28.11.2016 События

On November 25 this year, in Chisinau, was held the Workshop entitled “Diversification of Agritourism Clusters’ Activities in Moldova”, in the Project “Development of agritourism clusters in Moldova. Strengthening the non-agricultural business in rural areas”.

The event was organized by the Association of Tourism Development in Moldova with the assistance of Poland and the European Cooperation Centre.

The workshop was attended by representatives of several enterprises, project partners, as well as representatives of the central public authorities of the Republic of Moldova.

During the event, several experts from the Republic of Moldova spoke about the need to use the ethno-cultural potential of ethnic minorities for diversification of local agritourism tender offer; diversification of agritourism services through sports tourism items; green tourism as an opportunity for diversification of agritourism tender offer and the role of apitherapy in the diversification of agritourism services.

At the same time, a Polish expert presented the tourist promotion of a country, following the example of Poland promotion on the tourism market of Great Britain.

Attending the event, the Head of Trademarks and Industrial Design Department, Levitchi Simion, spoke about the importance of geographical indications and appellations of origin for the promotion of tourism services in rural areas.

Project “Development of agritourism clusters in Moldova. Strengthening the non-agricultural business in rural areas” is supported by the Ministry of Foreign Affairs of the Republic of Poland (Polish Aid) and aims at supporting entrepreneurs in the field of rural tourism for the development of non-agricultural activities in rural areas.


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Источник: https://www.agepi.md/ru/node/10050