
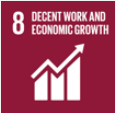




Promoting heritage tourism in Moldova through diaspora expertise

ACTION BASICS

<p>Beneficiary institution</p>	 <p>The Museum of Ethnography and Natural History is the oldest museum in Moldova and has the mandate of preservation, research and cultural exploit of ethnographic and natural collections. The Museum manages the Țipova-Saharna landscape reserve, which is comprised of the oldest complex of rupestrian monasteries in Eastern Europe, natural landscapes and the Nistru river.</p>
<p>Diaspora professionals</p>	<p>Two Moldovan diaspora professionals based in Sweden will be recruited:</p> <ul style="list-style-type: none"> • Mr. Romeo Cemirtan, Ph.D. is a guest post-doctoral researcher at Uppsala University. He worked as a research fellow at the Museum and as a guide at the Țipova-Saharna landscape reserve. • Mrs. Viorica Olaru-Cemirtan, Ph.D. is a guest post-doctoral researcher at Uppsala University's Gotland campus. In the past, she worked on cultural heritage projects with the Museum. <p>Due to their emotional bond to Moldova, cultural and linguistic competencies and access to local communities and connections, the two diaspora professionals can effectively transfer their knowledge of heritage tourism based on the Swedish model and adapt it to local needs and contexts.</p>
<p>Duration</p>	<p>16 months</p>
<p>Sustainable Development Goals</p>	  

MAIN FEATURES

<p>Context & needs</p>	<p>Moldova has a rich cultural heritage and a budding tourism sector, with the Țipova-Saharna landscape reserve attracting 35,000 people annually. However, the site still lacks infrastructure, as well as leisure and education facilities. Poor marketing, inadequate cultural management and lack of interest from local communities also limit the Țipova-Saharna tourist route from reaching its full tourism potential.</p> <p>The Museum plans to modernise the Țipova-Saharna route in the hopes that it would boost Moldova's heritage tourism sector, increase its openness to international markets and contribute to local development. They have requested support from EUDiF to tap professionals from Moldova's diaspora based in Sweden to share their knowledge on heritage tourism and assist in the modernisation of this route.</p>
<p>Objectives</p>	<p>General objective</p> <p>The action aims to transfer knowledge from Moldova's diaspora in Sweden and facilitate the development of heritage tourism entrepreneurship in the Țipova-Saharna route.</p> <p>Specific objectives</p> <ul style="list-style-type: none"> • Develop the strategic framework to modernise the landscape reserve in line with EU standards. • Enhance the Museum staff's capacities and knowledge on sustainable tourism as a vehicle for managing cultural heritage. • Increase awareness among national authorities and local communities about the strategic importance and entrepreneurial potential of heritage tourism.



ACTION PLAN

DP4D Priority sectors



Types of diaspora expertise

- Conduct of assessments, research and/or evaluations**
 - **On-site deployment of diaspora professionals to Moldova** to conduct field visits, assess the needs of the Museum, and collect the input of local authorities and potential entrepreneurs
- Organisation of knowledge transfer events**
 - **Online workshop on contemporary approaches to heritage tourism** and the management of open-air museums and reserves, based on the experience of Sweden
 - **On-site awareness-raising workshop on sustainable tourism** targeted towards local communities, authorities and entrepreneurs
 - **Online training on fundraising** for the Museum's staff to help them identify sources of financial support for the Museum's activities, festivals and campaigns
- Development of strategic documents and/or training tools**
 - **Technical expertise** to draft the conceptual package of the Ţipova-Saharna route
 - **Technical expertise** to develop a strategy and action plan for the route's modernisation and promotion
 - **Technical expertise** to develop conceptual notes on storytelling practices
 - **Drafting sessions and validation workshops** for the strategic and conceptual packages
- Visibility and communication activities**
- Facilitation of networking and partnerships**

Outputs

- **Conceptual package for the modernisation of Ţipova-Saharna** containing architectural designs, tourist itinerary maps, and route descriptions
- **A tourism development strategy** for Ţipova-Saharna with a focus on storytelling, accompanied by an **action plan** detailing concrete roles, tasks and timeline of activities
- **Background concept note** for the Festival of Legends in Ţipova-Saharna, a new annual event foreseen to attract thousands of tourists
- **Thematic factsheet** showcasing the experiences of diaspora professionals in conducting knowledge transfer activities in the field of heritage tourism

Expected results

- **Transfer of knowledge from diaspora professionals** on Swedish practices in heritage tourism and in the conservation and management of open-air museums and reserves and tailoring these practices to local needs and contexts
- **Increased knowledge and awareness of heritage tourism and sustainable tourism** among the Museum's staff, public authorities and local communities
- **Increased organisational capacities in fundraising and cultural management practices** among the Museum's staff
- **Increased capacity among local populations** to better engage in the preservation of cultural heritage and local development opportunities

Find out more at www.diasporafordevelopment.eu

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