

Profile

Association of tourism development in Moldova is a public association, non-governmental, non-profit, non-political, public utility, established by the free manifestation of the will of the persons involved in the attainment of common goals dictated by Statute. ATDM actually has the following main objectives:

- a) Contributing to the promotion of tourism, forms of tourism, tourist zones, of the image of national and regional destinations, the preservation of natural and cultural resources of tourist-historical.
- b) To encourage and implement partnership between the main social actors, to promote cross-border and international cooperation in the tourist areas and the exchange of experience in the field of tourism.
- c) The development of new tourist destinations, the programme for the effective management of tourist areas, tourist development, diversification of tourist locations in the territory of the Republic of Moldova and informing the public.
- d) Building economic and social projects and protection of the natural environment and the built in tourist areas, the protection, improvement and exploitation of tourist resources.

In order to achieve the aims of the Association performed a few directions of activity:

- Analysis of problems of socio-economic, legislative-normative framework, ensuring environmental sustainability, instructive-didactic, promoting information and confronting the Moldovan society in tourism and related services.
- Professional, informational, scientific, methodological, technical assistance public authorities, entrepreneurs in the field of tourism, researchers, tourists, tourist resource managers and individuals interested in the development of tourism and tourism destinations.
- Organization of seminars, conferences, meetings, lectures, round tables, trainings database etc. attracting skilled specialists in the priority areas of activity of ATDM.
- Advisory assistance, analysis, evaluation, planning, and monitoring in all sectors and socio-economic spheres.

ATDM acording specialized consulting individual and corporate in office ATDM or at the customer's office:

- Market studies,
- Capacity studies,
- Feasibility studies,
- Expertise and solutions for tourism business
- Solutions for the construction of tourist units,
- Tourist branding.

Strategic planning:

- National, regional, district and local plans of tourism development

- Development strategies for development in tourist areas
- Evaluation of tourist areas
- Creating models of efficiency in tourist destinations,
- Drawing up business plans for tourism business.

Studies on capacity of tourist companies:

- General information (identification data, management, and investment priority areas, etc.)
- Business relationships (suppliers and customers, etc..)
- Internal audit of the company
- Economic and financial analysis
- The ability to use portfolio optimization of investment environment
- Behavior in the consortiums and corporate activities
- Conclusions & Recommendations

Tourist complex feasibility studies:

1. Rationale of the project
2. Technical data
3. Marketing plan
4. Financials analysis
5. Economic and financial analysis
6. Institutional and organizational framework
7. Technical design
8. Opinions

Tourist Marketing:

- Sectoral studies
- Marketing strategy and planning
- Market research
- Studies assessing of the impact
- Studies of best practices

Tourism Development & Advocacy:

- Advisory support on Moldovan businesses in tourism
- Studies of the impact of the strategies and policies of State in tourism
- Activities to promote foreign investments for tourist destinations

Expertise complex & management solutions for tourism business:

- investment projects
- residency agreements in tourist areas
- business plans
- draft agreements on cooperation in tourism
- the impact of companiesPublic Relations in tourism, etc.

Reports about specific tourist market:

- General information
- The specific relations between tour operators with regional markets
- Business relationships (suppliers and clients) on the local tourist market
- Financial and statistical information on tourist destinations capabilities

- Business risk assessment in relation to the topic of the study

Support in Launching Business in Tourism (turnkey business):

- Tourism business opportunity analysis
- Offering comprehensive set of operations (business registration, licensing procedures, certification)
- Development of business plan
- Assistance in contracting a credit
- Recruitment staff
- Preparation of comprehensive set of contract type (customers, suppliers, partners) for tourism

Public-Private Partnership in tourism

- Advisory and procedural support for structuring and promoting projects of concession
- Advisory and procedural support for the development and promotion of public procurement (tenders)
- Advisory and procedural support to the creation of public-private joint enterprises

Investment projects

Private investment projects in tourism and leisure infrastructure.

Experience in tourist consulting

The team of ATDM specialists evaluate and monitor tourist market and contributes directly to the development of tourism by developing researches and studies, analyses, development of the tourism sector, the local economic development of the destinations, the involvement of public authorities in the development of tourism has. at the same time, social solutions and projects for the development of tourism in Moldova.

Summary results of the ATDM activity:

Consulting services for local and central public authorities: the Diagnostic analysis of the development of the tourist sector in the period 2003-2010 (National Tourism Authority), the development of the Study on the continued development of tourist information Offices in Moldova (National Tourism Authority), Institutional development plan for the Ministry of culture and tourism, Development of socio-economic projects and feasibility studies of investment locations, Strategic development plan for tourism development in Calarasi district UNDP Moldova; Development Strategy of tourist Development of the area Orheiul Vechi, UNDP Moldova; development of the Study of evaluation of all types of tourist attractions in Rep. Moldova, UNDP Moldova; elaboration of the Strategy for the promotion of the national tourist product, the Department of tourism development of the REPUBLIC OF MOLDOVA; draft law rural tourism of the REPUBLIC OF MOLDOVA , Department of tourism development of the REPUBLIC OF MOLDOVA.

Surveys, evaluations, feasibility and market studies: preparation of Feasibility studies on the development of tourism in the Hâncești (TACIS), Nisporeni (DCE), National Park "Orhei" (UNDP/Moldosilva), "Pădurea Domneasca" (NEF Moldova), "Upper Prut" (APL Văleni); survey of Management Effectiveness field Tripper, IRI "Perspectiva"; evaluation of Tourism potential in the 22 national tourist areas RM (Rudi, Orhei, Soroca, Tipova-Saharna, Taul, Costești-Stâncă, Edinet, Cahul, Hirjeuca, Gagauzia, Capriana, Talmază, Lozova-Chisinau etc.), IRI "Perspectiva";

evaluation of Management of the hotel structures in Chisinau, Balti, Orhei, Cahul, Comrat (hotels: Codru, Jolly Alon Hotel, Chisinau, Dacia, Vila Verde, VisPas, Cosmos, Astoria, agropensiunea family Benzin, tourist bases: Flower, Universe; Hârjauca, Nufarul Alb sanatorium).

Launching projects in tourism business: 7 projects launching of guesthouses agrotourist pensions in households in Trebujeni and Butuceni village (Orhei), UNDP Moldova; 6 projects for rural tourism extension (ACSA Călărași, Șt. Voda, Orhei, Ceadir-Lunga), 4 projects launching tourist services to Milestii Mici (Spelleken Asoc.).

Training: more than 200 students specialized in tourism and hotel services in the chair "Tourism and Hotels services" in IRI "Perspectiva"; start training about 250 farmers in rural tourism (calarasi, Stefan Voda, Orhei, Cantemir, Edinet, Glodeni, and others, ACSA, FNFM); courses to enhance the capacities of managers in tourism on tourism services diversification, travel agents;

The film " Private View in the center of Europe"

Members ATDM have experience of participation in various national and international projects:

- **National Ecological Fund** / Natural Reserve Administration „Pădurea Domnească” - “Middle Prut a chance for the future” / feasibility study for development of ecotourism in the „Pădurea Domnească”, 2010,
- Development of socio-economic development projects and feasibility studies in tourist destinations. 2010, Business Consulting Institute/Soroca, Criuleni and Rezina District Concils,
- **ENPI SEE** - Transnational Cooperation Programme „Donauregionen+. The spatial development concept of interregional cooperation in the Danube space”, (ATDM official partner)
- **TACIS CBC** project “Capacity building investment in the tourist zone Hincesti –Leuseni” (project manager)
- **CBC** project „Development of tourist routes in the border area Nisporeni-Prut” (ATDM official partner);
- Elaboration of the General Urbanistic Plan of the Chișinău and PATM Chișinău;
- **LGRP, USAID Project** Elaboration of the General Urbanistic Plan of the Orheiul Vechi,
- Implementation of local development projects in tourist areas: Cojușna, Olănești, Cigârleni, Vadul lui Vodă;
- **Moldova Social Investment Fund, USAID** Diagnostic studies and local development strategies of cities Glodeni, Vatra, Criuleni;
- “**Local Agenda 21**” Project, **UNDP Moldova** Diagnostic studies and local development strategies of Frumoasa, Răciula, Hârjauca;
- **ACSA** 5 agropensiuni owners assistance in Calarasi counties, Orhei, Stefan Voda, Gagauzia
- Support for the work of 5 entrepreneurs in rural tourism in the village Milestii Small, Moldova supported by **INWENT** and **Spelleken Associates**, Germany.

ATDM members worked and transnational HistUrban project carried out under financing Programme INTERREG IIIB CADSES Neighborhood Program.

Cooperation at the international level:

Within the framework of **2nd call for proposals EU Cross-Border Cooperation programme "Black Sea Basin 2007-2013"** in 2011 ATDM formed partnerships with international NGOs in several countries in the Black Sea for writing and submitting project applications:

- **The Applicant from Armenia - Investment Protection Fund:** Priority 1 – Supporting cross border partnership for economic and social development based on combined resources Measure 1.2.: Creation of tourism networks in order to promote joint tourism development initiatives and traditional products , **project "Developing and Promoting Family Tourism Products in Rural Areas (DPFTPRA)"**. Outside ATDM are involved partners from Greece, Bulgaria, Turkey.
- **The Applicant from Bulgaria - Foundation "Shtarkelovi gnezda":** Priority 1 – Supporting cross border partnership for economic and social development based on combined resources Measure 1.2.: Creation of tourism networks in order to promote joint tourism development initiatives and traditional products, **project „Cultural tourism as a form of sustainable development.**, Project partners from Bulgaria, Romania, Greece, Moldova, Turkey and Ukraine.
- **The Applicant from Bulgaria:** Priority 1 – Supporting cross border partnership for economic and social development based on combined resources Measure 1.2.: Creation of tourism networks in order to promote joint tourism development initiatives and traditional products, **project „WatWell Project. Network for water and wellness tourism in the Black Sea Basin"**.
- **The Applicant from Veliko Tırnovo, Bulgaria:** Priority 1 – Supporting cross border partnership for economic and social development based on combined resources Measure 1.2.: Creation of tourism networks in order to promote joint tourism development initiatives and traditional products, **project „Cross-Border Branded Creative Tourism Network as Catalyst for Sustainable Micro-Enterprise Development"**.
- **The Applicant from Moldova - Business Consulting Institute (BCI):** Priority 1: Supporting cross border partnerships for economic and social development based on combined resources Measure 1.2: Creation of tourism networks in order to promote joint tourism development initiatives and traditional products, **project "Black Sea Network for Sustainable Tourism - Strategies for joint tourism marketing and development in the Black Sea region" (BS NST)**, project partners from Moldova - ATDM, Central and Southern Region, international partners - Georgia - Adjara Autonomous Republic (AR) and Kakheti regions; Cities of Batumi, Kobuleti, Telavi, Bulgaria – NUTS II regions Yugoiztochen, Burgas Municipality, Ukraine - Odessa region, city of Odessa, Turkey- TR90, Eastern Black Sea Region.

Cooperation at the national level:

Within the framework of cooperation with the Agency of tourism of the Republic of Moldova, the national tourism authority, has achieved the following ATDM in 2011. Within the framework of the revision of the strategy for the sustainable development of tourism (2003-2015) was commanded by AT RM and carried out ATDM Diagnostic analysis of the tourist sector

R. Moldova for 2003-2010.

Another product developed by experts of ATDM to order the national tourism authority is Study on the opportunities of organisation of activity of tourist information Offices in the Republic of Moldova, which allows the clear highlight of tourist information Offices functioning in Moldova, including such structures besides wineries in Moldova.

Realization of collaboration with LPA from Moldova's wine representative zones:

Within the framework of **2nd call for proposals POC RO-MD-UA 2007-2013** there have been written multiple applications project for local public authorities of level II:

- **Ștefan Vodă District** Priority 1 “Towards a more competitive border economy” 1.1 Improving the productivity and competitiveness of the region’s urban and rural areas by working across borders, project: **“Development of routes for cross-border wine-tourism on the area of Lower Dniester river (DniesterWineTour)”** the applicant Ștefan Voda District Council, partners from Republic of Moldova: Ștefan Voda District, South Development Region, international partners from Romania: Iași District, Siret-Prut-Nistru Euroregione, from Ukraine: Udobnoe Mayoralty, Belgorod-Dnestrovski District, Odesa Region.
- **Criuleni District** Priority 1 “Towards a more competitive border economy”, Measure 1.1 Improving the productivity and competitiveness of the region’s urban and rural areas by working across borders, project: **„Criuleni TZ: Development of Criuleni touristic zone and its connections Republic of Moldova to cross-border routes”**, the applicant - Criuleni District Council, partners from Republic of Moldova: localities Criuleni, Onitcani, Boșcana, Orhei District, international partners from Romania – Scobinți Mayoralty (Iasi), from Ukraine – Kotovsk District.
- **Nisporeni District** Priority 1 “Towards a more competitive border economy” 1.1 Improving the productivity and competitiveness of the region’s urban and rural areas by working across borders, project **“Capacity building for a sustainable cross-border tourism in the region of Middle Prut”** the applicant - Nisporeni District Council, partners from Republic of Moldova: Hincești district, Ungheni district, from Romania - Iasi county, Vaslui county, from Ukraine - Novoselytsky district, Izmail district, “Lower Danube” Euroregione.
- **Rezina District** Priority 1 “Towards a more competitive border economy” 1.1 Improving the productivity and competitiveness of the region’s urban and rural areas by working across borders, project **“Arrangement and promotion of the regional tourist destination Rezina with the oldest cave monasteries (MonastiCaveTour.RZ)”** the applicant - Rezina District Council, partners from Republic of Moldova: Rezina District (Saharna Noua, Lalova, Tipova), Soldanesti District (Vadul Rașcov), international partners from Romania – Gura Humorului city, from Ukraine – Cernevtși.

Once and for the **LPA level I:**

- **Mayoralty Văleni, Cahul District:** Priority 1 “Towards a more competitive border economy”, 1.1 Improving the productivity and competitiveness of the region’s urban and rural areas by working across borders, project **“The development of durable eco-tourism capacities in the cross border area of the Lower Prut River (PrutEcoTour)”**, the applicant **Mayoralty Valeni**, partners from Republic of Moldova: Cahul District (Valeni, Giurgiulești, Slobozia Mare, Crihana Veche), international partners from Romania: Galați County, Tulucești, from Ukraine: Izmail District (Utconosivka), “Lower Danube” Euroregion.

- **Mayorality Lăpușna, Hîncești District:** Priority 1 “Towards a more competitive border economy” 1.1 Improving the productivity and competitiveness of the region’s urban and rural areas by working across borders, project “**Rehabilitation of medieval Voievod Court Lăpușna for touristic visits (HistoryTour)**”, the applicant Lapusna mayorality, partners from Republic of Moldova: Lapusna, Palanca, Central Development Region, international partners from Romania: Vaslui municipality, Cotnari city, North-Est Development Region, from Ukrain: Belgorod Dnestrovski city, Odesa Region.

Since 1997, with the support of experts from ATDM in Moldova have been carried out numerous studies, researches and surveys in the field of tourism. Until now, the ATDM specialists have developed over 30 publications and studies about tourism in the Republic of Moldova, and since 2007, ATDM actively in developing capacities of tourism in national and regional destinations.

Relevant studies and publications:

Studies the strategic development:

- Analiza diagnostic a turismului național în perioada 2003-2010/ Agenția Turismului Republicii Moldova
- Planul de Dezvoltare Instituțională pentru Ministerul Culturii și Turismului, UNDP Moldova/World Bank, 2009
- Managementul resurselor turistice din Republica Moldova. Chișinău, ed. UASM, 2007
- Regiunea de dezvoltare Nord. Planul operațional 2008-2010 //Proiect UE “Suport pentru Organele de Implementare a Dezvoltării Regionale”. - Chișinău, 2007
- Planul de Amenajare a Teritoriului Național. - Et.2. - Vol. 3. - Cartea 3. - Chișinău, 2007
- Raport de Stare a Țării. Republica Moldova 2007 //Autor subcapitole 6.5 (Mediul și resursele naturale: să ne gândim la viitor. Subiect special: protecția ariilor naturale) și 9.6 (Moldova regională. Subiect special: dezvoltarea turismului). - Chișinău, 2007
- Relațiile comerciale dinstre Republica Moldova și țările Uniunii Europene în domeniul turismului//Proiect “Planul de acțiuni Uniunea Europeană – Republica Moldova: document accesibil publicului” (etapa 2), implementat de ADEPT și EXPERT GRUP cu sprijinul financiar Fundația Soros Moldova. - Chișinău, 2007
- Armonizarea politicilor de gestionare a resurselor naturale și patrimoniului cultural pentru încurajarea turismului transfrontalier în cadrul parteneriatului Uniunea Europeană – Republica Moldova//Proiect “Planul de acțiuni Uniunea Europeană – Republica Moldova: document accesibil publicului”, implementat de ADEPT și EXPERT GRUP cu sprijinul financiar DFID. - Chișinău, 2006

Studies the development of partnerships in tourism:

- Ghid de cooperare transfrontalieră. Chisinau, Ed. Epigraf, 2010
- Hîncești. Ghid investițional. Chișinău, ed. Cu Drag, 2009
- Parteneriate de dezvoltare a zonelor turistice în Republica Moldova. - Chișinău, ed. Cu Drag, 2008

Studies of the development of tourism destinations in Moldova:

- Studiu: Investigarea stării centrului istoric Chișinău. - Chișinău, 2008
- Bujor: trecut, prezent, viitor. Ch.: Cu Drag SRL, Colecția “Sate turistice în Moldova”, 2008
- Cioara: trecut, prezent, viitor. - Ch.: Cu Drag SRL, Colecția “Sate turistice în Moldova”, 2008

- Cotul Morii: trecut, prezent, viitor. - Ch.: Cu Drag SRL, Colecția "Sate turistice în Moldova", 2008
- Călmățui: trecut, prezent, viitor. - Ch.: Cu Drag SRL, Colecția "Sate turistice în Moldova", 2008
- Cățeleni: trecut, prezent, viitor. - Ch.: Cu Drag SRL, Colecția "Sate turistice în Moldova", 2008
- Nemțeni: trecut, prezent, viitor. - Ch.: Cu Drag SRL, Colecția "Sate turistice în Moldova", 2008
- Obileni: trecut, prezent, viitor. - Ch.: Cu Drag SRL, Colecția "Sate turistice în Moldova", 2008
- Pogănești: trecut, prezent, viitor. - Ch.: Cu Drag SRL, Colecția "Sate turistice în Moldova", 2008
- Hincesti. A tourist destination. Ch.: Bons Offices, 2007
- Strategia de dezvoltare social-economică și durabilitate a mediului a satului Stoianovca, raionul Cantemir. - Ch.: Continental Grup SRL, 2006
- Стояновка – между прошлым и будущим. Исторический очерк - Кишинэу, 2001
- Speoturism în Moldova/Viorel Miron. - Ch., 2001.

Tourism business development:

- Afaceri în turismul rural: Amenajarea și tehnologia deservirii oaspeților. Chișinău, 2005
- Turism în arii naturale din Moldova. Ghidul investitorului local. Chișinău, 2005
- Turismul rural în Moldova. Îndrumar pentru autoritățile publice locale. Chișinău: Știința, 2002

Tourism guides:

- Nisporeni. Ghid turistic. Chisinau, Ed. Iutastan, 2010
- Hîncești. Destinație turistică. Chișinău, ed. Bon office, 2007
- Ghidul Turistic al raionului Călărăși. Chișinău, 2004
- Ghidul Turistic al raionului Orhei. Chișinău, 2004
- Ghidul Turistic al raionului Ștefan Vodă. Chișinău, 2004
- Ghidul Turistic al raionului Cantemir. Chișinău, 2004
- Moldova turistică - Proiectul PNUD Moldova "Dezvoltarea durabilă a turismului". Ch - 2002

Tourism maps:

- Raionul Nisporeni
- Raionul Hîncești
- Mileștii Mici

Didactic works:

- Organizarea activității turistice. Indicații metodice pentru studenții specializării 2902.01 Turism, servicii hoteliere. Chișinău, 2004
- Dubăsari – Vadul lui Vodă. Traseu turistic pe Nistru. Chișinău, 2001
- Traseu turistic prin nordul Moldovei. Chișinău, 2000
- Turism în mediul rural. Caiet metodico – practic pentru studenți. Chișinău, 2000
- Servicii turistice în Moldova. Caiet metodico – practic pentru studenți. Chișinău, 2000
- Țipova, Traseu turistic studențesc. Chișinău, 1999
- Obiecte turistice. Caiet metodico – practic pentru studenți. Chișinău, 1999
- Общая этнография: Учебно-методическое пособие для студентов специальности 2902.01 Туризм и гостиничное хозяйство. - Кишинэу: Ин-т Междунар. Отношений „ПЕРСПЕКТИВА”, 2004