

# Sustainable Transport and Tourism along the Danube

## GOOD PRACTICE COLLECTION (final)

### Moldavian Danube Area



WP 3 / Action 3.3

Association of Tourism Development in Moldova

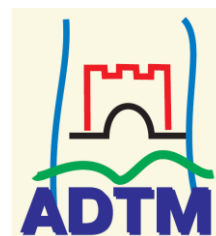
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More information about TRANSDANUBE and the project activities & results are available at [www.transdanube.eu](http://www.transdanube.eu)

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## 1 EXECUTIVE SUMMARY

For Republic of Moldova, the Danube is a clear opportunity for integration into the circuit of European values, economic and cultural interconnection with SEE countries, transfer of experiences and knowledge. Danube is a very important European river, which is one of the major transport corridors in the SEE region, an exit to Europe and the sea, a platform for sustainable tourism development and environmental protection. Being of major importance for the whole region, the Danube has provided more options for cooperation between countries / regions, many of which have resulted in various projects. Recently Moldova participate in the discussion and implementation EUSDR, promoting economic and environmental projects in the Danube.

Association of Tourism Development in Moldova (ADTM) participated in the transnational Donauregionen + SEE project implementation (1PP 10%), in which multilateral studied potential in the Moldavian Danube Area (MDA), and now with Environment Agency Austria (LP-EAA) intends to extend the Transdanube project in Moldova.

As in South Eastern Europe, in the MDA problems have been identified with poor availability and poor quality of service for visitors, disproportionately traffic with negative effects on the environment. Lack of financial resources only rigid dictates the priorities for implementing costly infrastructure projects, leaving shadow caring for nature and cultural values in the multiethnic MDA, low visibility of all tourist attractions, poor interconnection settlements for better mobility. Tourists do not find mobility connections to the MDA, staying less in the area, and those with alternative transportation (bike, boats) are not informed about tourist attractions, and existing transport offers, is the lack of coordination between the transport operators and tourism industry, etc. Only the development of sustainable mobility solutions will provide better connections for tourists and people who live in the region.

In this respect, ENPI PP1 ADTM we associate with **the main objective of the SEE project TransDanube** - the development of «Sustainable Mobility» along the Danube including train, bus, bike and shipping traffic to improve accessibility and facilitate the concept of sustainable tourism in the whole Danube region (including Moldavian Danube Area).


With strong focus on improving accessibility to sustainable transport offers, Transdanube project will contribute to economic and tourism continues development and therefore will strengthen the Danube region as a whole. Thus we propose the following **specific objectives**:

- Improving the MDA destinations accessibility by developing sustainable mobility offers along the Danube
- Stimulating extensive cooperation between the Danube regions, tourist destinations and partner communities to provide a platform for the future new projects and investments.
- Promotion of mobility and tourism marketing actions to increase the added value of tourism in the MDA.
- Develop knowledge and information about tourist flows, accesses and transport offers in the Danube region.
- Increase awareness, knowledge and promote sustainable mobility in the Danube region.
- Stimulating MDA ecological mobility systems for improving the Danube environment.


These objectives are converging with the priorities in the SEE Transnational Cooperation Programme, EUSDR, Tourism Strategy 2020 and the relevant national and regional strategies of the Rep. of Moldova. This fact encourages our actions for the joint execution the Transdanube transnational project.

## 2 GOOD PRACTICES

### 2.1. Soft mobility offers & packages

	Description
General project description	<p><b>Salty Lake- Cahul</b></p> <p>This project boosts the development of infrastructure for the leisure tourism in South Development Region in Moldova in order to increase economic development of the region.</p>  <p><b>The direct beneficiaries of the project:</b> mayoralty of Cahul city, Cahul common services, population of Cahul town (50,000), the beneficiaries of the spa services in the sanatorium "Nufărul alb" (550 person / lap (a lap - 18 days)), beneficiaries resting and recreation area "Salty Lake" (500 persons/day) residents Euroregion "Lower Danube" (2 492 676)</p> <p><b>Indirect beneficiaries:</b> national, regional and international tourists.</p> <p>Initial project duration of 18 months, but for the real implementation was provided 10 months.</p> <p><b>The project intends to:</b></p> <ul style="list-style-type: none"> <li>-Rehabilitation and promote resting and recreation area "Salty Lake" Cahul;</li> <li>-Integration resting and recreation area "Salty Lake" Cahul in national and international tourist circuits;</li> <li>-Attracting local and national investment to develop leisure and entertainment area in Cahul city;</li> <li>-Creating new jobs.</li> </ul> <p>The project will enable the tourist destinations to position themselves on a well deserved place in the top tourist destinations in the country.</p> <p>The project was accepted for funding from the National Fund for Regional Development in 2011 and redevelopment work began in May 2012. Commissioning maintenance of salty Lake Cahul to be performed in the summer of 2013. But while cleaning the Salt Lake underground springs were discovered that prevented total evacuation of water from the lake, which led to the delay of the works, therefore the technical project was subject to review. After review, it was concluded that an additional agreement which increased the amount of work at 7, 23 mln to 9,39 mln MDL was needed.</p> <p>After completion of the project the rehabilitated "Salty Lake" will be under the management of the Cahul mayoralty. The mayoralty will contract staff which will serve the target tourists during its operation.</p>
Initiator & stakeholders	The initiative was prompted by the fact that here was sometime a spa area of republican importance and o Cahul administration decided to restore this destination. Such that the key players were municipal administration, which has broad support of the local population.
Project bases	Is the individual project of the town hall Cahul.
Finances of the of project	To realize this project was initially requested funding from the National Fund for Regional Development - 100% or 5,7 mln MDL, now works value increased to 12,1 mln MDL.
Accompanying measures	Partial reconstruction of Sanatorium "Nufărul Alb"
Success factors &	<ul style="list-style-type: none"> <li>• Commitments large local</li> </ul>

Challenges	<ul style="list-style-type: none"> <li>• Positive impact tourism</li> <li>• long-term regional funding measures</li> </ul>
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	Description
General project description	<p><b>Giurgiuilesti Free International Port /Moldova</b></p> <p>Giurgiuilești port was put into operation on 26 October 2006 after 10 years in construction. In December 2004 Danube Logistics signed with the Government an agreement regarding an investment for the construction of the Giurgiuilești International Free Port.</p>  <p>Giurgiuilești International Free Port (GIFP) is located at km 133.8 (a 72.2 mile maritime) on the Danube to the Black Sea. GIFP enjoys a strategic position because of its location on the border of Moldova with Romania and Ukraine. Because direct access to the Black Sea on ships and in countries located on barges on the Danube river and through access to rail connections to former CIS countries and European Union countries GIFP turns into a major logistics hub not only for Moldova, but also for the entire region. Întreaga suprafață a Portului Internațional Liber Giurgiuilești (PILG) are statuat de zonă economică liberă până în anul 2030. Grație amplasării sale pe Dunărea de Jos cu adâncimi disponibile ale apei de până la 7m, PILG este capabil să primească atât nave fluviale, cât și nave maritime.</p> <p><b>The direct beneficiaries</b> of are enterprises which port handles petroleum products, grain, vegetable oil producers, all different types of transport companies etc., Passengers and tourists can benefit from Giurgiuilești passenger port.</p> <p>The project was created:</p> <ul style="list-style-type: none"> <li>• only direct sea-point distribution and transshipment to / from Moldova;</li> <li>• a regional logistics hub on the border of the European Union with access to means of communication by land, rail, river and sea,</li> <li>• excellent location for business development, because of its strategic, trimodal transport infrastructure, cost environment and unique customs and tax regime.</li> </ul> <p>Institutional level is provided by ICS Danube Logistics SRL - International Free Port Giurgiuilești operator.</p> <p>See more on <a href="http://www.gifp.md/ro">http://www.gifp.md/ro</a>, <a href="http://www.gfez.md">www.gfez.md</a></p>
Initiator & stakeholders	ICS Danube Logistics SRL, a limited liability company, is the general investor and operator Giurgiuilești International Free Port.
Project bases	The shareholders of Danube Logistics are holding Dutch Danube Logistics Holding BV and the European Bank for Reconstruction and Development, 80% and 20% of Danube Logistics shares respectively.
Finances of the of project	<b>Oil terminal</b> was built in FDI amounting U.S. \$ 35 million. <b>The grain terminal</b> (investment of 12 million U.S. dollars). <b>Passenger port</b> (investment of 10 million U.S. dollars). <b>Free Industrial Zone</b> - investment volume amounted to 58.9 mln. dollars.
Accompanying measures	Modernization of access roads to Giurgiuilești International Port.
Success factors & Challenges	<ul style="list-style-type: none"> <li>• New investment opportunities in southern Moldova</li> <li>• Public-private partnerships the functional</li> <li>• Establishment of a new railway access pre GIFP</li> <li>• Increasing Investment and Tourism visibility of southern Moldova</li> <li>• Creating new jobs in various services and tourism.</li> </ul>



	Description
General project description	<p><i><b>The Vallum Traiani/Moldova</b></i></p> <p>This project provides for the connection of the common heritage of southern districts to improve the attractiveness of investment and improved tourism image of the regional locations in South Development Region.</p> <p><b>The direct beneficiaries of the project:</b></p> <ul style="list-style-type: none"> <li>• The population of eight southern districts,</li> <li>• local public authorities of level 1 and 2</li> <li>• strategic investors,</li> <li>• entrepreneurs in tourism,</li> <li>• tourists and visitors to the country.</li> </ul> <p>Project duration of 24 months.</p> <p><b>The project intends to:</b></p> <ul style="list-style-type: none"> <li>•Inventory and assessment RDS tourism potential of regional economic zones increased investment attractiveness as destination management methods compatible</li> <li>•Creating functional database of locations for investment and tourism</li> <li>•Develop feasibility studies for two regional tourism Zone ( Lower Dniester , Prut Down)</li> <li>•Develop a management plan for the exploitation of the network of tourist locations Trajan's connection</li> <li>•Develop business plan for investment and tourism locations RDS</li> <li>•Training modules on public-private partnerships and businesses in tourist areas and study visits in areas of public-private entrepreneurship and tourism representative</li> <li>•Establish regional tourism routes "waves Trajan" and " Wine Road "</li> <li>•Improving informativitate and aestheticization of attractions</li> <li>•Support rehabilitation APL tourism tourist locations / summer camps in districts</li> <li>•Create regional center for investment and tourism information</li> <li>•Promotion of regional destinations.</li> </ul> <p>The project will allow the inclusion of southern Moldova to the list of and walking trails priority of RM.</p> <p>After finalization of the project products and results are functional over a long period post-project. Thus:</p> <ul style="list-style-type: none"> <li>•Regional Information Center will be maintained in the provision of localization regional project management, other services dissemination / information, public budget projects attracted.</li> <li>•All tourism signs will be put into operation and maintenance of district institutions charged with maintaining road informative infrastructure.</li> <li>•Objects and attractions arranged by the project will be maintained by APL financing mechanisms targeted at entrepreneurs benefit taxation arranged locations.</li> </ul> <p>Institutional level will be implemented by the Regional Center of investment and tourist information.</p>
Initiator & stakeholders	The initiative belongs to Southern Regional Development Agency in partnership with eight district councils in South RD and NGO Development Association for Tourism in Moldova
Project bases	It is a joint project of the South Regional Development Agency in partnership with eight district councils in South RD
Finances of the of project	To realize this project funding from the National Regional Development Fund was requested - 94.42% <b>754756 MDL</b> at the same time Financial support will be provided by district councils

Accompanying measures	Union through a common idea or brand different destinations in a single representative tourist destination that the red wire goes idea Trajan's presence in the southern region of Moldova.
Success factors & Challenges	<ul style="list-style-type: none"> <li>• New investment opportunities in RDS</li> <li>• Public-private partnerships</li> <li>• Establishment of regional trails and recreation areas / summer camps</li> <li>• Increasing investment and tourism visibility RDS</li> <li>• Creating new jobs in various services and tourism.</li> </ul>

## 2.2 Transportation and Tourism Information Systems

	Description
General project description	<p><b><i>Museum Info Tourism in Moldova</i></b></p> <p>The realization of this project will develop visitor management capacity in their museums from the tourist areas in the country and will increase the visibility of cultural heritage in Moldova.</p> <p>The whole project will target localities included in tourist areas determined by the National Spatial Plan (2008).</p> <p><b>Direct beneficiaries:</b> local museums, regional and national tourism entrepreneurs, tourists and visitors to the country.</p> <p>Project duration - from 1 February 2014 until 31 May 2014.</p> <p>Under the project the most representative and well placed museums will be selected for the tourist visits in 22 national tourism zones on the territory of the Republic Moldova relevant guides will be trained in museum visitor management, all cultural heritage items to be included in tourist routes project developed locally will be identified, nationally and across borders level.</p> <p>As a result of project activities a national network of museums - points of Infoturism accessible for visitor tours of Moldova with guides trained and demonstration materials relevant cultural heritage of value of RM will be created and developed. The project will culminate in a press conference that will present network-points Infoturism museums across the country open for the International Museum Day.</p> <p>This will increase the visibility of museums in Moldova and make them more attractive to a larger number of visitors, including foreign tourists.</p> <p>After the finalization of the project its products and results will be functional over a long period due to post-project activities performed to attract funding capacity in projects developed by increasing the number of visitors by increasing list of services that can be provided by museums.</p>
Initiator & stakeholders	The initiative belongs to the Association of Tourism Development in Moldova
Project bases	This project builds on the existing National Spatial Plan (2008).
Finances of the of project	<p>To realize this project financing from the state budget was requested (49499 MDL). ADTM own contribution: £ 37,000, including use for the:</p> <ol style="list-style-type: none"> <li>1. Development and manual editing " Developing capacities of local museums to inform tourists in Moldova" - 34000 lei</li> <li>2. Organizing the final press conference - 3000 lei.</li> </ol>
Accompanying measures	Develop the visibility infrastructure of the tourist areas in the Republic of Moldova
Success factors & Challenges	<ul style="list-style-type: none"> <li>• The existence of joint network of tourist information</li> <li>• Possibility of training guides of museums as Tourist Information Centres</li> </ul>



	<ul style="list-style-type: none"> <li>• Visibility of the work of museums by placing the web sources</li> <li>• Increase the number of visitors to national and local museums</li> </ul>
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## 2.3 Strategies and plans

### 3 ANNEX

#### 3.1 List of references

1. Moldavian Statistical Yearbook, 2005
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