, Vocational schools.	It will allow to assist in the development of parenting skills, full disclosure and actualization of educational and cultural potential of a family.
			Trainings on the development of communication skills, interaction, and conflict resolution for young people.	The Main Department of Youth, non-governmental organizations.	
			Organization of events in educational institutions of the autonomy, which would be attended by parents and children, such as «Mom, Dad, I are a close-knit family», «Cheerful starts» and others.	Educational institutions of Gagauzia, The Parents Associations, non-governmental organizations.	
			Educational work on the importance of implementing measures of supporting young families of Gagauzia for staff members of local public administration. Informing about amendments in the legislation of the Republic of Moldova and Gagauzia, and on social projects.	Local public administration authorities, non-governmental organizations	

	Direction	Content	Activities	Partners	Expected Outcomes
			Educational work on prevention of the deviant behavior.	Local public administration authorities, non-governmental organizations	It will allow to reduce the number of cases of cruelty and violence in the family, and is will assist in solving the problems of teenage deviance.
			Development of integration services for families with children having health limitations, consultancy on education and development.	Resource centers of educational institutions.	It will improve the quality of intra-family relationships.
			Creating a family-friendly infrastructure for recreation and leisure, oriented on families with children.	Local public administration authorities.	It will improve the quality of family leisure, and intra-family relationships.
			Intersectoral cooperation activities aimed at improving the quality of family-support services.	The Executive Committee of Gagauzia, General Educational Directorate of Gagauzia, General Directorate of Health and Social Security of Gagauzia, General Youth and Sport Directorate of Gagauzia Local public administration authorities, non-governmental organizations.	It will improve the cross-sectoral collaboration to better the quality of family-support services.

ANNEX No. 3

Parent education program – “Efficient upbringing”

Introduction – The Program's relevance

One of the most important objectives of working with young people in the modern society is the creation of favorable conditions for a young family, which needs an assistance from the society and the state more than a mature family. There must be created conditions for implementation of the most important functions, such as the reproduction of physically and mentally healthy children; emotional and psychological stability for resolving all family conflicts without coming assistance from social services; material and moral well-being and satisfaction of personal interests of every family member; and strengthening health and ensuring proper rest for all family members.

Young people face many problems while creating a family, such as incompatibility of tempers, various crises, planning for childbirth and upbringing, a family economy, professional growth of family members, etc. It is quite difficult for a family to build relations with the society. It is necessary to provide families with the comprehensive information about the rights and possibilities for receiving various assistance from the state and public structures.

A young family support is a multidimensional issue.

Thus, the problem of integrated support for a young family acquires a special significance and requires a professional approach.

How should a support for young family be provided?

How should the work of various youth support services be organized?

How to advise a family on the parenting issues and psychological correction work?

The role of a family in the society is the most significant among all social institutions. A human personality is formed in the family, and acquisition of social roles necessary for a child adaptation in the society also takes place in the family. A family acts as the initial educational institution, having an impact on a person during all his/her life.

The specificity of a young family is determined by the fact that it is still in the process of formation and intensive development, it has instable relations between the members, who are only mastering their social roles. A young family undergoes socialization to become an independent social entity and perform functions of a social institution.

Well-being indicators of a young family can serve as the effectiveness criteria for various regional structures and services working with young families.

Accordingly, well-being of a family is characterized by different criteria, which can be qualitatively and quantitatively measured in varying degrees.

1. *Economic aspects* of the family well-being imply economic independence, housing provision and the level of income for each family member that is not lower than the average per capita income in the region.
2. *Demographic aspects* of the family well-being characterize an ideal family as the one consisting of both spouses and having children. The number of children should expand the reproduction of population.
3. *Socio-psychological aspects* of the quality of family functioning are the most numerous and the least amenable to accurate measurement. They comprise such characteristics as stability, activeness, equal rights, responsibility, high closeness, and psychological comfort.
4. *Socio-pedagogical aspects* imply the pedagogical literacy of spouses, their awareness of all issues important for family life.

According to the modern researchers, a good marriage is characterized by the following features: respect to each other, desire to be together, similarity of interests and values.

A large number of studies are devoted to the problem of children's influence on spouses' relations, especially after a birth of the first child. The obtained data is contradictory. Some studies show that satisfaction with marriage is sharply decreased after a birth of the first child. The other studies, on the contrary, say that the parents have an increased satisfaction with their family life. However, in all works it is noted that the couple experiences a crisis related to the new roles and changes in the relations after a childbirth, and in some cases even during the expectation period.

A childbirth causes an increased gender-role differentiation in spouses' relations. Young parents face the necessity of acquiring a new role of a parent, which brings a lot of trouble along with the positive experiences. Many studies on the marriage satisfaction note that spouses begin to complain about the deteriorated quality of interpersonal communication in their family after a childbirth.

Young families should realize and successfully resolve the following issues in their family cycle:

- achieving compatibility at different levels;
- overcoming stressful situations associated with the expectation and birth of a child;
- mastering the basic skills of family education and of conflict-free communication;
- acquiring awareness on various aspects of family functioning;
- achieving the economic well-being and stability;
- formation of activity and subjectivity in intra-family relations as well as in relations with other families and the society in whole.

Aggravation of problems at the initial stage of family development occurs due to the unformed adaptation mechanisms, absence of a correct system for transferring the experience of previous generations, absence of a system for preparing young people for family life, and insufficient amount and poor quality of social, pedagogical and psychological services provided to young families.

It is necessary to expand the system of preparing young people for marriage, as well as the socio-psychological service in order to prevent some intra-family conflicts, including a divorce. Appropriateness of these measures can be explained by the fact that a role of family is increased as the factor providing an emotional comfort and psychological health. If a family does not fulfill this role, it will be a source of various kinds of deviant behavior rather than any other small group, in which the person is involved.

Sociological studies have shown that effectiveness of family education mainly depends on such family characteristics as composition (complete – incomplete), moral and psychological climate, social orientation, personal example of parents, their general and pedagogical culture, time and nature of communication with children.

A family becomes the most vulnerable in early years due to the weakness of a system preparing young people for marriage and a poor psychological assistance to a young family. The statistical data evidences about the great importance and complexity of the initial phase of family life, when a model of the future family relations is formed: social organization of a family (distribution of authority, power, duties) and spiritual ties between spouses, parents and children. There is also a complicated process of mutual adaptation between spouses, their parents and relatives, as well as integration of a family as a psychological group. The nature of main conflicts is determined and the ways of their overcoming are elaborated. At the same time, young spouses are often too hastily resort to divorce as a way to resolve any conflicts, including those ones that could be settled. Such a “light” attitude towards the breakup of a family is formed largely due to the fact that a divorce has already become a common thing. It stimulates the occasional and morally unmotivated marriages, when, at the time of the marriage conclusion, there is a clear setting for divorce, if at least one of the parties is not satisfied with the joint life. It is clear that such attitudes dramatically reduce the level of satisfaction with marriage, stimulating its breakage.

Within the course of solving the problems, which have a direct impact on the educational potential of a family, the effectiveness of its influence on the personality formation will be increasingly determined by the development of public household services as well as by the family services, scientific methods for determining the compatibility degree for persons entering into marriage, and for predicting of physical and mental health of the future children.

Parent education program – “Efficient upbringing”

The goal and objectives of the Parent education program

The Parental Education Program has the following objectives – provision of the family rights for development, personal self-determination and self-realization, for professional support in children upbringing and education.

It is necessary to complete the following tasks to achieve the objectives:

- formation of an active pedagogical position of parents;
- increasing the educational potential of a family;
- providing parents with psychological and pedagogical knowledge and skills, with the basics of pedagogical culture, necessary for children upbringing;
- prevention of the most common parent mistakes in children education;
- pedagogical self-education of parents;
- creation of conditions for family and community’s participation in managing the development of the parent education system.

The content and organization forms of the Parent Education Program are determined by the objective requirements to competencies of a modern parent, his/her acquaintance with the basic principles of education, understanding of the patterns of child development.

Rapidly developing legislation in the field of family and childhood requires from parents to be conversant in their own rights and duties, their capability to choose the appropriate organizations and educational models independently, to make the informed and responsible decisions.

Principles of organizing work with parents

The program is based on the most important principles of raising the pedagogical culture of parents:

- The principle of system and consistency. The program is a targeted systematic education of parents and their involvement in parenting activities.
- The principle of unity of social and family education. Content of the program and its practical tasks are based on this principle.
- The principle of optimal combination of collective and individual forms of enhancing the pedagogical culture of parents.
- The principle of emotional security for parents.

Methods and organization forms of work with a family

- psychological and pedagogical education of parents;

- individual work with parents;
- social patronage.

The studies have shown that modern parents increasingly need the help of specialists while upbringing children. Consultations are needed not only to parents of children from disadvantaged groups or groups at-risk, but also to prosperous families. Nowadays, the emotionally unstable children are becoming more common along with children having a balanced psyche and harmonious character.

Many parents declare their desire to learn how to educate their children better, they need methods and techniques, which they could use at the affordable level.

Thus, there is a need for substantial qualified assistance of education and consultancy nature for parents.

This assistance should be aimed at replenishing the knowledge, skills and competencies of parents in the sphere of children upbringing and education, at the formation of parents' perceptions of their rights and obligations, and at the formation of ability to make a conscious choice of children's development trajectories.

The key socio-cultural role of parental education is that the system of parental education has become a fact of recognizing the importance of parenthood in the modern society, a symbol of respecting the role of parents, and a sign that the society and the state have switched to the interests of a family and individual persons. And this is despite the situation, in which the intra-family trajectories of the parenthood experience transfer have been lost and the experience has been objectively and subjectively depreciated due to the rapid social and cultural changes.

Support for family education and parenthood includes the following:

- assistance in family strengthening and protection of the right on parent priority to children upbringing before all other persons;
- raising the social status and public prestige of fatherhood, motherhood, multiple-children families, including among the adoptive parents;
- assistance in the development of a culture of children upbringing on the basis of the traditional moral and spiritual values of a family;
- popularizing the best experience in children upbringing in families, including the multiple-children and adoptive families;
- creating conditions for parents' education and consultancy on legal, economic, medical, psycho-educational and other family education issues.

Support for a young family is a multidimensional problem. Young families should realize and successfully solve the problems in their family cycle:

- achieving compatibility at different levels;
- achieving economic well-being and stability;
- overcoming stressful situations associated with the expectation and birth of a child;

- acquiring awareness on various aspects of family functioning;
- mastering the basic skills of family education, and conflict-free communication.

Aggravation of problems at the initial stage of family development occurs due to the unformed adaptation mechanisms, absence of a correct system for transferring the experience of previous generations, absence of a system for preparing young people for family life, the insufficient amount and poor quality of social, pedagogical and psychological services provided to young families.

Table 1. Main directions of the Program implementation

Development of a system of measures aimed at the formation of moral and spiritual family values	<ul style="list-style-type: none"> – propaganda of family values among the youth in local mass media; – improvement of work with parents (legal representatives) by conducting “The Family Chat Forums” on various aspects of parenting; – organizing and conducting family celebrations with the involvement of children and parents in their arrangement; – conducting sociological researches on the children upbringing problems in a family.
Organization of diagnostic work on the study of families	<ul style="list-style-type: none"> – questioning and testing of parents; – compilation of a data bank on the social risk families; – a questionnaire “Satisfaction with the quality of education and upbringing among parents (legal representatives).”
Organization of psychopedagogical education for parents (legal representatives)	<ul style="list-style-type: none"> – organization of joint socially significant activities and leisure for parents and children; – identifying and using the positive experience of family education in practice; – introduction of traditional folk pedagogy in the family education; – assisting parents (legal representatives) in the formation of moral lifestyle of a family, in the prevention of other negative symptoms in children and adolescents; – the use of various forms of cooperation with parents; – parents’ involvement in the joint creative and socially meaningful activities with children aimed at increasing the parents’ authority; – creation of a system of mass events with parents (legal representatives).

We propose to consider and discuss the following activities as the Program support mechanism:

1. To hold events developing the ethnic culture and traditions under the general title “Family traditions: history and modernity” for young families

- The purpose is discussing with parents the importance of preserving and maintaining family traditions in children upbringing and the necessity of their presence in family life.

2. To conduct various charity events

The marathon “Good deeds”

- The purpose is involving young people and young families of the region in voluntary activities, implementing activities aimed at solving the socially significant problems.
- Participation in the marathon will allow to try themselves in different types of volunteer activities

“Creative workshops for young families”

- The purpose is organizing the joint family creative works, uniting parents with children through the creative works.
- Classes in the “Creative workshop” will allow the caring parents to develop their own creative abilities and creative abilities of their children. Parents and children will have the opportunity to make hand-made cards, applique works and other handicrafts through the joint work.

“The young families club”

- The purpose is uniting young families with active citizenship, raising awareness of young people of the importance of a family and its values; psychological and legal support for young families, organizing the joint leisure activities; increasing the importance of motherhood and fatherhood; psychological and pedagogical support in child upbringing; developing an active lifestyle.

Practical activities/trainings under the general title “The art of being together”

- The purpose is assistance in solving problems of a young family, strengthening a family adaptation and forming the mutual understanding, acquiring skills for effective interaction and constructive resolution of conflicts.

Suggestions:

- to create a cycle of programs “Efficient upbringing” on the public television to educate parents and promote positive parenting practices;
- to promote the principles and benefits of developing the parenting skills through the media;
- to promote the positive parenting through the art, culture, folk traditions, documentaries, festivals, etc.;
- to include sections on parental education in the normative acts on the educational institutions’ work;
- to develop recommendations on the organization of parent education activities;
- to include topics/modules on parental education in the programs of continuing professional education.

PLAN FOR THE DEVELOPMENT OF VITICULTURE AND VINE-MAKING TOURISM OF ATU GAGAUZIA

*Recommendations and conclusions from
Working group Regional Development*

Elaborated by: Alla Levitskaya
Reviewed by: Vladimír Benč

Introduction

In order to achieve the priorities, set in the area of regional development, “Strategic Plan for the development of viticulture and vine-making (VVT) tourism of ATU Gagauzia 2025” was developed by the expert group in cooperation with major interested parties. The Strategic Plan is a section within the framework of the “Gagauzian Modernization Convention” (GAMCON) project, implemented by Slovak Foreign Policy Association and financed by European Union.

Objective of the project is to contribute to increasing participation of civil society in public policy formulation and implementation, while focusing on increasing trust building measures between ATU Gagauzia and central government of Republic of Moldova, and promoting synergies between the public and private sectors in order to enhance their abilities to meet consensus and thus mutual progress.

The “Strategic Plan for the development of viticulture and vine-making (VVT) tourism of ATU Gagauzia 2025” is the result of Working group 1 – Regional development (WG1), and will become major one for action plan implementation on the improvement of situation in this direction of tourism development.

The main results of the WG1 are:

1. Strategic plan for the development of viticulture and vine-making (VVT) tourism of ATU Gagauzia 2025 has been developed and approved by all interested parties involved in its development: The Executive Committee of the ATU Gagauzia, Regional Development Agency, Academic institutions, Development Partners (DPs), Small and medium enterprises (SMEs) and business support organizations and business service providers (BSP).
2. Platform for the development of wine tourism in ATU Gagauzia was built with the participation and involvement of all stakeholders during the development of the Strategic development plan through open discussions, close cooperation and consensus achievements towards the final version of the Plan.

The main groups of stakeholders include development partners (DPs), local SMEs, national, local and regional governments, academic institutions and business service providers (BSP). The active participation of all stakeholders was achieved through the use of two key mechanisms: The Regional coordination group, created in the framework of the project GAMCON and a series of open sessions. The Regional coordination group consisted of key members of interested local institutions that have primary responsibility for the design and implementation of the Strategic Plan.

Methodological approach

“Strategic Plan for the development of viticulture and vine-making (VVT) tourism of ATU Gagauzia 2025” is developed on the basis of the methodology, which provides:

- taking into account the specifics of tourism and wine industry development in ATU Gagauzia;
- compliance of the Strategic Plan with core document, determining the development of tourism in the region and Republic of Moldova;
- maximum participation of members of the Regional coordination group in discussion and approval of proposed actions;
- inclusion of the projects proposed “Strategic plan” in the general processes of sustainable development of the region, provided by financial resources.

This Strategic Plan is aligned with the priorities of the documents:

✓ *at the national level:*

- National development strategy and national regional strategy developments;
- National program in the field of tourism “Wine road in Moldova;”
- Tourism development strategy “Tourism 2020.”

✓ *at the level of autonomy:*

- Socio-economic development strategy (SDS) of ATU Gagauzia;
- The strategy of regional development of ATU Gagauzia.

The information base consists of materials of the World Tourism Organization, National Bureau of Statistics of RM, tourism agencies, legal and regulatory framework of tourism industry.

In the process of developing a Strategic plan for the development of viticulture and vine-making tourism (VVT) have been applied:

- individual interviews and questionnaires;
- focus group method;
- methods of economic analysis.

Individual interviews were conducted with three groups: representatives of local and regional authorities, managers of small and medium-sized wineries and representatives of the tourism industry (hotels, restaurants), as well as cultural workers. In order to conduct the survey, a questionnaire was developed and 18 interviews with the heads of wineries and structures associated with the development of wine tourism were conducted.

The focus group method was applied towards members of the Association of Gagauzian wine-makers in the form of a moderated discussion on the vision of problems and prospects of development of this direction of tourism with direct participants of these processes.

In the course of the project implementation and the development of the “Strategic plan for the development of wine tourism of ATU Gagauzia 2025” 4 open sessions, devoted to the discussion of the most important topics and aimed at ensuring engagement and broad participation all stakeholders, were held. The organization of open sessions contributed to ensuring transparency of the project, more active participation of various interested parties. Also, these meetings played an important role in achieving agreement on the main components of the Strategic Development Plan and its mechanism implementations.

Tourism development Potential in the Republic of Moldova

The institutional and legal framework

National Tourism Agency developed and promoted the policy of the state in the field of tourism and earlier has been regarded as Central Specialized Administrative Authority. However, currently, the project which suggests the merging Moldovan Investment & Export Promotion Organization and Tourism Agency, is regarded as the Center for implementation of reforms. The generated Investment Agency will obey directly to the government through the State Chancellery.

Four key areas of the Agency's activities are identified: country's image promotion in order to attract foreign investments, support of investment activities and investment protection, export promotion, tourism promotion. The state policy in the field of tourism will be authorized to develop The Ministry of Economics and Infrastructure, Consumer Protection and Market Surveillance Agency will provide quality control of tourist.

Tourist activities are currently removed from the list of licensed types of activities. The Agency of public services will deal with extradition of certificates on the classification of tourist accommodation and keeping of the tourist registry. The issues of professional training of specialists in the field of tourism will be dealing with the national center for training in the field of tourism.

Promotion of viticulture and winemaking tourism is entrusted to the National Bureau of Grapes and Wine, which is actively working in this direction. Among policy documents with the greatest impact on viticulture and winemaking tourism should be noted:

1. Program of restoration and development of viticulture and winemaking for years 2002-2020, approved by Decree of the Government of the Republic of Moldova No. 1313 of October 7, 2002.
2. The national program in the field of tourism “Wine road in Moldova,” approved by Government Decree No. 554 of May 24, 2004.

From the legal point of view, the tourism industry in the Republic of Moldova is regulated by the laws and public policy documents.

At the national level:

1. The law on the organization and implementation of tourism activities in the Republic of Moldova No. 352-XVI of November 24, 2006, defines tourism as one of the priority areas of the national economy.
2. The law on the regulation of business activities through licensing No. 451-XV of July 30, 2001, establishes the types of activities to be regulated through licensing, including tourism activities.
3. The law on the regulation of business activities through licensing No. 451-XV of July 30, 2001, establishes the types of activities which must to be regulated through licensing, including tourism activities.
4. The law on the regime of foreigners in the Republic of Moldova No. 200 of July 16, 2010, regulates the entry, stay and departure of foreigners to/from the territory of the Republic of Moldova and concerns the inbound tourism.
5. Government Decree No. 1470 of December 27, 2001 “On the introduction of a tourist agreement, a tourist voucher and a statistical card for the movement of tourists on the border of the Republic of Moldova” contains provisions on a tourist agreement, a tourist voucher and a statistical card for the movement of tourists on the border of the Republic of Moldova.
6. Government Decree No. 643 of May 27, 2003 “On approval of Methodological norms and classification criteria of the structures for tourist reception with functions of accommodation and food” establishes standards and criteria for the classification of structures for tourist reception with functions of accommodation and food.
7. Tourism Strategy “Tourism 2020” and Action plan for implementation of Tourism Development Strategy “Tourism 2020.”
8. Decree No. 338 of May 19, 2014 on approval of tourism strategy “Tourism 2020” and Action plan for implementation of Tourism Development Strategy “Tourism 2020.”
9. Ecotourism development program in the Republic of Moldova in 2017-2020 in accordance with article 6 of the Law no. 352-XVI of November 24, 2006 “On the organization and development of tourism activities in the Republic of Moldova.”

Among the policy documents with the greatest impact on viticulture and wine tourism should be noted:

1. Program of restoration and development of viticulture and winemaking for years 2002-2020, approved by Decree of the Government of the Republic of Moldova No. 1313 of October 7, 2002.

2. The national program in the field of tourism “Wine Road in Moldova,” approved by Government Decree No. 554 of May 24, 2004.
3. The law “About a grapes and wine” No. 57-XVI of March 10, 2006, Official Monitor No. 75-78/314 of May 15, 2006.

At the regional level (the Autonomous region of Gagauzia):

In the Strategy of regional development of the ATU Gagauzia 2017–2022, there is a measure no. 2.3. “Realization of ethnocultural and tourist potential of the region.”¹ Namely, it emphasizes the promotion of ethnocultural image on the basis of improving the material and technical provision of the tourism industry, increasing diversity and improving the quality of tourist services. These activities will help to develop ethnocultural and associated rural, gastronomic and wine tourism.

Overview of tourism development

Tourism is one of the fastest growing sectors of the world economy. Tourist interest in the Republic of Moldova is growing from year to year. According to the world tourism organization, the number of registered entries of foreign citizens increased by 500 thousand people compared to 2015, which allowed taking the 5th place in the world in terms of growth of foreign tourist flow. The development of tourism contributes to the growth of the economy through the accumulation of capital in 12 activities peculiar to the industry, involving in its activities about 20 related industries, providing about 140 services inherent in tourism: public catering, transport, production and sale of goods, equipment, souvenirs, cultural, sports, entertainment, medical services, etc.²

In 2015, the National Bureau of Statistics (NBS) introduced a new structure of market services, consisting of 32 subgroups of market services provided to the population. However, despite the presence of a certain potential in this area, there is no significant development of this sector in the Republic of Moldova. The turnover of enterprises with the main activity “market services” amounted to 23.2 per cent. In 2017, travel agencies and tour operators provided travel services for 285 thousand.

The tourism industry and activities associated with it are placed in group activities with low growth in which the leading positions in the year 2015³ take:

¹ “Regional development strategy RR ATU Gagauzia 2017-2022,” Agenția de Dezvoltare Regională Găgăuzia, 2017. Available online: <http://adrgagauzia.md/libview.php?l=ru&id=3099&idc=692> (accessed on December 18, 2018).

² “International recommendations on tourism statistics (IRTS),” UNWTO, 2008. Available online: <https://unstats.un.org/unsd/tradekb/Knowledgebase/50551/IRTS-2008> (accessed on December 18, 2018).

³ S. Bogdanova, *Development of social services in the Republic of Moldova (dissertation thesis)*, Technical University of Moldova, 2017, p. 147.

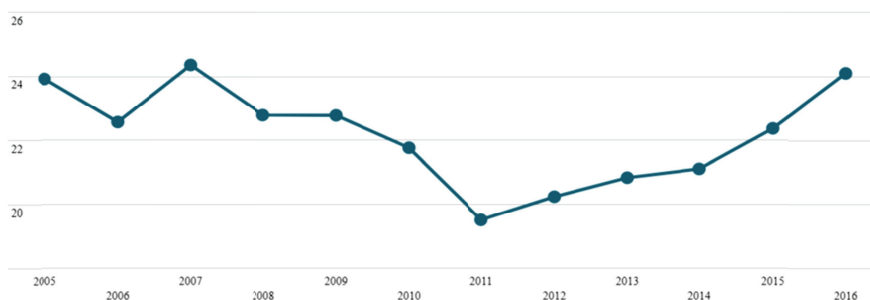
- social services: education (5.2 per cent), public health service (7.3 per cent); culture (0.4 per cent);
- public catering services – 13.3 per cent (8.6 per cent in 2010);
- travel agencies, tour operators and other booking services and related services – 6.1 per cent (2.5 per cent in 2010).

Services, which are characterized by the slow growth:

- temporary residence – 1.2 per cent;
- gambling and betting services – 2.6 per cent;
- services related to real estate – 1.7 per cent;
- sports and leisure services – 1.0 per cent (0.2 per cent in 2010);
- rental and leasing services – 1.0 per cent;
- and other services – 3.8 per cent.

During the period from 2006 to 2016, the volume of tourism services (percentage of commercial services exports) in Moldova increased slightly by 1.53 p.p. The average annual change in the value of percentage of commercial services exports in Moldova for this period was 0.127 per cent (graph 1). In the structure of the balance of payments, the share of exports of tourist services is about 8 per cent in the number of international tourist arrivals and 39 per cent in the structure of the balance of payments under the state “travel.”⁴ According to the NBS facts, in 2017 travel agencies and tour operators provided tourist services in the amount of 285.0 thousand lei.

Graph 1. Tourism services (percentage of commercial services exports)



Source: OECD Library⁵

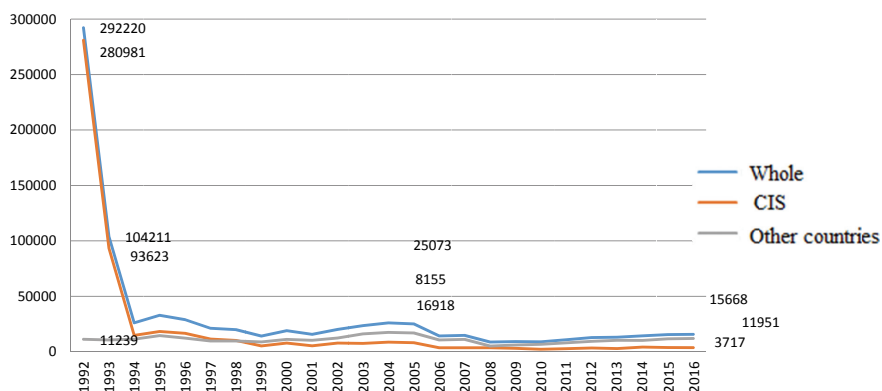
⁴ T. Chirila, I. Crotenco, *Methodical problems of tourism sphere in Republic of Moldova*. IRIM. 2014.

⁵ Available online: <http://www1.oecd-library.org/docserver/download/8515041ec005.pdf?expires=1519504871&id=%20id&accname=guest&checksum=0A2EA5A116BF27D7957EB213C0736D40> (accessed on December 18, 2018).

The number of tourists increased by 21.7 per cent compared to 2016. The increase in the number of tourists was due to the increase in the number of participants in the field of tourism (+ 29,4 per cent) and tourism (+ 11,7 per cent). At the same time, the number of domestic tourism participants decreased (-7.7 per cent).

The statistics of inbound tourism illustrate the sharp decline in the tourist flow organized by the travel agencies since 1992 (graph 2) due to the decrease in the number of tourists from the CIS countries. After a small surge in tourist activity in 2005–2006, there is a prolonged stagnation. The presented situation can be explained by the growing trend of self-organized tourism.

Graph 2. Number of tourists entering the Republic of Moldova through licensed travel agencies and tour operators in the period 2007-2016



Source: Statistical Databank of Moldova⁶

The main objectives of the 17.5 thousand foreign tourists who visited the Republic of Moldova in 2017 and use the services of travel agencies and tour operators, were: 78.3 per cent – recreation and entertainment, 17.2 per cent – professional activities, 4.5 per cent – treatment (table 1). In the overall structures of the national tourist flow, the share of international tourist arrivals is about 2.7 per cent of the total number of tourist days. On average, foreign tourists spend 3.2 days in the country. The number of domestic tourists amounted to 38,107 people, the average duration of the tour is

⁶ Available online: http://statbank.statistica.md/pxweb/pxweb/ro/40%20Statistica%20economica/40%20Statistica%20economica__11%20TUR__TUR030/TUR030100.px/table/tableViewLayout1/?rxid=b2ff27d7-0b96-43c9-934b-42e1a2a9a774 (accessed on December 18, 2018).

7.3 days. The indices of use of the current capacity of tourists for accommodation facilities (table 2) suggest the conjugation of the data presented with the visit of citizens of Moldova health structures.

Table 1. The number of tourists, excursionists, participants of tourism, organized by travel agencies and tour operators, in accordance with the purpose of visits

Indicators	2017	2017 in % 2016		
Total (pers., tour./days)	284 953	2 046 642	121.7	131.3
Inbound tourism (reception of foreign citizens in the Republic of Moldova) – total	17 497	55 523	11.7	118.3
Recreation and entertainment	13 706	35 505	119.7	126.8
Professional activity	3 002	10 302	98.0	110.1
Treatment	789	9 626	130.2	123.0
Outbound tourism (number of Moldovan citizens crossing the border) – total	229 349	1 713 716	129.4	139.4
Recreation and entertainment	226 854	1 698 702	129.4	139.7
Professional activity	1 417	4 084	in 1.6 times	131.0
Treatment	1 078	10 930	105.3	105.8
Domestic tourism (trips of citizens of Moldova for tourism purposes)	38 107	277 403	92.3	98.4

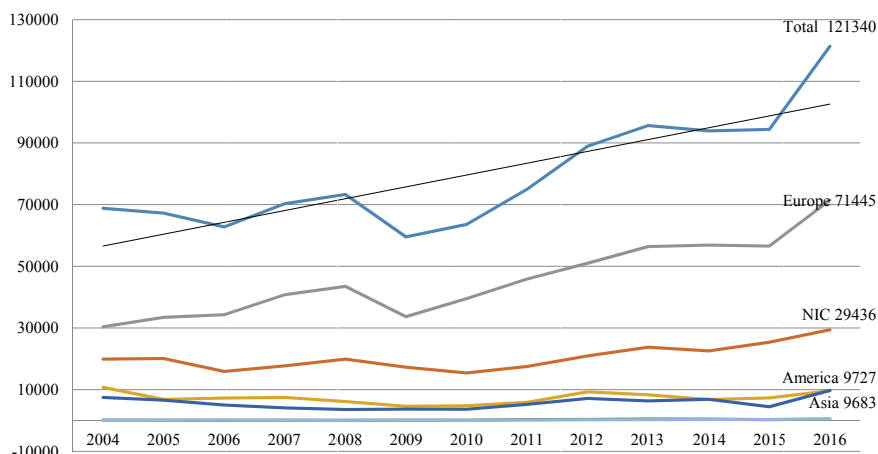
Source: National Bureau of Statistics⁷

The tourist load per 1000 inhabitants of Moldova is 40 times less than the world average, 43 times lower than in Russia and about 20 times lower than in Romania.⁸

⁷ Available online: <http://www.statistica.md/newsview.php?l=ro&idc=168&id=5914&parent=0> (accessed on December 18, 2018).

⁸ I.Crotenco, T. Chirilă, *The National Tourism of Moldova in Modern Conditions*, Irim, 2012.

Graph 3. Number of tourists who visited the collective structures for the reception of tourists in Moldova with the functions of accommodation in the directions of arrival in the period 2007-2016



Source: Statistical Databank of Moldova⁹

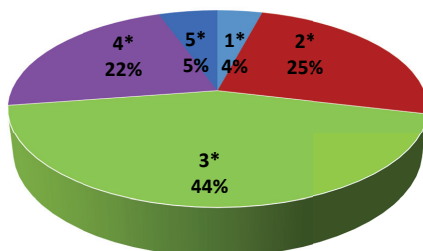
Tourist infrastructure

Weak development of tourism and the general infrastructure of the country (especially its transport component) directly affects the slowdown in the development of tourism. The condition of roads, railway networks, airports, water infrastructure requires restoration and modernization. The main flow of foreign tourists comes through Chisinau international airport. In 2017, the international airport served 1.6 million passengers, which is 44.6 per cent more than in 2016. The share of Moldovan companies (Air Moldova and Fly One) in the total volume of passenger traffic was 59.8 per cent (8.7 per cent more than in 2016), the share of foreign companies – 40.2 per cent.

Regarding the structures of collective accommodation, in particular hotels, there is a tendency to increase the number of hotels with fewer rooms, the so-called mini-hotels. The largest growth in the consumer segment of hotels with 2 and 3 stars (graph 4).

⁹ Available online: http://statbank.statistica.md/pxweb/pxweb/ro/40%20Statistica%20economica/40%20Statistica%20economica__11%20TUR__TUR020/TUR020400.px/?rxid=b2ff27d7-0b96-43c9-934b-42e1a29a774 (accessed December 18, 2018).

Graph 4. Structure of the hotel market in Moldova according to the categories (percentage of the total number of hotels).



Source: National Bureau of Statistics¹⁰

While average Indices of use of the existing capacity of tourists are equal to 18 – 22 per cent (table 2), this indicator relatively to the small hotels for the Chisinau municipality reaches up to 60 per cent.¹¹ The movement of Moldovans within the country for the purpose of tourism was organized by tourism agencies in the municipality of Chisinau at the level of 45.8 per cent of the total number of tourists, RR Center – 27.2 per cent and RR South – 24.1 per cent, ATU Gagauzia – 2.9 per cent.

Table 2. Indices of use of the current capacity of tourists (net) for accommodation facilities

Accommodation facilities	2008	2009	2010	2011	2012	2013	2014	2015
Hotels and motels	22.5	15.0	16.4	14.9	15.8	17.3	18.2	18.5
Tourist and agro-tourist pensions	29.5	15.0	16.4	14.9	15.8	17.3	18.2	18.5
Hostels for visitors	58.9	54.6	50.5	53.9	53.5	52.0	50.6	54.9
Recreation centers and structures	80.3	65.8	60.8	64.6	66.8	67.8	70.2	71.7
Recreation camps and other recreation structures	12.7	15.7	6.2	8.3	14.7	16.0	18.5	14.9
Children's camps	70.3	53.5	47.5	45.4	35.7	46.9	54.8	55.5
Total	46.7	36.8	32.7	32.2	30.7	34.0	35.5	35.6

Source: National Bureau of Statistics

¹⁰ Available online: <http://www.statistica.md/newsview.php?l=ru&idc=168&id=5914> (accessed on December 18, 2018).

¹¹ O. Hodova. Mini fashion, *Business Class*, 2011.

In 2017, 337.2 thousand tourists, including 43 per cent of foreign tourists and 57 per cent of Moldovan tourists, visited the collective structures for the reception of tourists with accommodation functions.¹² In comparison with 2016, the number of tourists visiting collective structures for the reception of tourists with accommodation functions (+10.1 per cent) increased as a result of their increase in hostels for visitors (+16.4 per cent), hotels and motels (+14.4 per cent), recreation structures (+12.7 per cent), children's camps (+7.9 per cent). At the same time, the number of tourists in health structures decreased (-4.5 per cent). Largest index of capacity observed in the property – the “Recreation centers and structures” – more than 70 per cent. This fact indicates the popularity of visiting the health resort facilities in Moldova.

Trends in tourism development in ATU Gagauzia

Assessment of key tourism resources in the region

The tourism industry of ATU Gagauzia is characterized by poor development, the reasons for which lie in the scarce tourist resources of the region, the development of which is not given due attention.

Natural-climatic resources

Relief resources are represented by plains located in the historical region – Budzhak, which is almost completely transformed into agricultural landscapes (vineyards, grain crops, and pastures). Land development is extremely high – more than 80 per cent, of which 58 per cent is arable land (403 thousand hectares) and 10 per cent – orchards and vineyards (69 thousand hectares).¹³ By the methodology of evaluation of the tourist potential of the relief of the whole territory, ATU Gagauzia gets 1 point out of a maximum of 4 points, and only a few areas with slopes dissected by gullies get 2 points. The category of protected natural areas include portions of the steppe near the village of Buceak and Dezghinja, where some species of medicinal plants are also protected.¹⁴

Climatic recreational and tourist resources of the territory create favorable conditions for recreation and tourism development. The main climatic indicators are as

¹² “Attendance of establishments of collective touristic accommodation in 2017,” National Bureau Statistics, 2018. Available online: <http://www.statistica.md/newsview.php?l=ru&idc=168&id=5914> (accessed on December 18, 2018).

¹³ “South,” Moldovenii, 2011. Available online: <http://m.moldovenii.md/ru/section/315> (accessed on December 18, 2018).

¹⁴ “Socio-economic analysis of ATU Gagauzia,” Viitorul. 2016. Available online: http://www.adrgagauzia.md/public/files/analiz_regiona.pdf (accessed on December 18, 2018).

follows: the duration of sunshine is about 2150 hours per year, including more than 100 hours in March – October and about 300–320 hours in June, July, and August.¹⁵ Annual air temperature, low clouds, especially in the summer months, rainfall and wind frequency, also create favorable conditions for recreation and tourism.

Hydrological resources are represented by a relatively large number of lakes, some of which have conditions for swimming, fishing, hunting, water sports, but are not equipped as necessary. Hunting and fishing potential of the region is scarce, so the development of these types of tourism activities are limited.

Cultural heritage

Attractions, heritage sites, and cultural resources are represented by museums, monuments, galleries, historic sites, cultural events, etc. Totally about 40 monuments and 9 museums were registered in the ATU Gagauzia (table 2), among which 8 are local-history with regional status – Comrat's regional history Museum (mun. Comrat), with the status of the national museum – national historical and ethnographic Museum under the name of D. Kara Choban (the village of Besalma) and the Museum of Kirsovo village under the name of I. Bass (Kirsovo), historical and ethnographic museums (Ceadir-Lunga, Atolia, Gaidar, Avdarma, Vulcanesti, Besghioz, Cesmakuu) – where there are more than 80 thousand units of museum exhibits.

Unfortunately, the attendance of museums is extremely low: even the most visited Comrat regional Museum of local history has about 6 thousand visitors per year, and the average number of visitors per day is about 80 people per 11 museums of ATU Gagauzia (about 8 people per day per one museum). In total, 27 cultural institutions are registered in the autonomy.

Table 3. Activity of the museums of ATU Gagauzia (number of exhibits of the main museum fund and number of visitors)

Indicators	2011	2012	2013	2014	2015	2016
Museum exhibits of fixed assets, units	72 879	74 676	76 828	79 300	81 635	83 872
Number of visitors, persons	22 914	25 159	22 017	23 686	20 750	22 766
Number of employees, persons	40	42	41	41	42	40

Source: National Bureau of Statistics of the Republic of Moldova/statistical data Bank¹⁶

¹⁵ T.D. Dudoglo, Natural and climatic features of the regions of the Republic of Moldova and their impact on the productivity of land resources. Buletinul științific al universității de stat «Bogdan Petriceicu Hasdeu» din Cahul No. 1 (11), 2014.

¹⁶ Available online: <http://statbank.statistica.md/> (accessed on December 18, 2018).

The Gagauz national theatre under the name of D. Tanasoglo in Chadyr-Lunga is also of interest (the world's only Gagauz theatre), an Art gallery, a windmill in the village of Besalma, the Museum of carpet weaving in the village of Gaidar, Nogai spring "Tatars Cesmesi." The only horse farm in Moldova for the cultivation of breeding horses "At-Proline" in the city of Chadyr-Lunga, has become a popular venue for equestrian sports competitions "ALTIN-AT" and the national annual festival "Hederlez," the inclusion of which in the UNESCO list was supported by the Ministry of the culture of Moldova.

Historical resources are represented by several archaeological sites of the Mesolithic and Neolithic, archaeological excavations "Karasuô in the village of Kongaz, anthropomorphic and zoomorphic objects, etc. Among the historical monuments, stands out "Lower Trajan Wall," since the conquest of Dacia by the Romans (third – fourth century), which extends from the village of Vadul Lui Isak on the Prut to the lake-estuary Sasyk (Kunduk) in Ukraine, with a length of 126 km.¹⁷

Religious tourist resources are represented by about 30 Orthodox churches, 2 Orthodox monasteries of "St. Dmitry" in the city of Chadyr-Lunga, open and "Iver icon of the Virgin Mother" in Comrat, as well as churches and prayer houses of other Christian confessions. The oldest churches in Gagauzia are the Church of St. George in Kazaklia (1740) and the Cathedral of St. John the Baptist in Comrat (1856). Most of the 13 churches built in the nineteenth century are included in the state register of the Republic of Moldova.

Folk crafts and fields

Folk arts and crafts – are an integral part of the culture of the ATU Gagauzia, which is also an area of folk art. Preservation, revival, and development of folk arts and crafts are an important task for the ATU Gagauzia.¹⁸

Ethnographic tourism potential occupies a special place in our country and in Gagauzia. It represents cultural heritage, material and spiritual, customs and traditions, crafts, national costumes, games, songs, architecture, traditional cuisine, folk, and artistic crafts and fields, etc. There are several ensembles of folk music and dance.

¹⁷ V. Stepanov, "Revistei de Etnologie și Culturologie," Academia de Științe a Moldovei, 2007.

¹⁸ The law of ATU Gagauzia on folk arts and crafts, Comrat, December 11, 2007.

Fig. 1. Susaki



Ethnographic tourist resources are prerequisites for the development of rural tourism, which is represented by 5 ethnic-courtyards at the restaurant “Favorite” in the village of Kongaz, with the possibility of accommodation of tourists in small houses in the Gagauz style and decoration of Gagauz, as well as Ethno-estate of P. Petkovich in the village of Joltay, Carpet Museum in the village of Gaidar. There are also fairs, festivals (“Hederlez,” Gagauz songs, wine day, etc.), art exhibitions, folk festivals, sporting events, both nationally and internationally, which attract tourists. An important contribution to the development of tourism was the development of 3 tourist routes/destinations: “ethnocultural way,” “wine way” and “orthodox way.”¹⁹

Hotel services

Data of the number of collective structures for the reception of tourists with the functions of accommodation, travel agencies and tour operators as of 31.12.2017, as well as the number of rooms and beds indicate a very low level of development of hotel services in the autonomy: the number of beds in hotels and similar structures was 111, health structures – 19 places and children’s camps 1325 places (table 4).

¹⁹ More information in Annex 5.

Table 4. Capacity of collective structures for tourist reception with functions of accommodation in ATU Gagauzia

	Number of travel agencies and tour operators	The number of collective structures for tourist reception with functions of accommodation	Number of rooms in collective structures for the reception of tourists with accommodation functions	The number of bed-places in collective structures for tourist reception with functions of accommodation
Republic of Moldova – total	463	268	8 211	25 991
<i>including:</i>				
Mun. Chisinau	380	122	4 278	9 757
Northern Region	36	51	1 100	4 640
Central Region	29	58	1 956	7 880
Southern Region	15	23	659	2 259
ATU Gagauzia	5	15	218	1 455
<i>including:</i>				
Hotels and similar structures	58			111
Recreation structures	11			19
Children's camps	149			1 325

Source: National Bureau of Statistics²⁰

Fig. 2. Hotel rooms in Hotel Caral



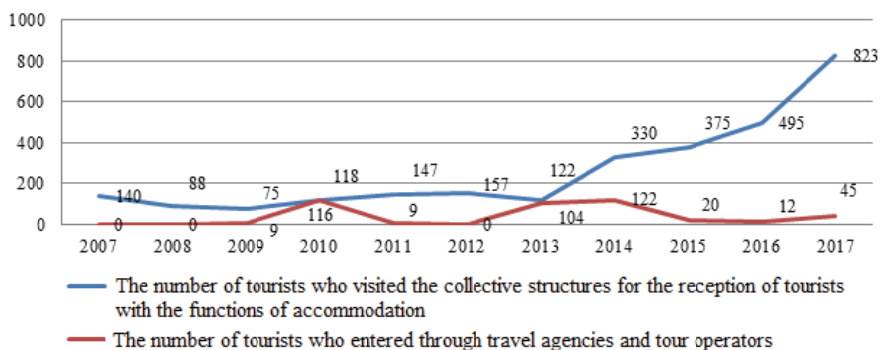
²⁰ Available online: <http://www.statistica.md/index.php?l=en> (accessed on December 18, 2018).

The number of tourists who visited the collective structures for the reception of tourists with accommodation functions through travel agencies and tour operators in 2017 amounted to 823 people. The average stay is 7.4 days, which indicates the category of tourists coming for the purpose of so-called “professional activities.”

The capacity of collective structures for the reception of tourists with accommodation functions in ATU Gagauzia (including hotels, hostels, sanatorium complexes, etc.) and the quality of their services illustrate the low potential. In the case of large-scale events (exhibitions, forums, festivals) to take a large number of tourists is not possible (in the ATU Gagauzia only 111 hotel places).

Extremely low indicators of the number of tourists who visited the collective structures for the reception of tourists with the functions of accommodation and the number of tourists who entered through travel agencies and tour operators in the ATU Gagauzia are the result of an insufficient number of services for excursion support, translation, booking of hotel places, rental of transport and weak marketing activities and promotion of others.

Graph 5. Number of tourists who visited the collective structures for the reception of tourists with the functions of accommodation and the number of tourists who entered through travel agencies and tour operators in the ATU Gagauzia



Source: Statistical Databank²¹

It is necessary to develop the processes of network interaction of tourism agents, promoting the ideas of Association and development of tourism infrastructure by creating Regional Tour-Info (RTI). This will increase the level of cooperation

²¹ Available online: <http://statbank.statistica.md> (accessed on December 18, 2018).

between economic agents, local authorities, public institutions and civil society for the qualitative promotion and development of tourism in the ATU Gagauzia. The situation with the training of professional specialists in the field of tourism in the educational structures of the region, as well as the conduct of specialized training courses, requires improvement. This will give impetus to the growth of the number of enterprises promoting and serving the tourism sector.

Gastronomic infrastructure

The identity of the Gagauz cuisine has absorbed the features of nomadic life and the elements of the food places of settlement. Dishes from dried meat, milk, vegetables, cheese and cottage cheese, flour dishes acquire unique taste thanks to methods of preparation – languor, roasting, baking. Guests are treated to delicious kavarma and kaurma(the roasted lamb), stuffed and pickled vegetables, gozleme, manja(sauce), Kurban and many other traditional dishes.²²

Fig. 3 Dishes of national Gagauz cousine



The gastronomic infrastructure includes 50 enterprises providing public catering services, most of which are located in mun. Comrat. Gagauz national cuisine is represented in 14 of them.

²² Available online: <http://kultura-ge.md/index.php?do=cat&category=nacionalnaya-kuhnya> (accessed on December 18, 2018).

The potential of tourism development in ATU Gagauzia

Tourist infrastructure

The infrastructure of the tourism industry includes a set of enterprises, authorities, and institutions, whose activities are aimed at meeting the needs of tourists in health or recreation, as well as ways of communication, transport, information centers and tourist accommodation facilities. In the ATU Gagauzia, there is a relatively well-developed transport infrastructure, the main mode of transport – road. The lack of an airport and air transport has a negative impact on the development of tourism in the region.

Infrastructure for the accommodation of tourists is represented by 9 hotel complexes, presented in Annex 3. In several villages, the reception of guests is carried out by households that provide services that are not covered by license documents, have not received special training in the field of hospitality. Existing branches of travel agencies focus on the services of ticket sales and outbound tourism, not paying due attention to the promotion of outbound tourism.

Fig. 4. The day of wine



Information services

Main Department of culture and tourism (MDC&T) is the only specialized central public authority, carrying out state policy in the field of culture, art, publication, polygraphy, book trade, cinematography, and tourism. The activities of the Department are aimed at fulfilling the tasks in the field of cultural policy, preservation, and protection of national cultural heritage, support and development of the creative potential of cultural institutions, promotion of dialogue with other cultures, development of regional tourism.

On the management website- <http://kultura-ge.md/> information on cultural sites and festival activities of the autonomy is posted, but the site is not structured and is not aimed at attracting tourists and interacting with it.

Directions of tourism development

Numerous cultural events are the best way to convey the uniqueness of the region, which is the basis of event tourism. Various festivals are held annually, including:

- Wine festival “Gagauz sarabin yortusu” is held annually in the Central square of the capital of autonomy mun. Comrat.
- The international ethnic music competition «Buceak sesleri» (Voices of Buceak) is carried out in Gagauzia every year.
- National holiday “Hederlezi” is held on May 6. It symbolizes the renewal of nature, the victory of summer over winter, the beginning of a new economic year.
- The carpet festival “Gagauz kilimneri” is traditionally held every year on August 28, in the Gagauz village of Gaidar.
- Festival of national costume “Gagauz gergefi,” will be held for the second time in Vulcanesti.

The authorities of Gagauzia pay special attention to the development of *rural tourism*, this contributes to a certain rural life, as well as the hospitality of local residents. In rural areas of Gagauzia, tourists have the opportunity to engage in cattle breeding, poultry farming, horticulture, winemaking, beekeeping. Other activities include fishing, hunting, horse riding, and hiking. For the development of these activities, it is necessary to build and equip road infrastructure facilities.

Fig. 5. National costume festival



Increasing attention to a healthy lifestyle leads to the growing popularity of alternative leisure activities focused on active pastime. The world tourism organization refers to this kind of tourism – adventure, extreme and ecotourism. These types of tourism also deserve special attention for development in the region.

Gastronomic tourism is especially popular among both foreign and domestic tourists. Culinary diversity is represented by a mixture of different culinary traditions and dishes of Moldavian, Bulgarian and Gagauz cuisines. The basis for the development of gastronomic tourism in the autonomy is grape-wine tourism, which is a combination of gastronomic, ecological, rural and event tourism.

This type of tourism carries an important motivational component that combines active actions in the grape-wine enterprises, combining the pleasure of tasting wine products with the opportunity to get acquainted with local customs, rural lifestyle and cultural activities. Thus, taking into account the presence of historical and cultural sites and the natural and recreational potential of the ATU of Gagauzia, it is possible to combine several types of tourism and create combined tours.

The development potential of viticulture and viniculture tourism (VVT)

Overview of the Moldovan wine-making sector

Dynamics of wine production

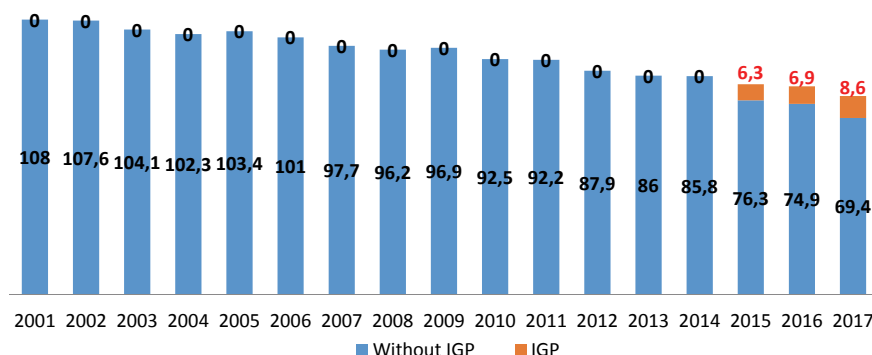
The Republic of Moldova has the highest planted vineyards density in the world and ranked 19th among the countries that produce wine. The area of vineyards for wine grapes is 78,000 hectares (3rd place in the Black Sea basin). In total, there are 52,000 winemakers (farmers), 980 enterprises operating in the VVT sector, including nurseries, wineries, agricultural enterprises and cooperatives, engineering companies, packaging and service enterprises, 6 educational institutions, technology transfer, and research centers.

This industry generates about 150,000 jobs, i.e. every 4th able-bodied citizen is directly or indirectly involved in winemaking. For the last 15 years, about 600 million US dollars have been invested in the development of 30 thousand hectares of vineyards. 24 wineries and 5 specialized agencies in wine tourism are actively involved in viniculture tourism. Compared to 2016, there was an increase in the number of tourists visiting wineries by 31 per cent (175 thousand people), of which local residents are 64 per cent, foreigners – 36 per cent, whose stay in the country is 3.2 people/day and the amount of expenses is of 28.5 EUR/day. Thus, VVT generates

about 7 million euros per year.²³ The industry forms 3 per cent of Moldova's GDP and makes up about 12 per cent of exports.

The vineyards of the Republic of Moldova are on the same latitude as the famous winemaking regions of Europe, whose unique terroir contributes to the production of quality wines. According to the area of vineyards, the Republic of Moldova takes the 6th place in Europe, vineyards occupy 4 per cent of the country's territory and 7 per cent of the agricultural land area. Grape plantations occupy 140 thousand hectares, including 30 thousand hectares of young stands.

Graph 6. The potential for the production of wines with Indicazione Geografica Protetta (IGP), ha



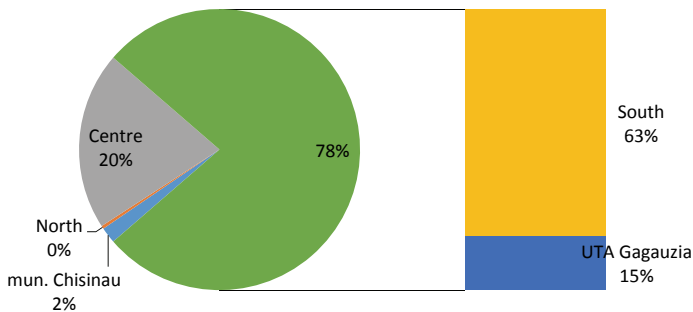
Source: National Bureau of Wine and Grapes (NBWG)²⁴

Graph 6 shows the area of vineyards in the farms of commodity production, with the exception of the areas located near the house and occupied and occupied by table grape. 8,600 hectares of land is registered under the sign with a protected geographical indication – IGP (Indicazione Geografica Protetta). The volume of grape processing by regions of the Republic of Moldova, presented in Graph 7, indicates a large part of grapes grown in the Southern development regions of the and ATU Gagauzia – 78 per cent of the total (63 per cent and 15 per cent, respectively).

²³ More information on <http://winesofmoldova.com/> (accessed on December 18, 2018).

²⁴ Available online: <http://winesofmoldova.com/> (accessed on December 18, 2018).

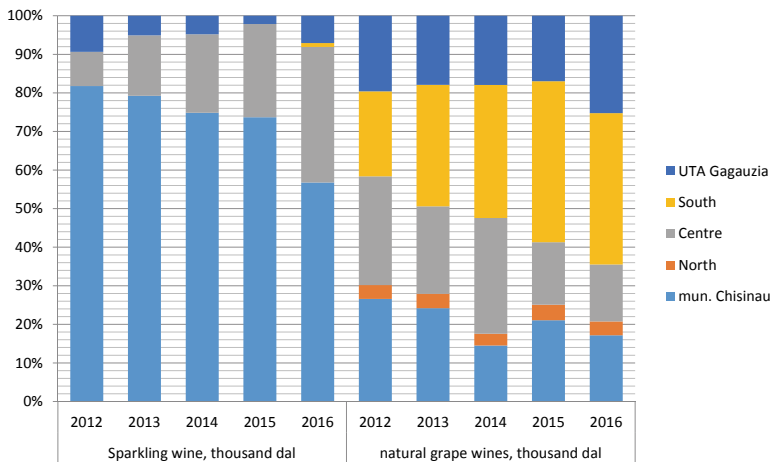
Graph 7. Grape processing by Development Region of the Republic of Moldova, 2017



Source: National Bureau of Wine and Grapes (NBWG)²⁵

The production volumes of natural wines by development regions illustrate the growing share of the ATU Gagauzia. This information confirms a certain potential and significance of the development of viticulture and wine tourism in the southern region as a whole and specifically in ATU Gagauzia.

Graph 8. Production of natural wines by development regions, thousand dal



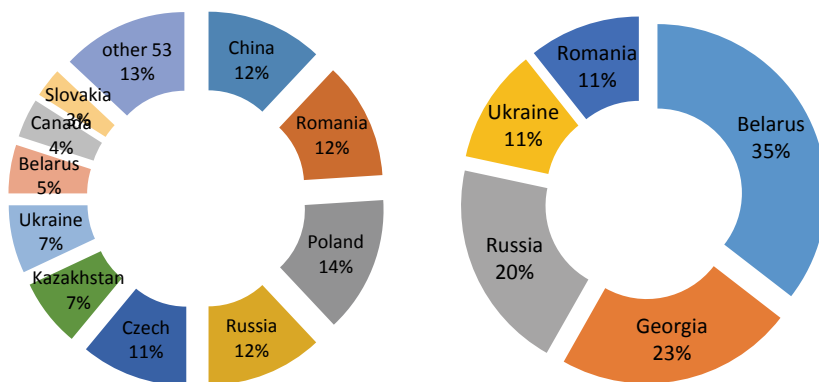
Source: National Bureau of Wine and Grapes (NBWG)²⁶

²⁵ Ibid.

²⁶ Ibid.

In 2017, the volume of wine production amounted to 18 million dals, and the export volume exceeded 128 million US dollars. The diversification of markets for Moldovan wines is growing along with their popularity. According to the National Bureau of Wine and Grapes, the volume of bottled wine was 54,208,396 bottles. Figure 13 shows the TOP 10 export directions for bottled wine and bulk wine.

Graph 9. TOP 10 export directions of bottled and bulk wine



Source: National Bureau of Wine and Grapes (NBWG)²⁷

Regions of the Republic of Moldova with a protected geographical indication – IGP

There are 95 cultivated varieties of grape in the Republic of Moldova, of which the ratio of red and white is 55:45. International grape varieties are 85 per cent, varieties of the Black Sea basin are 10 per cent, autochthonous varieties and selection of new varieties are 5 per cent. Of the 35 wine grapes, the authenticity of the product is provided by local varieties (Feteasca Albe (24 per cent), Feteasca Regale (28 per cent), Feteasca Neagra (33 per cent), Rara Neagra (1.5 per cent), Viorica) of grapes growing at 10% from all areas.²⁸ There are also varieties that are little known to producers but are widely distributed among the rural people – Plavay, Negrou de Causeni, Kopchak, Roshioara.²⁹

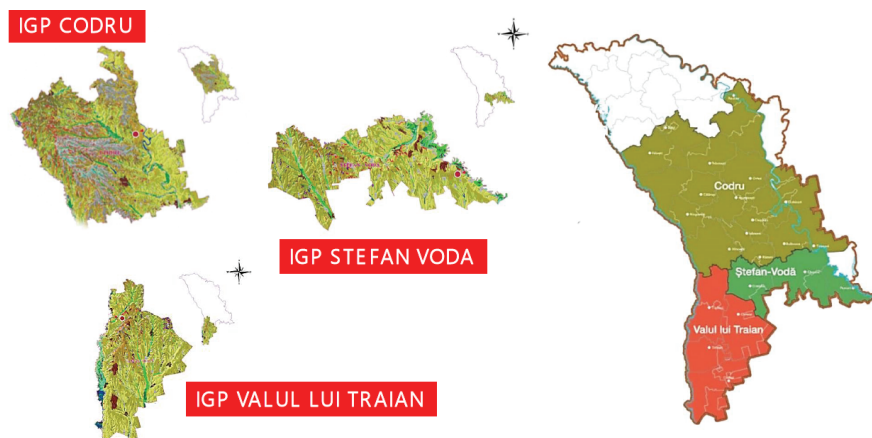
²⁷ Ibid.

²⁸ “Moldova wine in numbers,” NOI MD, 2018. Available online: https://noi.md/ru/news_id/239697 (accessed on December 18, 2018)

²⁹ “Moldova: New trend of wines from local varieties,” VinMoldova. Available online: <http://vinmoldova.md/index.php?mod=content&id=3295> (accessed on December 18, 2018).

Moldova is divided into 4 regions with a protected geographical indication (IGP) (Graph 10): Codru (45 per cent) covers 35,100 hectares, Valul lui Traian (39 per cent) – 30,420 hectares, Ștefan Vodă (16 per cent) – 12,480 hectares. IGP is a kind of quality mark, which came to Moldova from Italy to protect products whose origin is directly related to the territory of origin. To obtain IGP, it is sufficient that at least one of the stages of raw material processing be associated with a specific locality.³⁰ Since May 7, 2017, wines are classified as follows: wines with a protected place of origin (DOP), then a lower level – wines with a protected geographical indication (IGP), then wines with the name of a grape variety.

Fig. 6. Viticulture and viniculture zones of the Republic of Moldova specialized on production of wines with a protected geographical indication



Source: National Bureau of Wine and Grapes (NBWG)³¹

Wine plantations are divided into four regions with a protected geographical indication, registered by the European Union: the region “Codru” (the center of the country is white wines), “Ștefan Vodă” (southeast, red varietal and blending wines), “Valul lui Traian” (south-west, liqueur and red wines), “Divin” (the entire geographical territory is brandy, aged in oak casks).

³⁰ “What do IGT, DOP, IGP, DOC, DOCG, STG product categories mean,” Italy4.me. Available online: <http://italy4.me/cucina-italiana/kategorii-igt-dop-igp-doc-docg-stg.html> (accessed on December 18, 2018).

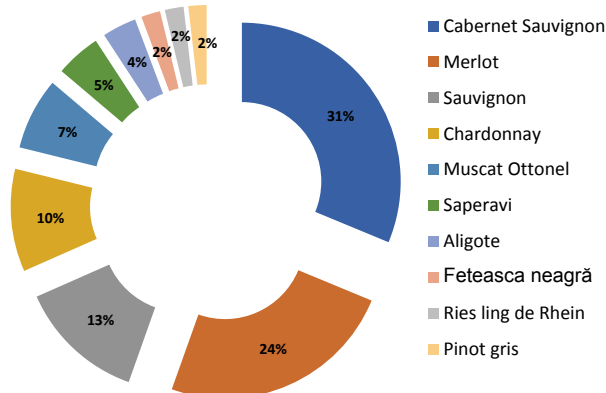
³¹ Available online: <http://winesofmoldova.com/> (accessed on December 18, 2018).

The region with a protected geographical indication “Valul lui Traian”

The vineyard and winemaking zone for the production of wines with the geographically protected name “Valul lui Traian” includes Leova, Cantemir, Cahul, Taraclia, Comrat, Ceadir-Lunga, and Vulcanesti districts. The region is named after the ancient historical monument – Trajan’s Wall, built in the period of late antiquity. The first mention appears in 1489. The geographically delimited area “Valul lui Traian” consists of three subzones:

- Tigic hill – fragmented terrain with a maximum height of 300m. The composition of the soil is alloyed chernozem and gray soil;
- Prut terraces – terraces with a maximum height of 220m. The soil composition is ash and leached chernozem;
- Bugeac steppe – a combination of valleys and ravines, low-flow rivers. The soil composition is black soil with moderate humus content, carbonate black soil and saline soils.
- The top 10 grape varieties of the Valul lui Traian zone with IGP are presented in Figure 15 of which: white and pink varieties are 39 per cent, and red is 61 per cent.

Graph 10. Popular grape varieties



Source: National Bureau of Wine and Grapes (NBWG)³²

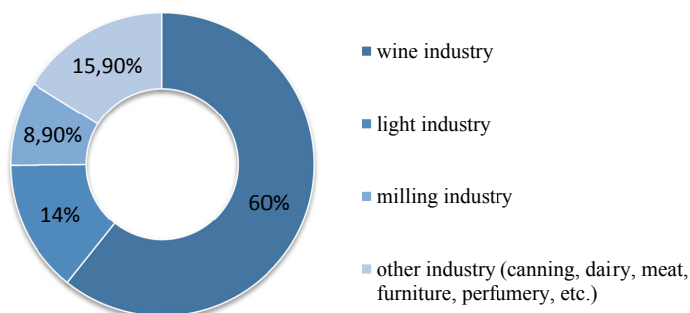
³² Available online: <http://winesofmoldova.com/> (accessed on December 18, 2018).

The color of red wines is more intense than in other areas: from pomegranate to cherry; rich taste, thanks to high extract content. White wines are exquisite and lively, with an elegant bouquet and fresh fruity notes. Liquor wines have a rich taste, which with intensive ripening is complemented by hints of caramel, chocolate, and sweet spices. The color of liqueur wines becomes amber (in white wines) and ruby-pomegranate (in red wines).³³

Wine-making sector of ATU Gagauzia

Winemaking in ATU Gagauzia is a strategic industry. The share of wine-making in the total industrial production of ATU Gagauzia is 60 per cent. Such a concentration of this type of production is not observed in other developing regions of the Republic of Moldova.

Graph 11. Structure of industrial products in the ATU Gagauzia on 01.01.2016



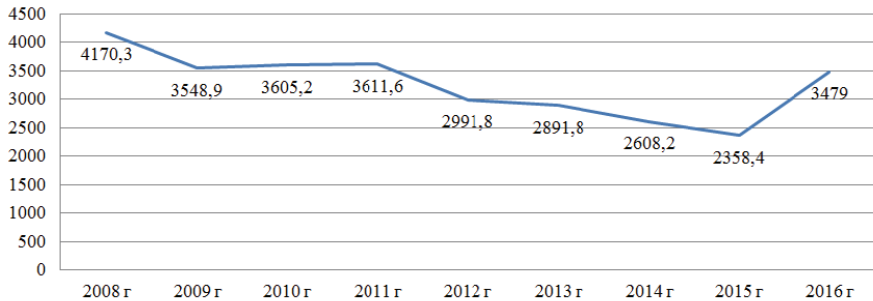
Source: General Directorate of Economic Development of ATU Gagauzia³⁴

The dynamics of the production of wine in the ATU Gagauzia illustrates a slight decline until 2015 and then we can see an upturn in 2016.

³³ More information on: <https://wine-and-spirits.md/vina-iz-regiona-s-zashhishhennym-geograficheskim-ukazaniem-valul-lui-traian/> (accessed on December 18, 2018).

³⁴ Available online: <https://investgagauzia.md/en/> (accessed on December 18, 2018).

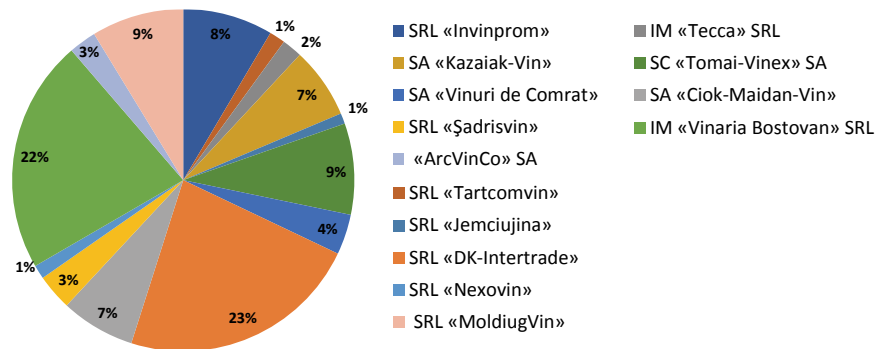
Graph 12. Dynamics of production of wine products in the ATU Gagauzia



Source: General Directorate of Economic Development of ATU Gagauzia³⁵

The wine-making potential is represented by 16 wine-making enterprises, 14 of which are members of the GAGAUZYA-VIN Winemakers Association. 9 companies have tasting rooms. However, not all of them are ready to accept tourists and develop wine tourism. Two large enterprises: Vinaria Bostovan DK-INTERTRADE SRL have the largest market share in total sales income (45 per cent).

Graph 13. The market share of enterprises in the total income from the sale of wine products in ATU Gagauzia in percentage



Source: General Directorate of Economic Development of ATU Gagauzia³⁶

³⁵ Ibid.

³⁶ Ibid.

Wineries of autonomy produce ordinary wines, dessert wines, sparkling wines, as well as strong alcoholic beverages. The production of wine and wine materials is about 3.5 million dals. In 2007–2015, the share of the ATU Gagauzia in the total volume of wine production in the Republic of Moldova was between 19 per cent and 24 per cent. Products are exported to many countries: Russian Federation, Poland, Ukraine, Georgia, Latvia, Slovakia, Romania, Belarus, Czech Republic, Kazakhstan, China and other countries of the near and far abroad.

Potential development of wine tourism in the ATU Gagauzia

Viticulture and viniculture tourism (VVT) is a motivational form of tourism, in order to visit wine-making enterprises and wine-making areas to combine the pleasure of tasting wine products with the opportunity to become familiar with local customs, rural lifestyle and cultural events.

The program “Wine Road in Moldova,”³⁷ approved in 2004, marked the beginning of the promotion of the country’s image on the basis of wine and viticulture (VVT) tourism. This type of tourism is recognized as “anchor” for the development of inbound and domestic tourism. This was facilitated by a comprehensive program to promote Moldova as a wine-tourist destination, including an online campaign, participation in specialized fairs and exhibitions, the organization of thematic events and study visits, etc.³⁸

The participation of Moldova in the EU project to promote the Black Sea Wine Tourism Network³⁹ has given a serious impetus to the development of winemaking. The trend of increasing interest in Moldova is noticeable in the growth of the number of organized tourist groups arriving to get acquainted with local wines, cuisine, and national traditions.

The largest increase in the number of foreign tourist arrivals within the VVT is observed in the fall when the Wine Festival is held (in Chisinau and Comrat), as well as at the end of winter when the ExpoVin Moldova exhibition is held. The rest of the time is a reserve for organizing events that can be visited by domestic tourists and guests from near abroad.

Of course, the wine-making enterprises of the ATU Gagauzia cannot compete with the large enterprises with well-known vineries of the international level: Cricova, Purcari, Milestii, and Mici. Recently they are gaining popularity by the representatives of micro vine-making: Novac, Kara Gani. A small number of tourist sites of Gagauzia are included in the tourist turnover of Moldova. Of the 20 official tourist routes approved by the Tourism Authority, only one route of “Through Gagauzia

³⁷ Regulation No. 554 on approval of the National Tourism Program – Wine Road in Moldova, Official Monitor No. 88 – 90 of May 24, 2004.

³⁸ More about wine tours in Moldova on: <http://www.businessclass.md/>

³⁹ Available online: <http://blackseatourism.net/new/moldova/> (accessed on December 18, 2018).

and Buceak” passes through the territory of the ATU Gagauzia. This route includes enterprises: “Gold-Vin” in Vulcănești, a winery in Taraclia, a plant in the village of Korten, Kazayak-Vin in p. Cazaclia, SRL “JEMCIUJINA” in Ceadir-Lunga and enterprises in Tvardița (Taraclia district), enterprise “LW-Invest” in Basarabeasca. There are several other wineries of the autonomy that are included in the tourist routes of the ATU Gagauzia: SA “Vinuri de Comrat” (Comrat), TOMAI-VINEX SA (p. Tomai), “C.G.L.-PRIM” SRL” (Vulcănești).

Wine-making tourism potential, which attracts tourists and local consumers, includes 16 wine-making enterprises: VINURI DE COMRAT, J.V. KAZAYAK-VIN S.A., “C.G.L.-PRIM” SRL (KaraGani), TOMAI-VINEX SA, LLC Nexovin, SA “CIOC-MAIDAN-VIN, SC “MOLDIUGVIN” SRL, “VINARIA BOSTAVAN” SRL, TARTCOMVIN SRL, Aurnekvin JSC, “SARDRISVIN” SRL, LLC Zhemchuzhina, ICS “DK INTERTRADE” SRL, LLC Tekka, LLC Invinprom, LLC Gevländri.

Of these, 14 members of the Association of Winemakers “Gagauzya-Vin,” currently only 3 enterprises have restored tasting rooms and are interested in accepting tourists. It is these companies that can be included in the tourist wine routes of the ATU Gagauzia: VINURI DE COMRAT (m. Comrat), J.V. KAZAYAK-VIN S.A in s. Cazaclia; KaraGani (Vulcănești) at the first stage of implementation of the strategic plan. Recently created ethnocultural complex in the village of Gagauz called “Gagauz sofrasi” also has a winery (collection, vintage, table, and homemade wines). In 2018, KaraGani winery and Gagauz Sofrasi complex entered the top tourist places of Moldova.⁴⁰

Ecological potential plays a special role – vineyards planted on hillsides stop erosion and contribute to landscape conservation. The European Convention on Landscape Management and Planning has conducted a series of studies emphasizing the value of vineyards in environmental protection and positioning landscapes with vineyards as indicative of the promotion of ecotourism.

Factors contributing to the development of wine tourism in ATU Gagauzia:

- A special combination of climatic and soil conditions creates a favorable terroir for winemaking (for example, water deficiency favorably affects red grape varieties, long autumn contributes accumulating sugar in berries);
- High industry concentration of production and a wide assortment line of wine products (about 24 per cent of the total state production), as well as wide geography of exports, ensuring Gagauz wine recognition (about 90 per cent of wine products are exported to over 50 countries).
- Availability of development potential associated with viticulture and vinticulture tourism: rural, environmental, gastronomic and ethnographic.

⁴⁰ More information on: <http://osearaperfecta.protv.md/article/stiri/travel-bloggerita-elena-balatel-iti-sugereaza-cele-mai-spectaculoase---2312121.html> (accessed on December 18, 2018).

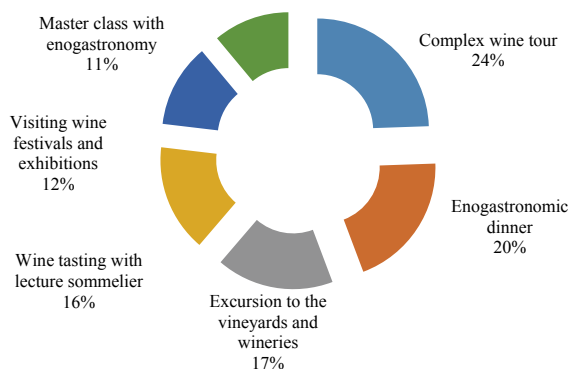
Market research review of wine-making tourism services

Viticulture and viniculture tourism (enotourism) is currently a promising and profitable direction for the development of rural tourism in rural areas. It includes not only learning the technology of growing grapes, wine production, but also learning the history, culture, and traditions of the region. In the EU policy, the development of enotourism plays an important role in the development of wine-makers services and employment growth in rural areas.

However, at present, the concept of a wine-gastronomic tour in Moldova, especially for the development of domestic tourism, is not yet so developed. Preferences and demand for this type of tourism services among segments of the population are not studied, which is the first step in the development of any tourism product. For the purpose of quality planning of the tour, it is necessary to consider the peculiarities of the behavior of the target audience of potential tourists flexibly to respond to changes in consumer tastes regarding the content of the most attractive and tradeable services.

In this respect, the study conducted among 740 men and women aged from 20 to 60 years living in the Odessa region⁴¹ is in interest. Respondents were offered to make a choice in various forms of wine-making tourism with a proposal to indicate

Graph 14. The results of the survey regarding content (VVT)



Source: V. Tomescu, "Wine Tourism: Current worldwide and local trends," Moldexpo, 2016.

⁴¹ M. Slabluk, Ya. Moskalenko, A. Myagkov, "Methodology for constructing a marketing study of the market of wine tourism services," Faculty of Wine Technology and Tourism Business, Odessa National Academy of Food Technologies, Ukraine. 2018.

the most attractive. The results of the survey regarding the substantive content of the viticulture and viniculture tour showed a greater demand for a comprehensive wine tour – 24 per cent of respondents, food and wine-tasting dinner – 20 per cent, visits to wine festivals and tasting with sommeliers – 17 per cent and 16 per cent, respectively.⁴²

Analysis of the tourist segments presented in the study revealed the following categories of main consumers of tours:⁴³

- 1st segment is represented by consumers who participated in tours earlier and who want to repeat them;
- 2nd segment is the most numerous is represented by consumers who have experience of spontaneous participation in wine tours, but who did not participate in well-organized events;
- 3rd segment is wine tourists who have no experience of participating in VVT tours, but who wish to participate in them. This segment is represented by people of different ages, mainly with higher education.

When forming a competitive tour, it is necessary to find out the most attractive price for the consumer. According to the study, most potential tourists prefer:

- inexpensive price offers (56 per cent),
- average price range (32 per cent),
- the elite level of services and prices (6 per cent),
- does not matter (5 per cent).

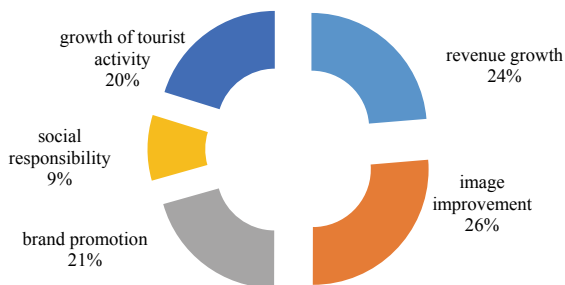
Consequently, the majority of consumers are oriented towards the middle and lower middle price segments and only about 10 per cent are ready for significant expenses. Therefore, for wineries, it is important to pay attention to the formation of the most attractive price of the tour and the tourist package for each segment of consumers. In general, according to Western studies, VVT can be a source of additional income for wineries – sales may increase up to 30 per cent.

A study among wineries actively developing VVT showed the greatest contribution of VVT to improving the image and brand promotion (both companies and the region), revenue growth and an overall rise in tourism activity are 24 per cent and 20 per cent, respectively.

⁴² Ibid.

⁴³ Ibid.

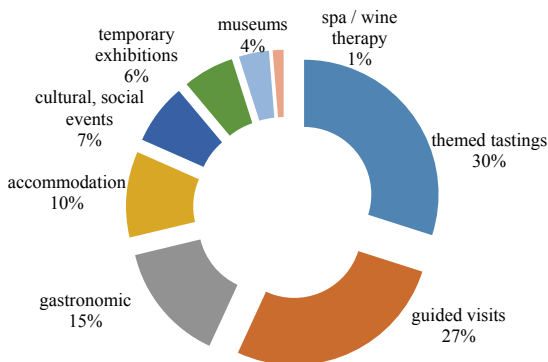
Graph 15. What is the biggest contribution tourism promotion makes to the development of your winery and local community?



V. Tomescu, "Wine Tourism: Current worldwide and local trends," Moldexpo, 2016.

Answers regarding the most popular services offered by wine-making enterprises were as follows: group 1 – thematic tastings and visits with a guide, group 2 – gastronomic tours with accommodation and social and cultural events, group 3 – visits to temporary exhibitions, museums, wine SPA therapy.

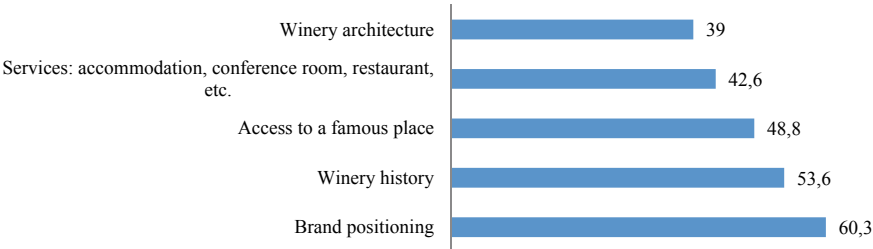
Graph 16. What kind of services do you provide to guests?



V. Tomescu, "Wine Tourism: Current worldwide and local trends," Moldexpo, 2016.

The most interesting are answers from enterprises that characterize the largest contribution and type of assets that affect the promotion of their services in the field of VVT. This is, first of all, brand awareness (more than 60 per cent of significance), history or legend of a winery (53.6 per cent), access to a known historical place or monument (48.8 per cent), availability of equipped conference rooms, accommodation and catering services (42.6 per cent) and, finally, the architecture of the winery (39 per cent).

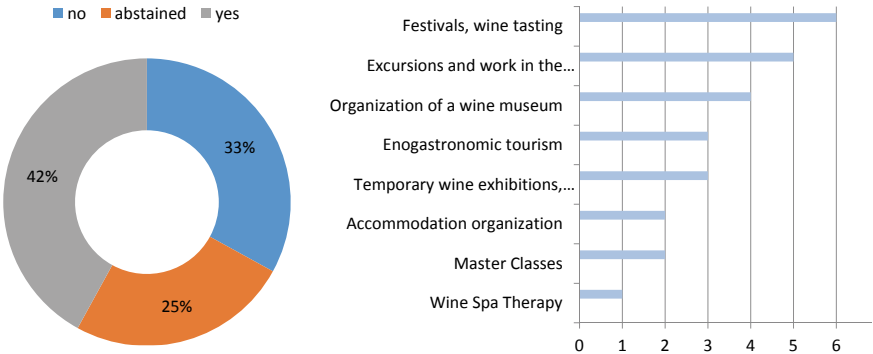
Graph 17. What kind of assets make the greatest contribution to the development of VVT



Source: V. Tomescu, “Wine Tourism: Current worldwide and local trends,” Moldexpo, 2016.

Interviews conducted with the wineries of the ATU Gagauzia showed a low level of interest in the development of viticulture and viniculture tourism – 33 per cent of respondents see no prospects for tourism development, 25 per cent refrained from answering (Graph 18 – on the left). Regarding the types of activities related to VVT, opinions were divided as follows (Graph 18 – on the right).

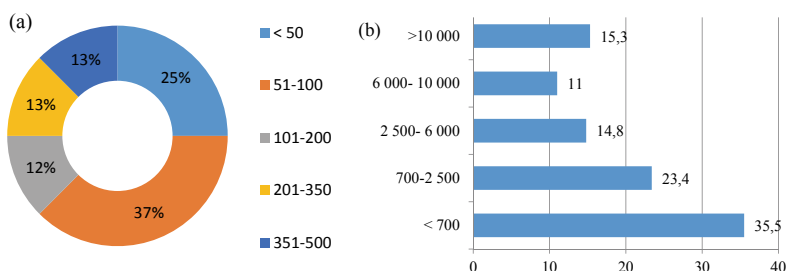
Graph 18. Interest of wineries to VVT in general and its varieties



Source: author’s research

According to winemakers, themed tasting events, festivals and tours of the vineyards are in high demand. Interest is the organization of the museum of wine, temporary wine exhibitions and the development of food and wine tourism. More than 70 per cent of enterprises that showed interest in the development of tourism need training in the field of hospitality, organizing tastings and festivals.

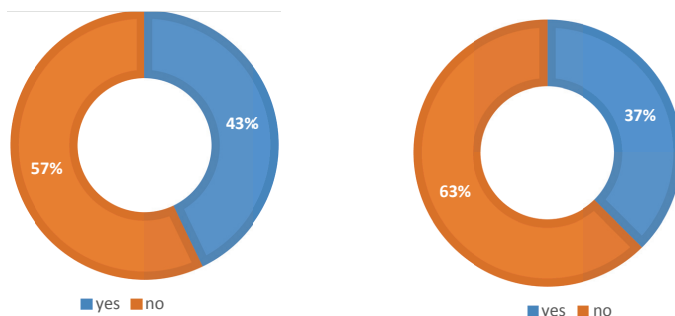
Graph 19. Average number of guests received per year at wineries in the ATU Gagauzia (a) and on average in the Republic of Moldova (b) in percentage



Source: author's research (a). V. Tomescu, "Wine Tourism: Current worldwide and local trends," Moldexpo, 2016 (b).

All companies noted the presence of driveways and parking spaces, most – the presence of tasting rooms (with the exception of SC "TOMAI – VINEX" SA. Only one interview participant noted the possibility of accommodating guests. The average number of guests per year at most enterprises (about 60 per cent) was up to 100 people. Whereas at the enterprises of the rest of the Republic of Moldova, 60 per cent of respondents noted the number of guests up to 2500 people.

Graph 20. Availability of trained personnel in the field of tourism: (a) assessment of catering establishments, (b) assessment of wineries



Source: author's research

The low level of this indicator is due to the lack of proper registration of visitors, and lack of due attention to the processes of hosting guests. It should be noted that the maximum number of guests (70 per cent) is visited by wineries and events connected with tasting during the summer period.

The presence of trained personnel in the field of tourism according to catering enterprises amounted to 43 per cent, the assessment of wineries was recorded at 37 per cent (Graph 20). These results correlate with the opinion of the majority of interviewed enterprises on the need for staff learning.

Only 40 per cent of enterprises cooperate with travel agencies located in the Chisinau. Most of the representatives of enterprises expressed a desire to participate in technical assistance programs and programs for financing development projects in the field of tourism.

SWOT analysis and problem identification

The analysis of the information presented above indicates an extremely low level of activity of tourist activity in the ATU Gagauzia, which is confirmed by:

- weak domestic and inbound tourism flows,
- a limited increase in the number of subjects of tourist activity,
- low level and lack of employment growth in this area,
- low level of profitability of existing entities,
- Inadequate quality of hospitality services.

This situation is the result of the following negative factors:

At the national level:

- the imperfection of the legal framework;
- slow rates of implementation of the state tourism development program.

At the level of autonomy:

- lack of policies to stimulate the development of existing and the creation of new tourist facilities;
- lack of a targeted program for the development of tourism infrastructure (especially roadside infrastructure);
- lack of an information campaign to promote the tourist attractiveness of the region, specialized centers and tour operators;
- low quality of tourist products and low level of attraction;
- weak differentiation of tourism products;
- lack of basic sanitary and hygienic conditions for guests.

The analysis of the development of the tourism industry in the ATU Gagauzia and, in particular, viticulture and viniculture tourism conducted by the working group is based on the analysis of statistical and research data at the national and regional levels. The following strengths and weaknesses, as well as threats and opportunities, were identified (Table 5).

Table 5. The SWOT analysis of the status of V&V tourism

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Widespread home-made winemaking based on age-old traditions • Availability of quality wines with international prizes • The presence of the holiday “Day of wine” and other regularly organized festivals • Holding contests and festivals “The best homemade wine” in the villages of autonomy • Availability of quality wines including IGP • Growth in medium and small-scale winemakers and wine tourism services • The presence of the Association of winemakers of ATU Gagauzia 	<ul style="list-style-type: none"> • A small number of ready-to-take objects – the closeness of winemakers, • Insufficiently developed transport and accommodation infrastructure (lack of sanitary facilities, parking lots, rural guesthouses and other low-cost accommodation structures, etc.) • Lack of unique wine tourism products and regular themed events throughout the year (Night at the winery, Wine cellar; Open days, etc.) • Lack of qualified personnel in tourism • Weak information base about the tourist product of the region, lack of a competitive brand • Weak involvement of tourist resources in the joint program of the country • Low involvement of the population in the tourist activities of cities and villages of the ATU Gagauzia • Lack of organizations regulating tourism activities(TI) • An imperfect system of collecting statistical data in the field of tourism, in particular, wine-making
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Investment potential (external and internal) • Growing consumption of bottled wine in the domestic market • Growing interest in the region among domestic tourists • Development of domestic tourism • Involvement of Moldova State University in the creation of tourism products (attracting specialists in viticulture and winemaking, tourism and cultural studies) • Development of human resources in tourism • Development of hotel (guest houses) and related (roadside) infrastructure • Introduction of international quality standards with the involvement of specialists (national and international), • Attracting financial resources for the development of management and professional marketing in the field of tourism 	<p>THREATS</p> <ul style="list-style-type: none"> • Passivity of winemakers, stakeholders, population • Undervalued tourism as a highly profitable sector of the economy • Aging population, loss of home-wine making traditions • Migration of qualified youth • Closure of the department o “tourism” in Moldova State University • Climate change

Based on the analysis of the strengths and weaknesses of the VVT, we can identify the main problems in this area:

- the remoteness of the ATU Gagauzia from the main tourist routes of the Republic of Moldova;
- low activity of participants in tourism activities in the promotion of VVT;
- insufficient popularity of brands and wine lines among wine connoisseurs both in the domestic market and outside the Republic of Moldova;
- low level of staff training in tourism;
- lack of tour operators, developing domestic tourism;
- low level of material and technical base of potential participants in the tourism industry, etc.

As a result of discussions and consultations with members of the working group, the list of issues was grouped as follows:

- lack of support for initiatives and development programs of VVT participants;
- low level of interaction of the main players of the development of VVT;
- insufficient level of competence of companies from tourism related to wine-making.

Strategic goals and development objectives of the VVT

Strategic areas for the development of VVT

Wine tourism is the most important component of the wine industry in many countries around the world. On the one hand, this is one of the most effective channels for promoting wines and wine culture, and on the other hand, this type of tourism is able to independently generate considerable tourist flow, which is especially important for small regions. The forms of wine tourism are diverse: the participation of tourists in the working on the vineyards, tastings, wine diets and wine SPA, etc. The wine component can also be present in the programs of gastronomic, ecological (“green”) and agro-tourism.

Existing wine tourism facilities currently bear much of the same problems as the wine industry as a whole. The infrastructure of wine tourism will have to be created virtually from scratch, developing an individual approach to guests. As a role model, it is logical to use the experience of such famous wine regions as Bordeaux or Tuscany, and Tokay, where wine tourism is an independent direction.

The composition of the set of measures for the promotion of VVT is based on an integrated approach which includes two types of strategies: pushing and attracting consumers to a product or service:

- *The pushing strategy* involves stimulating the promotion of goods and related services through intermediary structures – tourist companies or organizations for the development of the regional market of tourist services, which, in turn, aggressively impose travel packages to the final consumer. The implementation of this type of strategy presupposes the active participation of winemaking companies that are interested in promoting VVT and the availability of developed travel companies in the travel services market. However, due to the lack of professional “players” in the way of the promotion of tourism products to the final consumer – to the tourist, the implementation of this type of strategy in the ATU is difficult.
- *The strategy of attracting* consumers involves the maximum efforts in order to generate demand in the form of various kinds of promotions that are of interest to the end consumer who is a wine connoisseur. The interest thus generated creates a need for a product and forces a potential consumer to begin an independent search for a supplier.

In this regard, the creation of the Regional Tour-Info(RTI) as an intermediary promoting tourism in the region, is a strong point for introducing measures for the development of all types of tourism in the region. This organization, within the framework of the strategy of attracting, serves the demand generated by the advertising and promotion of the wine producer, provides information on all the merits of various ATU tourist facilities and helps to choose an individual tour based on the specific requests of the client. As part of the pushing strategy, it develops measures to promote VVT and related types of tourism, while simultaneously encouraging the creation of a larger number of participants in this market for services.

In this regard, it is necessary to realize the importance of active promotional events provided by the manufacturer of goods and services. Therefore, the Strategic Plan for the Development of VVT emphasizes the importance of voluntary initiatives by winemakers who wish to start cooperation in terms of VVT promotion in cooperation with other organizations involved in this type of tourism activity.

Comparison of the wineries of the ATU with large and well-known tourist wine objects like Cricova, Mileştii Mici, Purcari, and other enterprises, illustrates the insufficient potential in the development of this type of tourism. The identified weaknesses dictate the need for a realistic assessment of the existing potential of VVT development based on strengths, namely the development of agrarian (ecological) tourism based on the unique combination of advantages of the region: the presence of gastronomic features of cuisine and vine-making traditions in the context of the cultural diversity of the region.

Agrarian (rural) tourism takes the second place in Europe after the beach and brings up to 30 per cent of income from the tourism industry as a whole. The main success factors of agro-tourism in Europe are presented in table 6.

Table 6. Agro-tourism success factors in Europe⁴⁴

Success factors	Features
Political support	Political support of agro-tourism by the governments of European Union States
High competitiveness of agro-tourism product	The client dictates the new concept of the tourism product – the transition from the SSS model (“Sea – Sun – Sand”) to the model LLL (Lore – Landscape – Leisure) in conjunction with customization of the package of services
Effective economic model	Low-cost type of tourism that does not imply high costs for the construction of hotel complexes and other infrastructure
The role of regional authorities in the development of agro-tourism	Prospects for the development of agro-tourism with the local support through the adoption of legislation at the regional level
State agro-tourism development programs	The growth element of the agro-tourism sector as part of state programs including specific (Cyprus Agro-tourism Program, prepared by the Tourism Development Organization); integrated (in the framework of the program for sustainable rural development of the German Ministry of Agriculture)
Tourist Product Information Form	Interactive agro-tourism databases for a wide range of clients

The classical model of agro-tourism development assumes the acquaintance of tourists with rural life, peculiarities of the national culture, various types of applied art, dance and song rites, and involvement in traditional activities. In this regard, viticulture, and winemaking, as one of the main types of economic activity in villages, and it is the main attracting element and basis for the development of agro-tourism in ATU Gagauzia.

Mission

Promotion of viticulture and viniculture tourism in the ATU Gagauzia as an integral part of cultural and gastronomic traditions based on the development of related tourist activities

Vision

In the future, ATU Gagauzia is the center of agrotourism in the south of the Republic of Moldova with a focus on viticulture and viniculture tourism, based on a developed infrastructure and a high level of hospitality culture

⁴⁴ “European experience in the development of rural tourism,” Tourlib.net, 2011. Available online: http://tourlib.net/statti_tourism/zarichnaya.htm (accessed on December 18, 2018).

Strategic goals and objectives

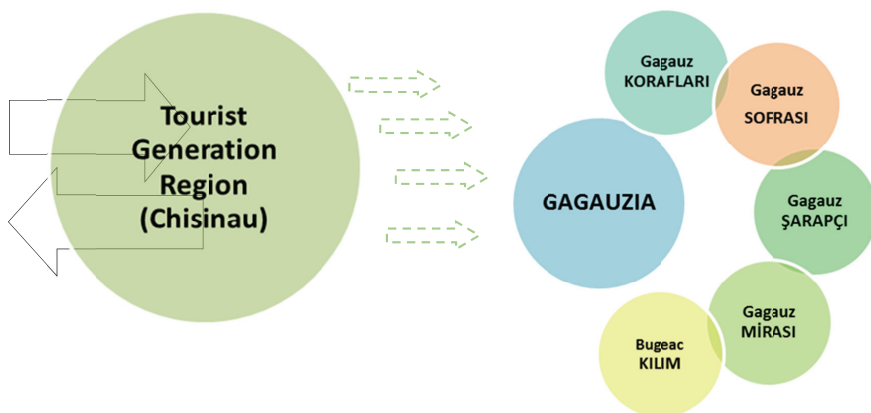
As a result of discussions and consultations, strategic objectives were formulated, the implementation of which consists in the realization of a set of actions, united in three main areas:

1. Development of tourist destinations of Gagauzia based on active wineries

This strategic goal involves the promotion of initiatives of active players of gastronomic tourism: wineries, micro and home wineries interested in the development of wine tourism in order to form a tourist VVT destination⁴⁵ of “Gagauzia.”

Within the framework of the first direction, actions are planned aimed at the development of the VVT infrastructure and the promotion of local wines and brands. It is intended to improve the legislative and institutional framework for the activities of VVT entities in the direction of simplifying registration and licensing of small and medium-sized businesses in the field of tourism. This requires the active participation of all stakeholders: national, local and regional authorities, organizations promoting wine tourism, associations of support for small and medium-sized businesses in the region, educational and research structures.

Graph 21. Formation of interregional destinations of Gagauzia⁴⁶



Gagauz KORAFIARI – Gagauz Ornaments, Gagauz SOFRASI – Gagauz Hospitality/Kitchen, Gagauz SARAPCI – Gagauz Wine, Gagauz MIRASI – Gagauz HERITAGE, Bugeac KILIM – Buceac CARPET

⁴⁵ A tourist destination is a specific area that a tourist chooses to visit and spends there for some time, an area where the main processes of interaction between the tourist and the tourist infrastructure take place. N. Leiper “Tourism Management,” Sidney: Pearson Education Australia, 2004, 326 p.

⁴⁶ Details in Annex 5

2. Formation of attractions of tourist destinations

This strategic goal involves the development of natural and the creation of artificial attractions around “zones of attraction” – wineries based on the development of competencies of companies from related tourism to vine-making (hotel and restaurant business, museums, folk crafts, concert organizations, and theater).

Graph 22. Wineries as “zones of attraction” of companies from tourism related to winemaking



The implementation of the activities of the second direction will increase the competence of small and medium-sized businesses in the field of tourism and the promotion of their interests at the national and regional levels.

The development of the competencies of companies from the wine-related types of tourism will make it possible to increase the competitiveness of tourism products as a whole and more successfully coordinate the joint actions of the tourism business players. The introduction of training programs based on

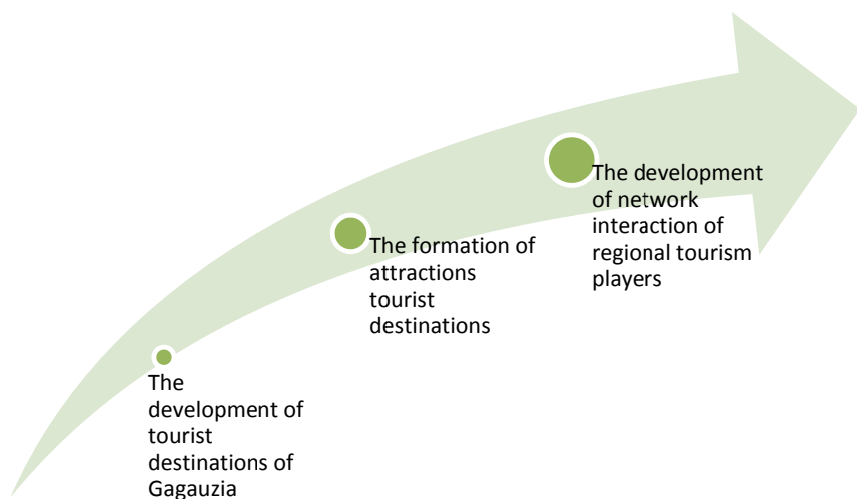
the implementation of international quality standards in the service sector will increase the export potential in the field of tourism and lead to an increase in the region's GRP.

It is intended to introduce a number of projects aimed at modernizing cultural institutions, preserving and promoting traditions, history, and art crafts as an integral part of the strategic development plan for VVT. Registration of intellectual property objects including local wines and products (kavarma, kaurma, baur, myrdya, gozlema, etc.) These activities will increase the marketing attraction of a tourist destination.

3. Promoting the emergence and development of network interaction of the main players of tourism development

The actions included in the third direction imply the creation of a coordinating tourism activity of the Destination Management Organization, whose activity will focus on mobilizing the population within the framework of eight MIGs allocated for the LEADER program and the development of cluster initiatives of participants in the tourist field of activity. This network with the core of the Regional Tour-Info (RTI) will help create conditions for the formation of tourist attractions and promote the image of ATU Gagauzia as a region with developed VVT at the national and international levels.

Graph 23. Stages of implementation of the Strategic Plan for the Development of VVT Gagauzia



Graph 24. Compliance with the goals and objectives of the Strategic Plan

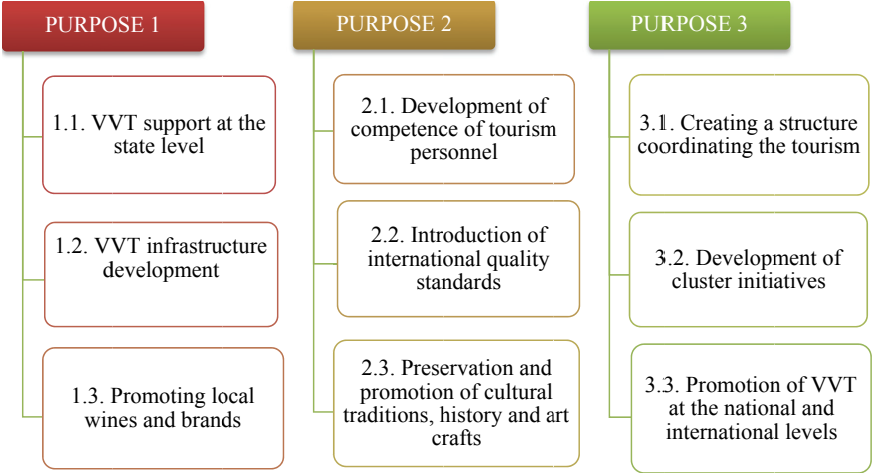


Table 7. The Action Plan

Actions	Project	Project Description	Partners / Responsible parties	Performance period	Requested financial resources	Performance Indicators
1.1. Wine Tourism (WT) support at the state/regional level	Granting privileges for the tourism activities	The package stipulates an expert revision of the regulatory acts and draft laws to grant privileges for the tourism activities	The Department of Justice, the Executive Committee, the People's Assembly of Gagauzia (PAG), Regional Development Agency (RDA), local authorities, the Department of Statistics	2019-2023	-	Amendments to the legislative acts
1.2. Development of WT Infrastructure	Creating the Association of Small Winemakers of Gagauzia	Small wine-makers are planned to be united in a single union coordinating their activities	The Center for Entrepreneurship Support (CES), the Association of Entrepreneurs	2019-2020	20000	Union of associations
	Creating the Support Fund for private winemakers	Giving loans to small producers. Provision of the methodological assistance	The Department of Agro-Industrial Complex (AIC), the Department of Economics, RDA	2019-2020	100000	4 publications per year
	Creating the Interactive Wine Museum	Promoting the winemaking culture through the interactive forms of communication with visitors	CSU, the Winemakers Association of Gagauzia, SMEs	2020-2022	265000	2 enterprises per year
	Researching the needs in the development of small infrastructure	Drawing up a list of projects within the proposed wine roads: installation of road signs, sanitary facilities, etc.	Local authorities, the Executive Committee of Gagauzia, RDA, REDI	2019	10000	Results of the research

Actions	Project	Project Description	Partners / Responsible parties	Performance period	Requested financial resources	Performance Indicators
1.3. Assistance in the promotion of local wines and brands	Development of a communication strategy	An advertising campaign to promote the tourist destination «Gagauzia»	Local authorities, the Executive Committee of Gagauzia, and partners on the development	2020	20000	Development of the brand, a promotional video
	Development of a website Wine Routes of Gagauzia	Extending the range of information services for SMEs in WT sector. Assistance in the planning and promotion of products and services	The Council of Entrepreneurs, the Executive Committee of Gagauzia	2019	2500	Use of the website services
	Publication of the Tourism Events Map	Publication of a booklet with the useful information on legislation, taxation, privileges, etc.	The Entrepreneurship Support Fund, The Department of Economics	2019	2000	4 publications per year
	Promotion of the wine consumption culture	Holding sommelier courses, public lectures about wine and grapes	The Winemakers Association, CSU Department of viticulture and vine-making	2019-2020	-	20 trained persons per year
	Creation of the Wine depository	Aging of young wine in accordance with the “merchant schemes” increasing its value several times	The Winemakers Association, CSU Department of viticulture and winemaking	2022-2025	100000	The Collection of region wines
	Promotion of the local food and beverage brands	Registration of the Intellectual property for the Geographical indications / nominations of the local products origin	AGEPI, the Association NEXT, InnoCenter, the Executive Committee	2019-2020		4 products with the registered ID

Actions	Project	Project Description	Partners / Responsible parties	Performance period	Requested financial resources	Performance Indicators
2.1. Development of competences among the personnel of the tourism sector	Analysis of SMEs' technological needs in the tourism sector	Revealing the consultancy, technical and other missing resources for the development of SMEs in the tourism sector	RDA, the Department of Culture and Tourism, REDI partners on the development, CSU	2019-2020	5000	Analyzed 80% of SMES
	Development of a comprehensive training program for the personnel of the tourism sector	Implementation of training programs on the basics of hospitality, on master classes, on the organization of the agro-boarding houses' operation, on the collection and preservation of the ethnical cuisine recipes, and on the safety precautions (sanitary and other rules)	The Business Support Center (BSC), Business incubator, InnoCenter, Marunevich Research Center, partners on the development	2019-2020	20000	Contribution of the entrepreneurship to the total GRP of Gagauzia will be increased
	Opening of the Winemaker Business School	Production of wine in accordance with the ancient recipes and technologies as an additional factor of attractiveness	The Winemakers Association, CSU Department of viticulture and vine-making, InnoCenter, Business incubator	2019-2020	10000	10 trained persons per year
	Development and implementation of the programs on the promotion of the agro-tourism in the system of secondary and higher education	Holding business courses in the upper forms of schools and lyceums, college and university to promote knowledge in the tourism sector	CSU, Marunevich Research Center, the Department of Education, and partners on the development (ERASMUS+)	2019-2021	3000	2 programs

Actions	Project	Project Description	Partners / Responsible parties	Performance period	Requested financial resources	Performance Indicators
2.2 Implementation of the international quality standards	The comprehensive training program on the implementation of the international quality standards in the tourism sector	Holding seminars, round tables, training tours on the implementation of the international quality standards in the tourism business. Edition of the methodical material	The Association of Enologists of the Republic of Moldova, the National Wine Bureau, the Executive Committee of Gagauzia, CSU	2019-2023	25000	2 trainings per year, study guides
	Publication of the teaching aids and guide-books on the development of tourism activities	Publication of a booklet with the useful information on legislation, taxation, privileges, etc. in the tourism sector	The Entrepreneurship Support Fund, the Department of Culture and Tourism, and partners on the development	2019-2020	2000	Publication of a booklet with the useful information
	Program on the study visits to the regions of Tokai and others	Strengthening cooperation with the national and international partners on the development of tourism activities	The Association of Enologists of the Republic of Moldova, the National Wine Bureau, the Executive Committee of Gagauzia, the Department of Culture and Tourism, partners on the development	2020-2022	10000	1-2 visits per year

Actions	Project	Project Description	Partners / Responsible parties	Performance period	Requested financial resources	Performance Indicators
2.3 Preserving and promoting the traditions of cultural, history, arts and crafts associated with viticulture and vine-making	Creation of a database on the cultural traditions and history in the winery sector	Elaboration of support mechanisms for the development of business initiatives in the rural folk crafts sector	NGO Association of Craftsmen of Gagauzia, the Department of Culture and Tourism, and partners on the development RDA, Marunevich Research Center	2021-2023	10000	3 exhibitions and fairs per year
	Development of the Crafts development program	Creation of a registry and a mechanism for the folk craftsmen certification				
3.1. Creation of a structure to coordinate the tourism activities	Improving the Program of Wine Tourism Development	Building a development concept for WT	The Association of Enologists of the Republic of Moldova, the National Wine Bureau, the Executive Committee of Gagauzia, PAG, RDA, partners on the development	2019-2020	5000	2 seminar per year, A database on the tourist facilities
	Creation of the Regional Tourism-Info(RTI)	Development of tourist routes. Creation of the Tourism Development Agency. Holding training courses	The Executive committee, RDA, City Hall/Mayor's Office of Comrat Municipality REDI, KSU, and partners on the development	2019-2022	120 000	The operational center

Actions	Project	Project Description	Partners / Responsible parties	Performance period	Requested financial resources	Performance Indicators
3.2. Development of cluster initiatives	Organizing B2B meetings with SMEs' successful representatives in WT sector	Strengthening ties with economic agents and partners from various countries	Public Calling Offices, Commerce Chamber of Gagauzia, RDA, the Executive committee	2019-2025	5000	2 meetings per year
	Creation a tourist cluster of Gagauzia	Trainings for the cluster members, publication of the Winemakers Map, development of a website and its online promotion, searching for clients and organizing the tourists' visits.	NGO Association of Craftsman of Gagauzia, the Department of Culture and Tourism, REDI, KSU	2019-2025	10000	Website, 4 trainings per year, the Winemakers Map
	Development of new celebrations and festivals	Festivals «The Wines of Bugeac», Pruning of the vine, Emptying the wine stocks, etc.	The Winemakers Association, SMEs, CSU Department of Culture Studies, the Department of Culture and Tourism, partners on the development, Marunevich Research Center	2019-2025	10000	1 new festival per year
	Holding the contest «The Tour Route of the Year»	Holding a competition to improve the tourist image of the region	The Department of Economics, the Department of Culture and Tourism, SMEs, CSU Department of Culture Studies	2019-2025	15000	1 competition

Mechanism of the Strategic Plan implementation

Implementation, monitoring and adjustment of the Plan

Structures responsible for monitoring and evaluation

The process of making analysis, setting goals and elaborating measures for this Strategic Plan for the development of VVT was organized in such a way as to attract the widest possible range of stakeholders and organizations. Therefore, in the course of development, the “Strategic Plan for the development of viticulture and vine-making (VVT) tourism of ATU Gagauzia 2025” has become a means of reaching an agreement on the developmental priorities for this type of tourism in the region.

Working meetings, interviews and surveys conducted in the process of the plan elaboration, became places where representatives of various spheres of activity and sectors of society could meet and discuss problems and ways to solve them. This created “a field” for negotiations, where opinions and decisions about the most important projects or activities are developed jointly by the authorities, public organizations, donors and business. The plan was developed by a group consisting mainly of representatives from organizations that are interested in the implementation of this plan’s activities.

The main stakeholders of WT’s developmental processes in the ATU Gagauzia are the following:

At the national level:

The National Vine and Wine Bureau

This structure was established in 2013 by the governmental decision, on the basis a public-private partnership guided by the Ministry of Agriculture, Regional Development and the Environment (MARM) with the aim to implement the state policy in the wine industry. Objectives of this organization are the following: promotion of the wine production, analysis and development of the markets; assurance of quality through the promotion of geographical denominations (IGP/DOP/WoM), protection of trademarks, technical support and transfer of innovations, as well as promotion of moderate wine consumption and the wine tourism.

At the level of the ATU Gagauzia:

- Wineries;
- Hotel and restaurant enterprises;
- The Winemakers Association of the ATU Gagauzia;
- Travel companies;
- The Executive Committee of the ATU Gagauzia;
- The Department of Culture and Tourism of the ATU Gagauzia;

- Organizations in the sphere of culture (houses of culture, dance and song groups, ethnographic museums, associations of craftsmen, etc.);
- Comrat State University (the Faculty of Economics, specialty “Tourism and Hotel business”, the Faculty of Agriculture, the Department of Plant Cultivation, the Faculty of National Culture, the Department of Cultural Studies).

Main responsibilities of the stakeholders in terms of the Plan’s evaluation and monitoring, are the following:

- coordinating actions related to the Plan’s activities implementation;
- collection and procession of the monitoring data;
- development and promotion of the proposals on the Plan’s adjustment;
- disseminating information on the Plan’s implementation and its outcomes;
- organizing collection of the funds for the Plan actions’ implementation;
- proposing measures to improve the tourism activities;
- making proposals on the improvement of the process of youth education through CSU’s assistance;
- attraction of foreign investment and technical assistance for SMEs in the tourism sector;
- providing consultancy on the economic and legal issues in the tourism and related industries.

Evaluation of the performance will be made on the basis of quantitative and qualitative indicators determined for each goal of the Plan.

Tools for assessing and monitoring

A working group consists of representatives from the interested organizations and divisions of the Executive Committee. It was formed for the Strategic Plan’ measures, which implementation requires the involvement of regional authorities. Within the framework of monitoring procedures, the Working Group will regularly report on the progress and results of particular projects’ implementation.

The Executive Committee participates in the development and implementation of the Strategic Plan through its representatives in the working group. Structural subdivisions (the Department of Culture and Tourism, the Department of Economic Development) ensure development and implementation of the internal action plans aimed at the implementation of the Development plan, and provide the Executive Committee with the information needed to monitor the Plan.

The course of the Plan’s implementation shall be reviewed and adjusted at the meetings of the Executive Committee of Gagauzia, once every 6 months. Execution of the Strategic Plan for Development of VVT will be commenced after its approval by the Executive Committee of the ATU Gagauzia.

After the Strategic Plan's approval, the Department of Economics will make amendments to the existing regional program for small business support in Gagauzia, as well as to the Social and Economic Development Strategy.

The Regional Development Agency will make amendments to the Sectoral program for the development of tourism in the ATU.

Performance Indicators

Monitoring of the overall results of the Plan's implementation, that is, the degree of advancement in the chosen strategic directions against the main goal, as well as the correctness of the chosen directions, shall be based on the analysis of statistics and limited number of the selected integral indicators (Table 10).

These are the following key indicators:

- Annual 5 per cent – increase of domestic and foreign tourists;
- Annual 5 per cent – increase in the number of SMEs registered in the tourism sector;
- Annual 5 per cent – employment growth in the tourism and related activities.

Resources provision of the Plan

Model of Multi-Source Financing. The Strategy implementation financing will be multi-source, the structure of funding sources will depend on the current financial situation of the ATU Gagauzia and socio-economic conditions. The fundraising method will be used to raise funds for selected projects funding as listed in Table 7. The Action Plan. Financial calculations of the individual projects are determined by a qualified estimate.

Financing of the Strategic Plan will be carried out from the budget of Gagauzia, the Entrepreneurship Support Fund, and extra-budgetary funds: resources of commercial organizations, partners on the development and other sources.

Financing for measures' implementation shall take place through the individual schemes. Upon that, measures included in the Plan, under any other equal conditions, will be given a priority while allocating funds from the regional budget, lobbying for the republican resources and international technical assistance. In addition, if a particular project is included in the Strategic Plan, it is an additional argument for getting funds from private investors.

Based on the monitoring of the Strategic Plan's implementation carried out by all stakeholders, there will be proposed measures for its improvement and adjustment. The total cost of the WT Strategic Development Plan equals to 739,500 Euro. A large part of the funds (60 per cent of the total cost) is required for the first stage (2019–2022).

Criteria for selecting projects

The strategy is a “living document.” Its implementation will be closely watched and monitored. List of priority projects will be updated on annual basis and new project proposals can be added.

An important element for the implementation of the Strategy is the transparency of the processes, and for the achievement of the objectives, clear principles for selection, implementation and evaluation of priority projects must be put in place. The principles should be as follows:

- Excellence (quality, innovative aspects, clarity of goals and expected results, etc.).
- Impact (impact on community development in ATU Gagauzia, impacts on target groups, strengthening of existing capacities, exploiting the potential of the ATU, increasing potential and capacities from regional, national and even European level, effectiveness and scope for communication and dissemination of expected results, etc.).
- Implementation (overall coherence and efficiency of work / activities, adequacy of management structures and action plan, sustainability, project budget effectiveness, etc.).
- Capacity (competence of the implementers, previous experience of mutual cooperation, complementarity of partners, institutional capacity and engagement, involvement of higher number of partners, transferability of successful examples from other projects, etc.).
- Preparedness of the project for implementation (including formal and legal readiness for the investment, complete and exhaustive distribution of tasks and responsibilities between the individual partners).
- Preferred mutual cooperation between public (state and self-governing institutions) and non-governmental / business sector.

Implementation risks

The process of the Development Plan’s implementation and monitoring will encounter several types of threats, which are grouped into 2 categories according to their origin:

- internal risks
- external risks

The group of internal risks is presented in Table 11.

Table 11. Internal risks and methods of their elimination

Level	Restrictions	Counteractions
The Development Plan	<ul style="list-style-type: none"> • Insufficient informational support for the population • Passivity of the business sector • Insufficient financial resources for the Plan implementation 	<ul style="list-style-type: none"> • Organization of round tables, debates and public discussions through media • Creation of the Small Winemakers Association • Extension of the tax base by increasing the number of SMEs in the tourism sector, development of new types of activity
Regional/Local authorities	<ul style="list-style-type: none"> • A lack of initiatives' understanding of VVT's/WT's entities • Limited financial resources 	<ul style="list-style-type: none"> • Expanding the dialogue between regional and local authorities and public institutions • Periodic monitoring and modernization of VVT's Development Plan • Active participation in round tables, seminars • Increased financial participation of the regional and local authorities
Local business sector	<ul style="list-style-type: none"> • A lack of Local Public Administration(LPA) understanding the necessity of VVT's development in the region among the local business community • Absence of progressive thinking in terms of VVT's promotion 	<ul style="list-style-type: none"> • Promoting entrepreneurs' participation in VVT's training events • Organization of seminars and round tables on the VVT's development issues • Expansion of consulting activities among VVT entities

A list of external risks affecting the Plan's implementation is presented in Table 12.

Table 12. External risks and methods of their elimination

Level	Restrictions	Methods of elimination
Economic	<ul style="list-style-type: none"> • Excessive control over SMEs' activities of in the tourism sector • Insufficient financing for the Plan's activities from the regional budget 	<ul style="list-style-type: none"> • Reassessing the content of the regulatory actions and laws towards their improvement • Attraction of extra-budgetary funds (donors)
Legislative	<ul style="list-style-type: none"> • Growth of barriers and contradictions in the legislation 	<ul style="list-style-type: none"> • Reduce barriers and inconsistencies in the legislation

Expected outcomes

Implementation of the Program shall result in the outcomes in several key spheres:

Social sphere:

- The reduced number of unemployed (in particular, among REDI women and youth in rural areas), through the VVT training program.
- Involvement of the rural youth in social and economic life, through the tourism training programs.
- Growth of the rural employment reaches 4–8 per cent per year.
- The share of rural employment in the tourism and related activities has increased.

Economic sphere:

- Development of new organizations and structures aimed at VVT's/WT's development.
- Creation of new types of activities in the priority direction: rural tourism, and crafts development.
- The average annual growth of SMEs in the tourism and related activities reaches 4-6% per year.
- The increased contribution to the budget of Gagauzia made by SMEs engaged in the tourism and related activities.

Strengthening of LPA's cooperation with SMEs in the WT sector:

- Strengthening LPA's capacity within the course of the Plan's implementation and promotion.
- Creation of the business environment favorable for VVT's/WT's development to be supported by LPA.
- The extended interaction (public-private partnership) between SMEs and LPA.

Conclusion

The following conclusions were drawn after the study of wine-making companies and enterprises in the related businesses:

- a little number of winery facilities ready for guests is due to the “closeness” of wine-makers;
- lack of interest form in the existing Winemakers Association of the ATU Gagauzia to the development of tourism and absence of other partnership forms in this sector;

- insufficiently developed transport and accommodation infrastructure (lack of sanitary facilities, parking lots, etc.);
- absence of the unique wine tourism products and regular thematic events throughout the year (Night at the winery / Wine cellar; Open days, etc.);
- lack of qualified personnel (sommeliers, guides) in the WT sector;
- a poor information base about the tourist product of the region;
- absence of the competitive brand “Tourist Gagauzia;”
- low involvement of the tourist resources of Gagauzia in the joint state program;
- low involvement of urban and rural population the ATU Gagauzia in the tourist activities, and lack of knowledge of the basics and standards of hospitality;
- lack of statistical information (informal accounting) of the tourists that visit wineries.

Recommendations (five steps)

1. Modernization of tourist facilities and related WT infrastructure

It is necessary to coordinate the authorities’ actions taken to restore and modernize the existing infrastructure – buildings and construction, engineering and communication networks (including access roads to the tourist facilities), enterprises related to the tourism industry (processing, household, energy), roadside infrastructure, which provide access to the tourism resources. It is also required to create a structure (the Tourist Information Center), responsible for the accumulation of tourist-related information in all settlements of the ATU, with the involvement of media, NGOs, business structures and institutions interested in the development of this industry.

2. Development of the local and international partnerships

No high starting costs is required for setting-up enterprises in the tourism sector. Wineries should become a “cluster-forming core” at the local level, around which the hotel and restaurant businesses, craftsmen and on-stage performance groups will be concentrated. Moreover, with the targeted support of national, regional and local authorities, it is possible to cover territories that are currently experiencing problems with the involvement in traditional economic activities. The tourism activities need new methods of fundraising in the form of investments accumulated by labor migrants, the application of crowdfunding tools, the development of volunteer movement among REDI population, etc. These issues

can be solved through the development of private-public partnership, attraction of the diaspora funds, etc.

3. Development of a program to preserve the traditional crafts and teach modern trends

It is worth to note the growing demand for souvenirs, designed in folk arts traditions. In this case, the investment policy should be given a targeted character, aimed at the development of souvenirs production base that would meet the requirements of modern design and consumer demand, and would reflect the WT's and cultural characteristics of the region as a whole.

4. Development of competences of business entities engaged in the tourism industry

According to the World Tourism Organization, every 11 additionally arrived tourists contribute to the creation of one workplace in the country. Therefore, it is necessary to highlight a special role of the tourism in reviving the local economy and creating jobs, especially in rural areas. The share of self-employed population in the total number of employed in the Republic of Moldova is about 30%⁴⁷, and the overwhelming majority is concentrated in rural areas (90%). In such conditions it is necessary to take actions for the development of rural tourism and legalization of the related small business. It is also necessary to develop and implement a training program on the tourism activities for the entities in order to bring the quality of services to the world level.

5. Creation and promotion of the brand "Tourist Gagauzia"

It is important to activate measures aimed at the promotion of the "Tourist Gagauzia" image and brand through the involvement of educational and scientific institutions. They will create the informational and educational materials for the development of non-formal tourism education; raise the level of personnel's education in the tourism industry (including guides); develop high-quality printed materials, supporting websites, mobile applications, etc.

⁴⁷ A. Rozhko, Z. Stremenovskaya, "Estimation of the number and major characteristics of the self-employed population of the Republic of Moldova." National Institute for Economic Research, Chisinau, Ediția A VI A, No. 2, 2015.

ANNEXES

ANNEX No.1

Requirements for the wineries included in the route

- vineyards with a high level of management, with typical grape varieties, mainly table ones;
- refrigeration units that allow tasting of grapes for a long period, at least until January;
- an observation tower;
- an appropriate guide-book.

(Close location to a typical rural settlement or an appropriate grapes processing enterprise is an advantage).

Requirements for a rural settlement:

- developed territories and availability of the necessary access roads;
- a specific folk flavor;
- farms, in which foreign tourists can see the equipment and the process of grapes procession, the production and storage of wine at home; availability of agro-tourism boarding houses, classified according to the current legislation; craftsmen, whose creative process could be watched by tourists, as well as a possibility to purchase souvenirs;
- folklore performances specific to a given settlement;
- availability of the additional types of rest, such as hunting, fishing, excursions to the nearby tourist sites, visits to cellars.

Criteria for wineries' evaluation

General criteria:

- access roads suitable for vehicles;
- a beautiful exterior of the building;
- well-maintained and groomed green areas;
- a nameplate at the entrance of the building;
- information at the entrance on the tourists' reception schedule (days and hours of reception; description of the facilities offered for visiting) in the state, English and Russian languages,;
- premises and production equipment in a condition appropriate to the international requirements; a guarded parking lot;

- a telephone, provided at the disposal of tourists;
- a reception and waiting hall; a check-room; a lavatory with hot (cold) water (for men and women separately); temperature in the tasting and waiting rooms as well as in lavatories must be minimum 18 degrees Celsius.

Winery tasting room:

- a tasting room minimum for 20 persons; furniture in good condition;
- a list of dishes and drinks with prices in the state, English and Russian languages; tableware corresponding to each type of drink and dish.

Personnel:

- service personnel in a uniform appropriate to the occupied position;
- patented guides; patented tasters; patented waiters.

Additional services:

- sale of wines (divins) of own production;
- sale of guide-books, maps, booklets, brochures, cards, and souvenirs;
- informing tourists about the area in which the enterprise is located;
- assuring safety for tourists and their property.

ANNEX No.2

The Natural Territories Fund in the ATU Gagauzia protected by the state

№ п/п	Title	Area (hectare)	Location	Land owner
Geological and paleontological				
1.	Baurchiyskoe Outcrop	1	On the road Kongaz-Baurchi, 2 km from the bridge over the Yalpug river, Congaz forestry, Kongaz tract	Yargara State Forestry Enterprise
2.	Ceadir-Lunga ravines	10	East of Ceadir-Lunga, Ceadir-Lunga forestry, Ceadir-Lunga tract, quarter 46,	
3.	Geological section in the valley of the river Yalpug	5,6	Comrat, left slope of the Yalpug river valley, Comrat forestry, Comrat tract – IV	Yargar State Forestry Enterprise
4.	Outcrop of Etulia clay	10	Left slope of the Cahul River valley, over Etulia village	
5.	Cismichioi ravines	3	Cismichioi village, slope of the ravine stretching to Cahul Lake	Production Association “Nerudprom»
6.	Cimislia ravines	256	To the south to Cimislia, on the way to Basarabjaska town, Chukur-Minjir forest area, Ozernoye tract; Recha tract	Cimislia Forestry Enterprise
Hydrological				
7.	Source of the village Kopchak	1,5	On the outskirts of Kopchak village, in the ravine of Kopchak village	Agricultural enterprise “Pobeda/Victory”
Ancient trees				
8.	Pedunculate oak	32	Congaz forestry, quarter 23, division 9-11, in a ravine	Yargara State Forestry Enterprise
Medicinal plants				
9.	Bugeac	56	West of the field camp, brigade number 2	Agricultural enterprise “Bugeac”
10.	Steppe plot of to the north of Bugeac	4	Bugeac village on the border with Cimislia region	Agroindustrial “Bugeac”
11.	Steppe plot of to the north of Bugeac	15	Dezghingea village, 3 km north of the cattle-breeding farm	Agricultural enterprise “Rodina”

№ п/п	Title	Area (hectare)	Location	Land owner
Botanical				
11.	Borchak	11,3	Congaz forestry, Borchak tract	Yargar State Forestry Enterprise
12.	Kyetu	4	Congaz forestry, Kyetu tract	
Forest				
13.	Licheul Bolgrad	54	Near Frumushyka village, Kongaz forestry, Licheul Bolgrad tract, quarter 26, division 2	Yargar State Forestry Enterprise
Resource Reserves				
14.	Elite black soil	5	Baurci village, brigade № 1	JSC “Kirkeeshty Noi”
15.	Ordinary black soil of the Danube steppe province	4,2	Tractor brigade №7	Agricultural enterprise “Mayak”
16.	Kovyly	120	Comrat district	Protected by the state

Source: The Law on the Fund of natural areas protected by the state No. 1538 of 25.02.1998

ANNEX No.3

Table 3. Hotel complexes operating in the territory of the ATU Gagauzia

№ п/п	Hotel name	Location	Rooms	Cost (leu/day)		Availability of additional services
				For citizens of the Republic of Moldova	For foreign citizens	
1.	“Grand”	mun. Comrat, 180 Kotovskogo str.	18 beds (6 rooms): 2-bed=1 room 3-bed=4 rooms 4-bed=1 room	150 250	150 250	Hot water, shower, TV, parking.
2.	“Astoria”	mun. Comrat, 34-A Galatsana str.	11 beds (5 rooms): 1- bed =2 suites (lux) 2-bed=1 room 3-bed= 1 room 4-bed= 1 room	390 190 190 140	480 240 240 180	Hot water, shower, TV, paid parking (20 leu/day), coffee bar.
3.	“Medelyan”	mun. Comrat, 127-A Pobedy str.	20 beds (11 rooms): 1-bed =2 suites (lux) 2-bed= 9 rooms	180 150	220 200	Hot water, shower, TV, paid parking (10 leu/day), coffee bar.
4.	“Altyn Palace”	mun. Comrat, 204E Lenina str.	19 beds (10 rooms) Suits (lux) (1-bed, 2-bed and 3-bed)	800 1100	800 1100	Hot water, shower, TV, air conditioning, mini bar, safe, hair dryer, bathroom supplies, sauna, massage, conference hall, banqueting hall, gym, parking, WI-FI, bar cafe, breakfasts, dinners, supper, set meals.
5.	“Rendez- vous”	Ceadir- Lunga, 120 Lenina str.	14 beds (9 rooms): 1-bed =1 suit (lux) 1- bed=1 room 1-bed =1 room 2-bed =1 room 3-bed = 1 room 1-bed = 1 room 2-bed =1 room 3-bed = 1 room	550 400 360 360 160 300 150 150	550 400 360 360 160 300 150 150	Hot water, shower, TV, parking, coffee bar, pizzeria, conference hall, night club, sauna, summer concert venue.

№ п/п	Hotel name	Location	Rooms	Cost (leu/day)		Availability of additional services
				For citizens of the Republic of Moldova	For foreign citizens	
6.	"Sperantsa"	Vulcanest, 93 Lenina str.	20 beds (11rooms): 1-bed =2suites (Lux) 2-bed=1 room 2-bed= 8rooms	500 300 200	500 300 200	Hot water, shower, TV, parking, coffee bar, sauna.
7.	"Racu"	Comrat, 31-A Kotovskogo str.	13 beds (6 rooms): 1-bed (1 room) 2-bed (3 rooms) 3-bed (2 rooms)	250 500 600	250 500 600	Hot water, shower, TV, air conditioning, mini bar, safe, hair dryer, bathroom supplies. Sauna, hammam, massage, conference hall, banqueting hall, parking, WI- FI, bar cafe, breakfasts, dinners, supper, set meals; art forging metal.
8.	"Caral"	Comrat, 146 Lenina str.	13 rooms 1-bed (10 room) 2-bed (3 rooms) 21 persons	800 1000	800 1000	Hot water, shower, TV, air conditioning, mini bar, safe, hair dryer, bathroom supplies. Sauna, hammam, massage, conference hall, parking, WI- FI, bar cafe, breakfasts.
9.	"Rio"	Ceadir- Lunga, 110 Gorkogo str.	20 beds (11 rooms): 1-bed (10 rooms) 2-bed (3 rooms)	250 400	250 400	Hot water, TV, air conditioning, mini bar, safe, hair dryer, parking, WI- FI, bar cafe, breakfasts.

№ п/п	Hotel name	Location	Rooms	Cost (leu/day)		Availability of additional services
				For citizens of the Republic of Moldova	For foreign citizens	
10.	“Gagauz Sofrasy”	Congaz village	2-bed houses (2), 3-bed (2). 6 rooms (2- bed (5- bed, 3-bed -1)	650 1000	650 1000	Hot water, shower, TV, air conditioning, mini bar, safe, hair dryer, bathroom supplies, conference hall, parking, WI- FI, bar cafe, breakfasts.

Source: General Department for Economic Development (GDED), the ATU Gagauzia (06.04.2018)

ANNEX No.4

Information about the restaurants in the ATU Gagauzia

№ п/п	Company name	Location	Full name of the leader	Telephone number
1.	SRL Gagauz-struts-com ("Atlantida")	Comrat, Lenina str., 233	Dumanskaya Valentina Filippovna	069128426 – Valentina Filippovna ,0-298-2-27-17, 2-25-64, 069408808 – Evgeniy Nikolaevich (accountant) AdikHorozov@mail.ru
2.	SRL "Pigment" (Vodoley)	Comrat, 203 Lenina str.	Alesiena Jurgita	069652193,(0298)2-34-04 pigment203@mail.ru
3.	SRL "Sitara" ("Duet")	Comrat, 46/1 Lenina str.	Dimitroglo Vyacheslav Georgievich	079202909 – Vyacheslav Georgievich, 079471555-Julia, accountant, 069428199 – Nina gaydayulia94@mail.ru
4.	SRL "Gulchichek" ("Eugenia")	Comrat, 52 Pushkina str.	Konstantinova Evgenia Dmitrievna	0-298-2-49-68, 2-52- 17, 079424934 Evgenia Nikolayevna
5.	SRL "Vigossan Prim" ("Altyn Palace")	Comrat, 204e Lenina str.	Varban Georgiy Stepanovich	0-298-2-77-00, 2-60-31, 079556797,079544606 altinpalace@mail.ru
6.	SRL "Casa Universal" ("U Raku")	mun. Comrat, 3-A Kotovskogo str.	Kyssa Sergei Mikhailovich	(0298) 2-77-99, 069160109- Anna Alekseevna, 069128421 – Sergei Mikhailovich universal-8371@mail.ru
7.	SRL "Tavus" ("Zolotoi Pavlin")	Congaz village, 58-A Lenina str.	Pachi Elizaveta Iosifovna	069038713, (0298)68-8-82, 68-9-47, 069038713, caplan2011@yandex.ru
8.	SRL "Moroi" ("Favorite")	Congaz village, 216 Lenina str.	Statova Anna Konstantinova	0-298-68-007, 069128404 srl-moroi@mail.ru moroy.733@mail.ru
9.	IE (Individual entrepreneur) "Rusu Valentina" ("Zolotoye koltso")	Congaz village, 8 Chebanova str.	Rusu Valentina	(0298) 68-1-24, 069681131
10.	IE "Filioglo"	Beshalma village, 124 Lenina str.	Filioglo Evdokia Ilinichna	(0298) 54-0-58, 069894997 filioglo15270264e@mail.ru
11.	SRL "Avdarma Project"	Avdarma village, 14-B Sovetskaya str.	Grek Valentina Fedorovna	078244777,076747754, 620260@bk.ru

№ п/п	Company name	Location	Full name of the leader	Telephone number
12.	SRL “Alfarium” (“Kozerog”)	Ceadir-Lunga	Stoyanova Lyubov Fedorovna	0(291) 2-14-22, 2-03- 21,079409665
13.	IE «Novachly Ekaterina» – (“Elite”)	Ceadir-Lunga	Novachly Ekaterina Dmitrievna	0(291) 2-25-02, 079333838. novacili@mail.ru
14.	SRL “Com Interkris” – “Rio”	Ceadir-Lunga	Ormanzhi Vladimir Nikolaevich	0(291)2-38-29, Ormanji@rambler.ru , orminterier@rambler.ru

Source: GDED, the ATU Gagauzia (06.04.2018)

ANNEX No. 5

Suggested Wine Routes

Route 1 – “Gagauz KORAFIARI”/Route 1 Gagauz Ornament

Arrival at Comrat (hotel accommodation). A visit to the Local History Museum in Avdarma village, a visit to the museum of wooden products (master class – wood craftwork, purchase of souvenirs), a visit to the Nogai spring (advanced reservation for the theatrical performance, staging battles, horse racing), lunch in the shashlik cafe № 2. a visit to the winery “Tomai-Vinex” (wine tasting), a visit to the carpet museum (Gaidar village).

(Spring “Tatar Cheshmesi”, Historical Museum, Restaurant, activity in Creative House/souvenirs), Goltai (Ethno haus “Petcovich”/Festival Bugak Sesiari), Tomai (Testing wine), Gaidar (Carpet museum).

Route 2 “Gagauz Sofrasi”/Route 2 Gagauz Hospitality

Arrival at the Ethno complex “Gagauz Sofrasi” in Kongaz village, accommodation, a visit to the National Gagauz Historical and Ethnographic Museum named after D. Kara – Choban, a visit to the 19th century wind-mill, return to Ethno complex “Gagauz Sofrasi” in Kongaz village: lunch, wine tasting (collectible, vintage, homemade wine), participation in the the-



Source: author's research

atrical costume show “Gagauz Wedding” as guests, accommodation in the ethnical hotel-type houses. Beshalma (Museum “Kara Ceban”, Old Mill), Congaz (Ethno complex “Gagauz Sofrasi” (local cuisine/traditional ceremonies).

Route 3 “Gagauz ŞARAPÇI

A visit to the craft winery “KaraGani”: seasonal activities in the vineyard (grape garter, pruning, harvesting, etc.), lunch (local cuisine dishes) and tasting. A visit to the Monument to the Battle of Kagul (Column of Glory in the Cahul Field, 1844), a visit to “Valul-lui-Traian” Hill. Return to Kongaz. “KaraGani” Wine House, Season vineyard activity, Monument of the Cahul Battle (Column of Glory in the Cahul Field, 1844), “Valul-lui-Traian” Hill.

Route 4 “MİRASI”/Route 4 Gagauz Heritage

Arrival at Comrat: a visit to the Cathedral of I. Predtechî (at the request of the museum). A visit to the winery “Wines of Comrat” – lunch, wine tasting. Departure to the vineyards (visiting the craft winery “Novak,” going out and working in the field, studying the science of wine, tasting and getting practical knowledge of wine production (passing a short sommelier course, getting a diploma). Return to Comrat.

Planned projects: “Vernissage of Wine,” “Interactive Museum,” and “Courses of Sommelier.”

Route 5 Bugeac Kilim/Route 5 Bugeac Carpet

Arrival at Cazaclia village, a visit to the exhibitions and sales of the folk craftsmen’s products, a master class in embroidery, a visit to the ethnical restaurant in the park. A concert of the ethnic song and dance. A visit of the winery JSC “KAZAYAK-VIN” (tasting of poor wines).

(Spring “Tatar Cheshmesi,” Historical Museum, Restaurant, activity in Creative House/souvenirs), Goltai (Ethno haus “Petcovich”/Festival Bugak Sesiari), Tomai (Tasting wine), Gaidar (Carpet museum).

Planned activities: the purchase of Cazaclia “White Lake” products and white clay souvenirs; a master class in skin rejuvenation.

ANNEX No.6

List of wineries of Gagauzia

№ a/a	Name of Enterprise	Legal Address
1.	JSC "Vina Komrata"	c. Comrat, Str. Vinzavodskaya 1
2.	SRL "Invinprom"	v. Chirsovo, Str. Vinzavodskaya,1
3.	SRL "Tartcomvin"	c. Comrat , Str . Suvorova 58/1
4.	JV "Kazayak Vin" JSC	v. Cazaclia, Lenina, 2
5.	SRL "C.G.L. – Prim" (metochion "Kara Gani")	c. Vulcănești , Str . Korolenko,6 – leg. address Vulcănești , Str .Krupskoy, 31
6.	JSC "Tomai Vinex"	c. Comrat, Str . Ferapontievskaya,1,
7.	SRL "Neskovin"	c. Comrat, Str. Popedy, 78 (v. Ferapontievka, Str. Lenina 2)
8.	JSC "Chok-Maydan Vin"	c. Comrat, Str. Lenina, 204a/1 (c. Chok-Maydan, Str. Oktyabrskaya 1).
9.	SRL "Moldiugvin"	c. Comrat, Str. Chernyshevskogo, 34
10.	SRL "Tekka"	v. Congaz, Str. Lenina, 2
11.	SRL "Vinaria Bostovan"	v. Etulia, Vulcănești Ditric
12.	JSC "Aurnekvin" (SRL "Burlaku Vin")	c. Comrat, Str . Tretyakova
13.	SRL "Shadrivin"	c. Comrat, Str. Lenina,204a of.41
14.	SRL "Jemchuzhina"	c. Ceadir-Lunga, Str. Budjanskaya,7,
15.	GC "DK Intertraid" SRL	c. Vulcănești, Str. Korolenko,6
16.	SRL "Gevlandri" SRL "Ghevlandri"	c. Vulcănești, Str. Sverdlovskaya, 43
17.	Winemakers' Association of Gagauzia "Gagauzia-Vin" (14 companies)	c. Comrat, Str. Galatsana 5/1

Source: author's research

ANNEX No.7

Advance Application Form for Development Partners

CONCEPTUAL NOTE

Project Title	
The Main Applicant and his/her Partners	
Geographical Coverage	
General Objective of the Project	
Specific Objectives	
Relevance and Regional Impact	
Potential Direct Beneficiaries of the Project (Target Group)	
Potential Indirect Beneficiaries	
Description of project activities (synergies with other projects / activities, etc.)	
Project Implementation Methodology	
Project Participants	
Duration of project implementation	
Total Estimated cost	
Project products and expected results	
Multiplication Effect	
Contact Person	
Name, Surname	
Position, Organization	
Contact Data (email, telephone)	
Annexes	

CONCLUSION

Conclusion

The studies you find in this publication were undertaken within the project GAM-CON – Gagauzian Modernization Convention, which was implemented in the territory of Gagauzia from 2017 to 2019 with the financial support of the European Union, SlovakAid, International Visegrad Fund and Ministry of Foreign Affairs of the Kingdom of the Netherlands.


It is worth to be mentioned that this project united several experts and civic activists in different areas. Representatives of nongovernmental organisations and the whole civil society got a unique opportunity to explore a range of issues directly with regional and national authorities. We have chosen four subjects for discussions, and such subjects became a basis for publications of this research. Within two years we have organized four official meetings of working groups on “Youth and Sports”, “Social Infrastructure”, “Education and Culture” and “Regional Development”. Besides that, we have also held several dozens of informal meetings with the working group members, local experts and international partners, who sincerely invested their knowledge and experience, in order to achieve the goals, they have set to themselves. The uniqueness of this work consists in bringing together all parts of the Gagauzian society. On one side, there was the civil society which painstakingly addressed the complex challenges of its citizens and on the other side, the executive authorities were present and supported the project activities through their active engagement with the civil society in settlement of those challenges. We have also discussed a number of actual challenges not included in the list of chosen subjects. However, such challenges were actively addressed and even some of them were identified as top-priorities by the local authorities. It is the modernisation of Gagauzia, that is the main goal we wanted to achieve. That's why all the developed documents include advanced ideas and offer us innovative and most effective ways and techniques to address these challenges. For instance, the Strategic plan of wine tourism was the deepest study allowing us to take a new look at the industry that seemed to be traditional for this region. However, it also sets out high tasks to the authorities and concerned parts. But the experience of international experts could not be underestimated, because the experience and technologies of other countries are unique for us!

It should not go unnoticed that the subjects chosen for our studies are directly related to the young people. The priorities for youth and young families' development, educational issues and principles of developing a healthy generation and, as a consequence, a healthy and active society, were set. But what do young people mean without education? We know the answer, hence, we drew our attention to the challenges related to the education. We had many different and sometimes even contradictory ideas, however, the working group decided to take a step further.,

Therefore, a whole range of measures for informal education development was discussed. We studied the experience of the international informal schools for the purpose of a deeper analysis of potential results of implementation of informal techniques in children's education, and this experience became a basis for our research. Therefore, we consider this issue to be a good start for the modernisation of Gagauzia. Strong families are essential for sustainable development of society, hence, we could not ignore this subject and paid particular attention to the issue of development of family values as well as to other issues. People in Gagauzia go through a difficult historic stage and struggle for their prosperity, a sum of challenges often destroys families and separates parents from their children. In such situations we propose a range of measures to improve the situation and help young parents to understand the importance of their ties with their children. It should not go unnoticed that a range of proposed measures are in the process of implementation by regional and local authorities and already became a part of young people's lives. Young people are our future and we cannot ignore this fact. That's why we initiated a broad discussion with young people and tried to reflect all that in the Strategic plan of actions for young people development, but fruitful co-operation with the General Authority of Youth and Sports brought us the hope that young people's voices will be heard and will always play a key role in adoption of essential decisions in the field of youth.

The developed strategies will have a direct impact on common people and will involve every young people from Gagauzia.

Dmitri Furtuna
Project manager in ATU Gagauzia



This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of Slovak Foreign Policy Association and Public Association Youth of Gagauzia and do not necessarily reflect the views of the European Union.