



Project funded by the  
EUROPEAN UNION



[www.greethis.net](http://www.greethis.net)



**Context research of the market potential for historical and cultural tourism  
in the Black Sea Basin  
REPUBLIC OF MOLDOVA, CAHUL**

**Context research of the market potential for  
historical and cultural tourism in the Black  
Sea Basin**

**Developed in the project „Green THIS”**



**CAHUL 2020**

Common borders. Common solutions.

## Content:

<b>1.TRENDS OF ECOLOGICAL AND HISTORICAL TOURISM IN THE REPUBLIC OF MOLDOVA: LEGISLATION, ACADEMIC PUBLICATIONS, ARTICLES .....</b>	<b>3</b>
<b>2. ECOLOGICAL AND CULTURAL-HISTORICAL TOURISM INFRASTRUCTURE .....</b>	<b>11</b>
<b>2.1 CHARACTERISTIC OF OBJECTS OF MAJOR IMPORTANCE FOR THE DEVELOPMENT OF CULTURAL AND GREEN TOURISM IN CAHUL AND ITS SURROUNDINGS.....</b>	<b>11</b>
<b>3. INCENTIVES AND LIMITATIONS OF ECOLOGICAL AND HISTORICAL TOURISM ESTABLISHED BY NATIONAL AND REGIONAL REGULATIONS .....</b>	<b>28</b>
<b>3.1 THE ROLE AND PLACE OF CAHUL MUNICIPALITY IN THE DEVELOPMENT OF TOURISM AT NATIONAL AND REGIONAL LEVEL.....</b>	<b>28</b>
<b>3.2 EXISTING NATIONAL STRATEGIES RELATED TO THIS TOPIC, MAYBE OTHER DATA, INCLUDING IN GREEN TOURISM, INCLUDING ENERGY EFFICIENCY.....</b>	<b>29</b>
<b>3.3 EXISTING STRATEGIES AT LOCAL LEVEL, INCLUDING IN GREEN TOURISM AND ENERGY EFFICIENCY .....</b>	<b>31</b>
<b>4. DATA ON THE BALNEO (SPA) POTENTIAL IN CAHUL (INCLUDING THE USE OF THERMAL SPRINGS FOR HEATING, ETC.). .....</b>	<b>36</b>
<b>4.1. BALNEO (SPA) TOURISM IN CAHUL IN A NATIONAL CONTEXT .....</b>	<b>36</b>
<b>4.2. CHARACTERISTICS OF THE MINERAL WATERS FROM CAHUL.....</b>	<b>38</b>
<b>4.3. SANATORIUM AND OTHER AREAS THAT CAN BE DEVELOPED .....</b>	<b>42</b>
<b>5. THE SWOT ANALYSIS.....</b>	<b>45</b>
<b>BIBLIOGRAPHY .....</b>	<b>51</b>
<b>GLOSSARY OF TERMS.....</b>	<b>54</b>

## 1. Trends of ecological and historical tourism in the Republic of Moldova: legislation, academic publications, articles

The general regulatory framework favors the development of entrepreneurship, including in tourism. The Republic of Moldova has one of the most advanced tourism laws in the CIS countries, and the criteria for classifying tourist reception units is Euroconform. Investments in national tourist areas are also encouraged.

Broadly speaking, the tourism legislation creates the framework corresponding to the needs of the field and establishes the legal principles, the socio-economic aspects of the tourist activity, the criteria for maintaining the quality in the accommodation and food structures or the qualification of the staff. With the acquisition of full membership in the World Tourism Organization, national tourism legislation initially benefited from international professional support. Thus, in addition to the general regulatory framework of the sector, clear criteria for ensuring the quality of the material base of tourist accommodation units are finalized, the classification of accommodation units according to EU requirements is applied, etc. However, this is not applied firmly and sustained (eg Moldovan hospitality is not fully guaranteed - not all accommodation units are classified and staff are not fully trained).

Law no. 352 of November 24, 2006 on the organization and development of tourism in the Republic of Moldova defines tourism as one of the priority areas of the national economy. Being a service sector, tourism contributes to the development of the economy by accumulating capital in about 12 types of activities specific to the sector, attracting in its activity about 20 branches related to about 140 services related to the tourism sector: catering, transport, production and sale of goods, equipment, souvenirs, cultural and sports activities, leisure activities, medical services, etc.

Tourism is an important force in the development of the economy, as evidenced by statistical data.

In 2018, Republic of Moldova registered an economic growth of 4.1%, the value of GDP in current prices reaching 11.4 billion USD. The given evolution took place in the conditions of an average annual MDL / USD exchange rate of 16.8 Lei and an annual inflation of 3 percent.

Based on the UNWTO definition of foreign tourists, Republic of Moldova was visited in 2018 by a number of 160 thousand foreign tourists, which is over 8 times higher than the number of tourists who came to the country through travel agencies, but in at the same time 10 times less compared to estimating the number of potential foreign tourists based on the number of border crossings.

Analyzing comparatively the share of the tourism industry in the economy between Republic of Moldova and the EU according to the Eurostat methodology for classifying activities related to the tourism industry, it can be noted that both the share of total sales per economy (3.3 compared to 3.9%), but especially in terms of the share of employment (4.3 compared to 9.5%), the sector's contribution to the national economy is lower than the EU average. These figures are explained in terms of two factors: on the one hand the sector is more underdeveloped and there is room for growth, and on the other hand the component of the informal sector is much higher.

Regarding the estimates on the share in GDP, the data for 2018 show that the HoReCa sector has a share of 1.22%, and the share of the tourism industry reaches 2.9%.

Another relevant macro indicator on increasing the base of the country's tourism potential refers to the expenditures of non-residents in the Republic of Moldova which in the period 2014-2018 recorded an average annual increase of 11.1% from 324 million USD in 2014 to an amount of 500 million in 2018. These expenses represent foreign exchange in the country and export of services, respectively, and the data from the Balance of External Payments indicate that on average every 3rd dollar of Moldova's export of services is represented by the expenses of non-residents in our country. This share increased from 28.7% in 2014 to 33.9 in 2018 and was one of the most important factors in balancing the external balance of payments.

In the last 16 years, the Government has developed 3 strategic documents for the sustainable development of tourism, as well as 3 editions of the Tourism Law, as well as a series of normative acts for their implementation. Due to the inconsistency of actions, the broad interpretation of the plans and the lack of adequate resources for funding, these documents were implemented sporadically, inefficiently and conjecturally. At the same time, efforts to revitalize the sector must aim at strengthening efficient tourism in capitalizing on national attractions, increasing visitor flows and promoting the country's positive image.

Thus, in order to make the necessary sectoral changes, it is essential that decision-makers act responsibly and intervene at the appropriate level of reform. In order to ensure the sustainable development of the tourism industry in the Republic of Moldova, the World Tourism Organization recommends the central tourism authority to provide an optimal framework for the development of different industry subsectors, apply an optimal monitoring system and encourage the country's competitiveness as a tourist destination.

Moldovan tourism has several advantages in terms of both national and regional competition, demonstrates a detailed analysis of information about the sector, developed by experts of the Association of Tourism Development in Moldova (ADTM), including:

***a) at the regional level***

- Moldova is a tourism provider, but also a visited regional destination
- There is a relatively sufficient regional connection of Moldova as a tourist destination
- There is a positive evolution of the tourist offer in the countries of the region
- Moldova is promoted as a tourist destination and has an open international collaboration

***b) internal, national***

- Moldova has important tourist attractions
- The tourist market is dynamic
- The institutional framework is favorable for the development of tourism
- There are new development opportunities in tourist destinations.

Republic of Moldova is a small country, with a great diversity of objects of tourist interest, located a short distance from the main cities - hotel centers. In Moldova there are over 15,000 anthropic tourist attractions and over 300 important natural areas. Several thousand prehistoric resorts have been attested, approx. 400 settlements from different historical eras, about 50 old fortified fortresses, approx. 500 early medieval settlements, numerous medieval fortresses in the country, 6 medieval stone fortresses (in various stages of conservation), over 1000 monuments of protected architecture, about 50 Orthodox monasteries.

This heritage is relatively uniformly located on the national territory, and its value sufficiently motivates the interest from the tourist point of view. Unfortunately, the state inheriting the degrading state makes it unattractive. Among the major elements of tourist attractions are special events and cultural activities, cuisine, adventure activities, nature,

rural environment, cultural heritage, historical monuments, wine, etc., these elements being important for the development of forms of tourism in the Republic of Moldova.

### ***Landmarks in the legislation relevant to the study***

From a legal point of view, the tourism sector in the Republic of Moldova is regulated by the basic law, complementary laws and public policy documents (annexed).

Moldovan tourism has a good coverage with normative instruments. These became clearer with the updating of normative acts. At the same time, the following situations in the legislative and normative field at this stage are characteristic in the tourism sector:

- Actions to update the Tourism Development Strategy;
- Actions for the new wording of Law no. 352-XVI of November 24, 2006 on the organization and development of tourism in the Republic of Moldova;
- Clear obligations for the protection of nature and heritage, but not respected and without consequences for the malicious;
- Exclusive concern for conservation, but not for non-degrading development of resources for economic / tourist purposes;
- Declaring broad goals for tourism development, but without specifying concrete measures;
- Confused ban on tourism and unauthorized rest;
- Delimitation of the hotel market in 12 new categories to which are added other legacies from the ex-MSSR period (guest houses, hotels etc.);
- The discriminatory delimitation of the market of intermediaries in tour operators and travel agencies, as well as a confusion in the distribution of their obligations;
- The obligation of LPA to inventory the tourist heritage and capitalize on it
- The approval of the urbanism documentation in tourism is not made by the National Tourism Authority;
- Confused provisions to support state investments for tourist areas (access infrastructure) in the absence of a concept of their territorial distribution
- Lack of a concept for the development of tourist areas and their territorial distribution
- Ignoring local tourist resorts;

- Sterile bans (car parking, camping, fire ignition) for a fund of abandoned and unmonitored resources.
- The provisions for the development of domestic and hospital tourism are inefficient and are not found in public policy documents at the level of concrete projects and dedicated budgets.
- Uncertain status for many accommodation units that are not monitored and do not accept the national classification system.
- The delegation of tourist attributions to the district culture sections, which have neither trained staff nor a clear methodology for increasing entrepreneurship, is not able to boost tourism in the territory, including in established areas (Hârjauca, Cahul, Soroca).

Moldovan tourism is becoming an interesting sector for investment due to the simplification of the regulatory framework in the Republic of Moldova, public policies to favor service exporting industries, focus on increasing the country's competitive advantages, supporting projects of positive visibility of the country on target markets. Significant donors to Moldova support large-scale projects for the rehabilitation of general road infrastructure and access to quality services.

Investments are growing and in 2018 accounted for 6% in hotels, and in intermediaries - 2.2% of turnover, or more than half of the value of profits. Thus, despite the economic crisis and stagnation in the sector, entrepreneurs invest heavily in business development.

The Republic of Moldova has a relatively attractive climate for investments:

- It is a stable parliamentary democracy;
- It has a solid legal framework, which is favorable to the development of private enterprises;
- The government is committed to increasing foreign investment and privatization;
- Has 0% corporate tax;
- Has a well-educated and multilingual workforce;
- Companies from approx. 100 countries have invested in the Republic of Moldova
- It is a border country of the European Union with Autonomous Trade Preferences covering 12000 products;
- It is located at the intersection of trade routes connecting Western Europe and the Commonwealth of Independent States (CIS), with which it has free trade agreements.



Republic of Moldova became a member of the World Trade Organization in 2001. It is also a member of:

- Council of Europe;
- Commonwealth of Independent States (CIS),
- European Bank for Reconstruction and Development;
- International Bank for Reconstruction and Development;
- International Monetary Fund;
- International Development Association,
- International Financial Corporation;
- Stability Pact for South-Eastern Europe;
- Central European Free Trade Agreement;
- Central European Initiative.

But we must mention a number of problems in the field of investments for tourism in Moldova:

- Recently, the public authorities have been animated by several investment ideas relevant to tourism: privatization of the state company "Moldova-Tur", creation of the national tourist area in Holercani, construction of the "Moldovan Village" at the Center "Buciumul", construction of the Olympic Stadium with infrastructure hosting international championships and a large number of supporters and athletes ... These projects are either preserved or are at various stages of completion, for some of them the private sector has a growing interest.
- At the same time, the authorities have abandoned several projects supported with great enthusiasm in the past, such as: "Wine City", "Village Museum", Amusement Park "Three young goats", etc.
- The limited number of investment projects in tourism denotes the lack of capacities in the coherent and transparent administration of a portfolio of strategic investments for the field, which aims to boost the local economy in tourist destinations of national interest.
- Even if some Moldovan tourism companies have invested in tourist locations located in Chisinau, Vadul lui Voda, Vatra, Glodeni, Rezina, Orhei, etc., they have not formed a consistent demand for land and real estate to locate investments. Rather, these initiatives are sporadic. Or, over 500 tourist locations, which in the ex-Soviet period were arranged with



summer camps for children, remain largely abandoned, and their material base degrades and devalues at a rapid pace.

The turnover in the tourism sector exceeds the export of wines. Hotel sales account for 61% of this figure, and travel agencies account for 39%. The activity of economic agents with the main type of activity "Hotels and restaurants" and "Travel agency and guide activities" presents a share of profits of 8-9% in hotels and 3-5% in intermediaries. Investments in long-term tangible assets accounted for 6% in hotels, and in intermediaries - 2.2% of turnover, or more than half of the value of profits. The vast majority of investment expenditures are for construction-assembly. Thus, despite the economic crisis and stagnation in the sector, entrepreneurs invest heavily in business development. At the same time, the main constraints for investments in Moldovan tourism come from the seasonal (summer) phenomenon of the exploitation of the existing accommodation capacities and the unsatisfactory related infrastructure reduces the investment attractiveness of the tourist locations.

Republic of Moldova is a small country with a great diversity of objects of tourist interest located at short distances from the main cities - hotel centers. The excursions allow the visitors to know directly the tourist attractions of the various destinations in Moldova. An important number of the country's visitors from the organized tourism network procure trips from the national travel agencies, and the national hiker forms the largest contingent.

Excursions to Republic of Moldova remain cheap tourist products and accessible to a large number of customers. Their cost varies from 6-7 euro / person in a group for a trip of up to 100 km round trip to 50-60 euro / person in a group for a wine tasting. The most requested excursions remain: wineries, Chisinau, monasteries, which form the general offer for domestic and international entry tourism.

Being a small country with a low degree of endowment of national roads with tourist signs, a significant number of visitors to Moldova purchase trips from national travel agencies. This number can constitute up to 40% of the country's visitors from the organized tourism network. However, the proportion of hikers is different for different consumers (internal, external, with rest or other motivation). In Moldova there is a significant decrease (almost 3 times) in the number of customers served by tour operators on hiking trails. This is because a large part of the travelers on short routes have turned to other types of active rest and / or no longer turn to agencies (they have other organizers, travel in small groups, use personal transport).

The dynamics of trips in the last eight years has registered a major decline both within the country and at the level of the international clientele of travel agents from Moldova.

At the same time, travel agencies have sold 3 times fewer day trips to Romania and Ukraine in the last 10 years. The main provider of excursions to Moldova are its own citizens, especially students and small groups of family members. The share of foreign excursionists represents approx. 68% of total short trips in international tourism.

Republic of Moldova has a great diversity of objects of tourist interest located at short distances from the main cities - hotel centers. Most domestic tourism managers in the agencies agree that the tourist objects in the Republic of Moldova allow a great diversity of thematic and special excursions. And the guide increases in most cases the perception by visitors of the value, originality and representativeness of objects of tourist interest.

National attractions are the main motivators for travel on the territory of Moldova. There are over 15,000 anthropogenic tourist attractions and over 300 important natural areas in Moldova. The development of the tourist heritage objects is ensured by the territorial tourist arrangement in accordance with the urbanism and territory arrangement documentation (PATN, 2008).

The forested areas represent for Moldova an important potential for attracting tourists (about 11,6% of the country's territory). About 45% of the total are recreation forests and those intended for nature conservation and must be used for hiking activities, organized leisure and spa treatment as alternatives to various types of unorganized tourism. Tourist arrangements for national recreational areas related to water basins (Vadul lui Voda, Soroca, Vatra, etc.) are clearly regulated in Moldova. In the country there is a complex system of natural areas under state protection: 12 categories of protected natural areas (over 66,5 thousand ha), which include 178 various types of reservations, 130 natural monuments and 433 secular trees.

In Moldova were attested several thousand prehistoric resorts, about 400 Tripoli settlers (cca 5-6 thousand years ago), about 50 ancient fortified gardeners, about 500 early medieval settlers, many medieval fortresses from the earth, 6 medieval stone fortresses (in various stages of conservation), over 1000 protected architectural monuments, about 50 Orthodox monasteries.

The tourist attractions located in localities (monasteries, churches, museum complexes, parks) benefit from relatively accessible local roads throughout the year.

In Moldova are active approx. 30 professional tour guides, who know the routes to national attractions, and are employed by approx. 400 travel agencies in Chisinau and educational institutions.–There are approx. 340 local guides who are usually employees of local museums and practice extra-museum trips to some of the local attractions on request. A local guide can be hired within a radius of 30 km from any tourist object in Moldova.

## 2. Ecological and cultural-historical tourism infrastructure

The development of ecological and cultural-historical tourism are directly related to the ability of contemporary generations to preserve the nature and culture inherited from their predecessors. Also, an important factor, which directly influences the success of the development of the given forms of tourism, is the ability to promote the inherited ones, including through tourist circuits known and requested by visitors and tourists. An opportunity for the development of tourism in the Southern Development Region (RDS) is the training of licensed specialists in the field of tourism at the State University "Bogdan Petriceicu Hasdeu" in Cahul. Studying tourism at the university offers great chances for young graduates, because RDS is a beautiful tourist destination, although not yet sufficiently valued (Annex 1).

All research carried out in study practices, organized trips, research projects coordinated by teachers and carried out in units providing tourism services increase the capacity of tourism professionals in the southern region, motivated specialists and able to contribute to enhancing the image of this destinations and capitalization according to its value. Or, unique natural and civilizational attractions are present in practically every community in the Cahul tourist destination, becoming in time one of the most requested in the country.

### 2.1 Characteristic of objects of major importance for the development of cultural and green tourism in Cahul and its surroundings

In the tourist destination Cahul the visitor can discover attractions according to his expectations. Here, over time, various ethno-cultural communities were formed, and the



nature of the area allowed the practice of various specific local activities. Thus, in the tourist destination Cahul we find both exceptional natural attractions and special historical and cultural interest. In the last 25-30 years, there is a tendency to have its own local museum in each locality in the country, and this wave has included the

villages of Cahul district. Today, the localities located along the Prut River, mostly with medieval hearths specific to these places, interesting in themselves, offer guests visits to museums with a wide variety of topics. In addition to museums with national status and a longer history, small local museums began to appear focusing only on the historical and ethnic specifics of the given community. As a result, there are many and diverse in this area, although in the National Register of Museums are registered only 4 museums in Cahul district. In addition to museums created next to schools and cultural centers, private museums have appeared, which in terms of the content of museum collections either reproduce the history of the place and the richness of traditional material culture (Traditional Peasant Court "Casa dorului", Văleni village), or the beauty of customs. local and their corresponding attribution ("Bread Museum", Văleni village).

Below are museums and other attractive attractions in and around Cahul, which represent the complexity of these structures designed to preserve and preserve local history once again in its cultural diversity through various concepts developed by the staff of these structures.

### 2.1.1. Cahul County Museum

**Property:** Cahul City Hall

**Distinctive features - natural, cultural, spiritual values:**

It was founded by the order of the Ministry of Culture of the MSSR no. 412 of July 30, 1958, began its activity on August 1, 1958. The profile of the museum was mixed - history, natural sciences and art. Until 1960, the museum was active in a temporary headquarters (10 Lev Tolstoy Street), and in the



autumn of 1960 it was transferred to its current headquarters (4 Lev Tolstoy Street). The new headquarters is a brick building built in the middle of the 19th century. Until the 1940 earthquake, it had two floors. The museum building has historical value. In 1858 Bogdan Petriceicu Hasdeu worked here as a judge. Later, in 1913, the “Ioan Vodă” Boys' High School was here, and in the period inbetween wars, successively, the County Tribunal and the Cahul City Hall.

In the first year, the activity of the museum was oriented towards the constitution of the heritage. Due to the activity of the museum collaborators Gheorghe Antohi, Alexei Vasilenco, Antonina Dudina under the guidance of the first director, Alexei Pecerschi, on July 25, 1959, the first museum exhibition was opened, with the nature and history sections. Gradually, the museum's collections were enriched by acquisitions and donations, numbering over 37,000 objects today. The collections held by the museum are diverse: archeology, nature, numismatics, philately, ethnography, photography, documents, etc.

The Cahul County Museum has in its patrimony an important collection of invaluable coins and banknotes. The numismatics collection includes over 1450 cultural goods representing a very diverse range of monetary types, from different historical periods and issued in various states, from donations and acquisitions.

The two cannons at the entrance to the museum have a real historical value. These are cast iron cannons weighing 1850 kg, made in the United Kingdom during the reign of George III, for Russia, which were used to conquer the city of Ismail on 11-22 December 1790 Russian army led by Marshal Alexander Suvorov.

The museum's collection of weapons and military uniforms includes over 850 cultural assets belonging to modern and contemporary historical eras: cold weapons (hitting, cutting and piercing) and firearms (hunting, fighting and civilian) of Western and Eastern origin, effects military and uniforms (jackets, pants, light clothing). The weapons of the 18th century contain inscriptions, workshop marks, cities or other elements that give them not only artistic value, but also historical-documentary value.

In the patrimony of the museum are preserved some church registers from the second half of the 19th century: registers of expenses, annual activity reports, conditions of the married, registers of nominal conscription of the parishioners; objects found by the director of the museum in Bolgrad and sent to the museum in Cahul in 1999. These objects present an



important documentary source for the study of the history of the Cathedral of St. Archangels Mihail and Gavriil in Cahul.



The science and technology collection contains specific objects for the evolution of science and technology in the XXth century. The most representative objects are: turntables, pick-up radios, tape recorders, cassette players,

typewriters, cameras, speakers, black and white televisions, etc. The historical and memorial value of these objects allow shaping a lifestyle specific to the 20th century.

The museum's heritage includes valuable pieces represented by collections of birds, mammals, herbs, minerals and fossils. Within the museum, in two halls, about 150 specific objects for the three ecosystems from the south of the Republic of Moldova are capitalized: the garnet forest, the forest-steppe and the pond. A world depicted in a wide range of shapes, colors and sizes invites admiration, recreation and, last but not least, respect for the nature of which we are each part.

The completion of the museum patrimony allowed the opening in 1967 and 1970 of the Museum of Military Glory, the House-Museum "Nichita Lebedenco"; Vulcanesti History Section and Art Gallery. In the period 1963-1965 the museum was active as a branch of the State Museum of History and Study of the Native Land of the MSSR, and by the order of the Ministry of Culture no. 187 of May 8, 1965, it became an institution of international scope, in the management of which the museums from the districts of Cahul, Comrat, Vulcanesti and Ceadir-Lunga entered.

**Resting places and leisure opportunities:** green area near the Museum

**Accessibility:** Cahul mun., Lev Tolstoi str. No.4

**Transport, communication facilities, accessibility:** public transport nearby through the old town area

**Conservation and protection issues:** The building requires professional restoration interventions (both inside and outside).

### 2.1.2. The ethnographic complex of the Cahul County Museum

Property: Cahul City Hall

Distinctive features - natural, cultural, spiritual values:



Reply of the traditional house inside the Museum of Cahul County was built in 1969 in natural sizes, respecting the traditional style, using as raw materials wood, clay, water, straw, being covered with reeds according to the old technique. This household is an open-air museum that ethnographically reconstructs the type of housing specific to the area and

capitalizes on aspects of village life in southern Moldova. The peasant household, inaugurated in 1979, consists of a house with a porch in the middle, a barn and a blacksmith shop. This is the type of house specific to the late nineteenth century - early twentieth century.

The interior of the "Big House" is ennobled by a valuable collection of traditional towels, bed sheets, pillowcases, woven cotton, borangic or hemp, woolen rugs that stand out with vivid chromatics, with a diverse range of motifs, including the phytomorphic ones with the "tree of life" are detached, but also anthropomorphic, astral, geometric, of a certain ethnographic value. They represent a true patrimonial value, both by their way of realization and by their antiquity, considering the fact that many of the objects are from the 19th century or the beginning of the 20th century.



In the living room there are many traditional objects necessary for processing wool, hemp and borangic, which illustrate the entire technological process, from grooming, knitting to woven carpet. All these objects speak equally of the traditional customs of the family cycle and of the mastery and skill of the housewives.

Inside the barn there are heritage objects that honor our area from an ethnographic perspective. Objects reminiscent of the basic occupations of the village world, used in wine processing, land cultivation, animal husbandry, fishing (flax, press, plows, rarities, fans, seeders, winches, etc.).



In fact, the Cahul County Museum is the classic version of the museum, which includes values from the potential of material and natural culture of this region.

**Resting places and leisure opportunities:** green area near the Museum

**Accessibility:** Cahul mun., Lev Tolstoi str. No.4

**Transport, communication facilities, accessibility:** public transport nearby through the old town area

**Conservation and protection issues:** The building requires professional restoration interventions

### 2.1.3. Museum of History and Ethnography of Slobozia Mare village

**Property:** Cahul District Council, Culture Section

**Distinctive features - natural, cultural, spiritual values:**



The building that houses the Museum of History and Ethnography today was built for the needs of the town hall in the 40s of the 20th century, the building in question has undergone many architectural changes and has witnessed many historical events of the village. Following the recent reconstruction, the building regained its tower and architectural appearance from the beginning. Since 1988 this building has housed museum collections. The strong element of the Museum is the diorama, which represents Lake Beleu in the past and present through a succession of images, aiming to excite in such a way that visitors become aware of the drama of the situation and the urgent need for beneficial human intervention. Another element of the museum - the yard with the peasant house is rebuilt through time-specific objects - the wooden bed covered with rush mat and bedding all woven by the hardworking hands of the peasants; the child's cradle hanging from the ceiling; embroidery and braids (horboțica), as well as other objects and craft tools.



The sediments of the last era of Earth's history have been very well preserved on the territory of Slobozia Mare - it was Neozoic (new life era). They contain rich, varied and interesting traces (whole skeletons, remains of various skeletal parts, jaws, etc.) of petrified animals and plants - indisputable testimonies of past life. **The Haprovian fauna complex** (3-1.6 million years ago) is represented in the museum's collection by an exhibition of remains of the Gromov elephant (ivory), one of the oldest known fossil elephants in our parts, masses and bones of the limbs. of the giant camel and rhinos, remnants of bison (ancient bison), fragments of deer horn. Phalanxes of mastodons, rhinos, camels and deer, the masses of tigers with sword-shaped fangs were also found.

**Resting places and possibilities of free time:** the old hearth of the medieval locality from the Prut valley

**Accessibility:** located in the center of Slobozia Mare village

**Transport, communication facilities, accessibility:** public transport transiting the locality (Giurgiulești-Cahul)

**Conservation and protection issues:** the building was repaired with the rehabilitation of the architectural aspect from the interwar period

#### 2.1.4. Giurgiulesti Nature Museum / *Giurgiulesti village museum, Cahul (with this name the museum is registered in the Museum Register)*

**Property:** Giurgiulesti Town Hall

**Distinctive features - natural, cultural, spiritual values:**

The former building of the Giurgiulesti Gymnasium was built in 1924, its construction was possible due to the Romanian state policy regarding the schooling of Bessarabian children, who did not have access to books. Already around 1920 in Bessarabia begins a great process of construction of premises for village schools. The school in Giurgiulesti functioned throughout the period inbetween wars, and in the first postwar



decades. Currently, the group of young naturalists is active here. The building also houses a beautiful museum of flora and fauna of the Lower Prut.

The current building of the Village Museum was built in 1936 in neo-Romanian style on the free place in the center of the village, next to the church. Designed for school, the building is tall, with bright and spacious rooms. The school was built in a relatively short time, as they were built in other villages in Bessarabia: Cismichioi, Frecăței, Reni. From the opening of the school, from



1936 until the 1980s, many generations of children have studied here. From the 70's the biology professor Vasile Hioara started to lay the foundations of the Young Naturalists Station, which one day had become the pride of Giurgiulesti village, turning into a nature museum, which at that time was known all over the country. Exhibits from all over the former USSR were gathered here. All the animals were stuffed by Vasile Hioara, being assisted by students, members of the Young Naturalists Section, who had mastered the "job" so well that sometimes they managed even without a teacher. Some of them still remember those interesting and unforgettable hours spent in the circle. To this day, only part of the original collection, which forms the basis of the museum, has been preserved.

**Resting places and possibilities of free time:** the old hearth of the medieval town on the Danube and Prut

**Accessibility:** Located in the center of Giurgiulesti village

**Transport, communication facilities, accessibility:** Inter-urban transport connecting Cahul, Chisinau and Galati (Romania)

**Conservation and protection issues:** it was put into operation after restoration in 2019.

The above illustrates the fact that on the territory of Cahul district there are an important number of local and national museums, which can be part of different thematic tourist routes, illustrating the diversity of natural and cultural potential in the lower Prut area. At the same time, the number of museums in this area is much higher and each of them deserves to be visited and discovered by the local public.

### 2.1.5. The Cathedral “St. Archangels Mihail and Gavriil ”, Cahul municipality



**Property:** Diocese of Cahul and Comrat, Metropolitan of Moldova

**Distinctive features - natural, cultural, spiritual values:**

Architectural monument of national category. The place of worship was built in 1844-1850 on the site of the old wooden church, built in 1785. The place was built at the initiative and insistence of the governor of Bessarabia Pavel Ivan Fiodorov, the owner of Cahul. The cathedral has an original architecture with a two-storey bell tower.

The Cathedral “St. Arch. Mihail and Gavriil”, was closed during the Soviet period, and during the years 1970-1977, at the insistence of the first director of the museum, Alexei Pecerschi, the church was transformed into an art gallery, a

**Resting places and possibilities of free time:** The cathedral is located in the "Mihai Viteazul" city park

**Accessibility:** the intersection of 31 August 1989 and L. Tolstoy streets

**Transport, communication facilities, accessibility:** local public transport

**Conservation and protection issues:** requires a concept of tourism for a larger number of visitors

### 2.1.6. The old rite church "Intercession of the Theotokos", mun. Cahul

**Private property**

**Distinctive features - natural, cultural, spiritual values:**

An architectural monument of national category, it was built, at the insistence of the Archbishops of Moscow Antonie and Savatie during the years 1882-1892 by citizens (Lipovans), in the center of the sector called Lipovanca. Built of red brick, 32 m long and 13 m wide, it has stained glass windows and covered doors, a cell and a library with an old church book from the 15th century. in the 19th century. The building was built with





the financial support of the Synod of the Russian Church and bears the stylistic imprints of eclecticism. Built of brick, it has witnessed several events in the city's history. Built for 12 years from the donations of the Lipovans, it withstood the war, the communist period, several attempts to demolish it, the period when it was used as a deposit for chemicals... During the Soviet period, following the failure of the attempt to destroy the place with the help of tanks (as evidenced by the cracks in the walls), it was transformed into a military depot. The place of worship also has an impressive collection of icons painted on wood from the 18th - 19th century. After the proclamation of Moldova's independence, the church was reopened. On July 16, 1989, a group of about 100 Lipovans convened a meeting of Lipovanca citizens. At the meeting, they condemned the actions of the authorities who closed the church. Those present submitted a petition requesting the restoration of the church in Lipovanca and giving it the status of an architectural monument. The locals obtained the agreement to restore the church only in 1992, and the whole process of commissioning lasted 7 years - until 1999. Currently, in the church services are held for Orthodox Christians of the old rite.

**Resting places and possibilities of free time:** urban green area in the Lipovanca neighborhood

**Accessibility:** Cahul mun, Păcii str., 3

**Transport, communication facilities, accessibility:** access by urban minibuses no. 1, 4, 5, 6

**Conservation and protection issues:** restored between 1992 and 1999.

### 2.1.7. State University "B.P. Hasdeu", Cahul municipality

State property



**Distinctive features - natural, cultural, spiritual values:**

It is a distinctive symbol of the city. Built in 1957, it is a true architectural monument, preserving the defining elements of the Soviet period.

Until 1999, it was the headquarters of the Pedagogical College, which in 1999 became a University. “Bogdan Petriceicu Hasdeu” State University of Cahul, founded on June 7, 1999, aims to prepare and provide localities in the south of the Republic of Moldova with highly qualified staff.

”B.P. Hasdeu” has three faculties: Faculty of Philology and History; Faculty of Law and Public Administration and Faculty of Economics, Informatics and Mathematics.

**Resting places and possibilities of free time:** the nearby “Mihai Viteazul” city park

**Accessibility:** Cahul mun., Piața Independenței, 1

**Transport, communication facilities, accessibility:** access by urban minibuses no. 1, 4, 7, 8.

**Conservation and protection issues:** is in good condition, basic repairs were carried out in 1999.

#### 2.1.8. Republican Musical-Dramatic Theater “B.P. Hasdeu”, Cahul municipality

State property

**Distinctive features - natural, cultural, spiritual values:**

It is the only Romanian-language theater in southern Moldova. Founded by order of the Ministry of Culture of the MSSR on March 23, 1987, the “National of the South” presents its inaugural show in seven months, on October 17, 1987. Today, the theater has become known internationally, thanks to participation in various theater festivals, where he won many awards: International Theater Festivals in Botosani, Galati, Constanta; the 1992 and 1994 editions of the “Gh. Asachi” National Theater Festival; UNITEM Award Gala from 2002 to 2009; the first “Nenea Iancu” National Theater Festival, etc. It has become a theater complex: for puppets, for children and adolescents, for young people and for adults; a traditional theater, according to the options of the public in its activity space, a comedy theater, a drama theater, a miniature theater.



*"The theater in Cahul ... contributes to the polishing of the spoken language, forms the taste for art to some categories of genuine public. But, above all, it supports the idea of nationality and that of national culture - a work that deserves the highest appreciation. "*  
(Valentin Silvestru).

**Resting places and possibilities of free time:** near the city park "Mihai Viteazul"

**Accessibility:** Cahul mun., Bogdan Petriceicu Hașdeu str., 6

**Transport, communication facilities, accessibility:** access by urban minibuses no. 3, 5, 6.8 and walking about 10 min. on B.P. Hașdeu str.

**Conservation and protection issues:** is in good condition

#### 2.1.9. Headquarters C.B. "Moldova Agroindbank"

Private property



**Distinctive features - natural, cultural, spiritual values:**

The headquarters of the current commercial bank is an architectural monument from the interwar period. This two-storey building was built in 1938 as a subsidiary of the Romanian National Bank.

During the Soviet period in this building was the headquarters of the State Bank.

It is currently the building of the branch in the municipality of Cahul of C.B. Moldova-Agroindbank S.A.

**Resting places and possibilities of free time:** the green area in the historic center

**Accessibility:** Cahul mun., I. Vodă cel Cumplit str., 72b/2 nr.48, nr.49, nr.51

**Transport, communication facilities, accessibility:** access by urban minibuses no. 1, 3 and walking about 10 min. on B.P. Hașdeu str.

**Conservation and protection issues:** is in good condition.

#### 2.1.10. Spa resort "Nufărul alb"

State property

**Distinctive features - natural, cultural, spiritual values:**



Cahul is the first city in the Republic of Moldova to obtain the status of a spa resort, being an area rich in mineral springs of a unique composition. The mineral waters from Cahul were chemically analyzed in 1962. According to their chemical composition, the waters of southern Moldova are extremely valuable. Being rich in sulfur, iodine, bromine and sodium with low mineralization, they are widely used in the treatment of diseases of the musculoskeletal system, cardiovascular, dermatological, gynecological, central and peripheral nervous system. Based on these mineral waters, the spa resort started its activity in 1984. The resort has bases for rest and treatment, which are willing to serve tourists throughout the year. The spa unit consists of a balneological polyclinic, hotel complex, restaurant, spaces for cultural and entertainment events. The curative base has a bathroom, swimming pool, hydrotherapy offices, classic and underwater massage, acupuncture; physiotherapy department, curative gym and mechanotherapy rooms equipped with equipment that determines a high efficiency of the treatment process; inhaler, artificial microclimate room, psychotherapeutic relaxation room, mineral water cupboard, ozokeritis therapy department; clinical and biochemical laboratories, roentgen and functional diagnostics office, dental department, etc. On October 7, 1996, inside the spa polyclinic, the Nufărul Alb mineral water buffet was put into operation. On June 12, 2009, the opening of the Outdoor Swimming Pool took place. In 2011, repair and renovation works were carried out on the accommodation block. With the implementation of the Change Management program, the sanatorium staff was trained by representatives of the MSD program in London and Vienna, curated by one of the top managers of the hotel business, Mr. Voegl Andreas. In 2016, the Salina room was opened. Nufărul Alb Sanatorium Saline is unique in the Republic of Moldova, diversifying through the treatment capacity of 100 patients at the same time. At the beginning of 2017, all the rooms with TVs were arranged, and cosmetic repairs were performed in the rooms.



**Resting places and possibilities of free time:** nearby is valley of the river and Lake Frumoasa.

**Accessibility:** Cahul mun., Nucilor str., 1.

**Transport, communication facilities, accessibility:** access by urban minibuses no. 8 or with no. 3 to Sanatoriului str. and walking about 10 min. on Gribov str. and then Nucilor str.

**Conservation and protection issues:** In 2011, repair and renovation works were carried out on the accommodation block. During 2014, renovation and modernization works were carried out at the spa polyclinic.

### 2.1.11. Salt Lake from Cahul

**Municipal property**

**Distinctive features - natural, cultural, spiritual values:**



It is known for its mineral waters with special healing properties. It is believed that such mineral water has only two springs, one from the Caucasus and another from Latin America. Sulfur-scented groundwater, which comes from a depth of 500 meters, was discovered in 1962. Along the way, a pond was formed, for the completion of which it was necessary to drill an artesian well.

The recreational area "Salt Lake" was arranged in 1964, operating for 20 years, during which thousands of tourists, mostly from the former USSR, attracted by the mineral water of the lake, came here to be treated free of charge diseases of the musculoskeletal system, central nervous system, blood system.

In the 1980s, as a result of the construction of the spa resort "Nufărul alb", the activity of the rest area related to the lake was stopped.

**Resting places and possibilities of free time:** green area around

**Accessibility:** medium accessibility level.

**Transport, communication facilities, accessibility:** access by urban minibuses no. 3, 5, 6, 8 on M. Viteazul str. to the intersection with A. Pushkin str. and walking about 10-15 min. on this way to the lake.

**Conservation and protection issues:** the lake rehabilitation project was approved for financing in 2011 from the National Regional Development Fund with the launch of project

activities in May 2012. The project was to build the artesian well of the water reservoir for Salt Lake and the dam on the Frumoasa River. Currently the lake is 75% rehabilitated.

### 2.1.12. Urban Catacombs-Cellars

**Municipal property**

**Distinctive features - natural, cultural, spiritual values:**

A system of brick tunnels encompasses the entire old center of Cahul. The elders say that some tunnels are so spacious that they allow a horse-drawn carriage to return. Local legend says that they were built during the time of the Turks, but some claim that they were built by the Greeks. What is certain is that the mortar used and the brick are not characteristic for the 19th century. Who and when built these galleries is certainly not known. Legends say that these galleries would even have a connection under the Prut River with the Romanian shore. In 2016, three underground pits were revealed in Cahul, when the foundation of the "B. P. Hasdeu". The first archaeological investigations were carried out. Scientists are going to have their say on the history of these mysterious constructions.



**Resting places and possibilities of free time:** urban park in the historic center of Cahul

**Accessibility:** entry is restricted

**Transport, communication facilities, accessibility:** in various locations (including the Municipal Theater)

**Conservation and protection issues:** requires the establishment of archaeological and historical value, with subsequent capitalization for tourism purposes.

### 2.1.13 The scientific reservation "Prutul de Jos"

**State property**

**Distinctive features - natural, cultural, spiritual values:**



The “Prutul de Jos” scientific reservation operates based on the Law on the fund of state protected natural areas no. 1538 of 25.02.1998 for the conservation of a representative aquatic and meadow natural complex located in the Prut riverbed at the confluence with the Danube river. Here are taken under state protection on an area

of 1691 ha several species of trees and shrubs, herbaceous plants of spontaneous flora. The fauna is represented by rare species of marsh birds: including the humpback swan, the black woodpecker, the shovel, the black stork, etc.

**Lake Beleu** occupies 628 ha, or 1/3 of the area of the “Prutul de Jos” Reservation. This is a relic of the Danube and is over 5-6 thousand years old. Its depth varies between 0.5 and 2 m, the length - 5 km, and the width - 2 km. The lake is a resting place for many migratory waterfowl and pond birds. In Beleu there are over 20 species of fish, including the Danube bream, the sun perch, the old gypsy, the carp, the pikeperch, the widow, etc. The water of Beleu Lake is in permanent communication with the Prut River through the three accumulation gorges: Manoilescu, Popovca and Bugaiov, two other evacuation gorges Rotaru and Năvodului are located in the southeastern part of the lake.

The fauna of the lake is represented by about 198 species of animals and 140 species of birds. Rare mammal species found here include otter, wild cat, white-bellied squirrel, ermine, European mink, and more. Here the locals spend their time fishing and enjoying the wonderful landscape. The Beleu natural lake, around which the “Prutul de Jos” Scientific Reserve was organized, is surrounded by a strip of reed, rush and other pond



plants. Dozens or maybe hundreds of floating islets move on its waters, on which grows a rich aquatic vegetation, which creates a view with the impenetrable thickets. The “invasion” of pelicans on Lake Beleu is a fairytale show! These divine birds come from the Danube Delta and appear in these places at the end of May, when the water in the lake drops and the fish catch more easily. In September-October, they migrate to warm countries to winter.



[www.greethis.net](http://www.greethis.net)



**Resting places and possibilities of free time:** the green protection area of the Scientific Reserve

**Accessibility:** the administration of the reservation is located in the village of Slobozia Mare

**Transport, communication facilities, accessibility:** access with interurban routes Chisinau - Slobozia Mare, Cahul - Slobozia Mare and other routes that pass through Slobozia Mare to neighboring villages such as Văleni, Giurgiulești, etc.

**Conservation and protection issues:** requires investment to rehabilitate the reserve's natural potential.

The objects presented in this compartment represent a representative part of the diversity of the tourist potential of the Cahul area. At the same time, it is necessary to mention the need for clear protection measures and distinct conservation actions that must be carried out by the owner / keeper in order to preserve them for future generations. The patrimony of a state and a people belongs to **all**, is **collective property** and is **passed down** from generation to generation and is not **wasted**.



### 3. Incentives and limitations of ecological and historical tourism established by national and regional regulations

#### 3.1 The role and place of Cahul municipality in the development of tourism at national and regional level

In the southern region of the Republic of Moldova, visitors are registered in the accommodation structures, in museums (tourist information centers), as well as in the tourist actions organized by the travel agencies. Thus, in 2018 were registered about 40 thousand visitors, of which 17.9 thousand tourists in accommodation units. Approximately 11% of accommodations in the country were registered in this area. Local travel agencies report an organized flow of tourists only to Cahul district. Every year, around 10-12 thousand tourists are served here, especially those who benefit from spa treatment, but who also travel on domestic routes. This flow represents about 32.9% of domestic tourists organized through travel agencies. Every 20th tourist staying in the area is a foreigner.

In 2018 in the pre-Danubian area the largest number of tourists (67%) were accommodated in the spa resort "Nufărul alb " in Cahul (12 thousand people), followed by ATU Gagauzia (21%) and Taraclia (12%) .

The general occupancy rate of accommodation capacities in the Danube area is about 16% due to the large share of summer accommodation structures. In Cahul municipality, tourists generally stay the most (on average 11-13 days) thanks to the long periods destined for balneoclimatic cures. In this important regional and balneoclimatic center the average occupancy rate is about 38.3%.

The strategic location of the municipality and district of Cahul at the border of the European Union, the cross-border cooperation in a sufficiently long period between local authorities, educational institutions, public associations and representatives of the private sector from Moldova, Romania and Ukraine, on tourism and other related fields, including within the Euroregions "Lower Danube" and "Black Sea", have as legal support not only bilateral documents (Government Decision no. 7 of 03.01.2006 for the approval of the Agreement between the Government of the Republic of Moldova and the Government of Romania on cooperation in the field of tourism, signed in Bucharest on November 16, 2005 and

Government Decision no. 311 of March 24, 2006 approving the Agreement between the Government of the Republic of Moldova and the Cabinet of Ministers of Ukraine on cooperation in the field of tourism, signed in Chisinau on February 9, 2006) and national and regional strategies and local, which regulates the format develops at all levels mentioned.

### 3.2 Existing national strategies related to this topic, maybe other data, including in green tourism, including energy efficiency

1. **National Development Strategy (NDS) "Moldova 2025"** (document in progress), which identifies national and regional development as one of the national priorities and expresses the responsibility assumed by the Government to implement state policies in the field of regional development.
2. **The national tourism development strategy "Tourism 2025"** (document in progress) provides for the development of tourist destinations, the creation of destination management organizations and a commitment to the development of representative tourist attractions in the regions.
3. **The National Strategy for Regional Development (SNRD)**, which is the main sectoral document for development policy planning developed under the responsibility of the Ministry of Agriculture, Regional Development and Environment.
4. **The South Regional Development Strategy** is the basic document in planning the development of the region. In the RDS Strategy according to priority 3 - *Improving environmental factors and tourist attractiveness*, Measures 3.3: *Creation, modernization and rehabilitation of tourism and cultural infrastructure* and Measure 3.4: *Promoting RDS as a tourist destination and support for establishing partnerships in the tourism sector* states that "the interventions must be focused on the objectives that have high tourist potential, such as the Sanatorium "Nufărul Alb", the wineries from Purcari, Ciumai, the scientific reservation "Prutul de Jos", the lake Belev, etc."<sup>1</sup> Priority actions include:
  - Elaboration of marketing studies and analyzes;

<sup>1</sup> [http://www.adrsud.md/public/files/publication/Strategia\\_de\\_Dezvoltare\\_Regional\\_Sud\\_revizuit.pdf](http://www.adrsud.md/public/files/publication/Strategia_de_Dezvoltare_Regional_Sud_revizuit.pdf)



- Creating and facilitating partnerships between tourism entrepreneurs (tourism service providers) and public institutions;
- Creating internal partnerships, as well as with foreign travel agencies and similar institutions;
- Creation, distribution and marketing of higher value-added tourism products ("packages" of services, etc.);
- Training and education in the provision of tourism and management services.

**5. Sectoral regional program on increasing the tourist attractiveness of the Southern Development Region.** This program focuses on strengthening the process of sectoral planning and programming at the regional level, in order to create a regional system for identifying possible project concepts with maximum potential to improve tourism infrastructure and promote RDS as a region with tourist attractiveness. PRS is expressed by the following phrase: ***The Southern Region developed as an attractive, accessible and competitive tourist destination.*** In order to achieve the global vision and objective, the following specific objectives were approved:

1. Valorization and promotion of tourist attractions;
2. Development of tourist infrastructure;
3. Stimulating partnerships to increase the competitiveness of tourist destinations.

Within these objectives, several specific measures are foreseen with the implementation of recommended actions for the improvement of the situation of the tourism sector in the Southern DR. The document also analyzes possible donors to support tourism in the region.

**6. National Energy Efficiency Program 2021-2025** (document in progress). In accordance with the provisions of the "Energy Strategy of the Republic of Moldova until 2030", approved by the Government of the Republic of Moldova no. 102 of 05.02.2013, the specific task for Cahul district consists in supplying with gas all localities in the district, decentralizing heating systems and using autonomous heat energy sources that operate mostly on natural gas and promoting the use of energy from renewable sources (solar wind energy, biofuels, etc.). According to it, the main directions for the development of the energy system of Cahul district for the first stage, year 2020, are:

- replacement and reconstruction of the existing distribution equipment with the modern one, more efficient and reduced energy consumption;

- construction of 10 / 0.4 kV electricity transmission connection lines for the provision of reserve electricity, which will ensure the energy security of the localities;
- reduction of electricity consumption, at the expense of the operation of modern household equipment and machinery, use of renewable energy sources, implementation of efficient electricity distribution technologies.

In accordance with the development and reconstruction plan for the future, the district directorate of the SCS "RED UNION FENOSA" performs planned works to replace the equipment, prophylaxis and construction of new networks and objectives, in the established volume to ensure the stable operation of the electricity supply system. of the district.

Energy efficiency stipulated as a priority for Cahul district is based on the provisions of the Regional Sectoral Program in Energy Efficiency for the South Development Region approved by CRD South by decision 01/1 of February 14, 2014. To implement this measure are promoted energy efficiency initiatives of public buildings , which substantially contributes to the achievement of the regional and correspondingly the national energy saving target, provided in the PRS and in the National Energy Efficiency Program.

### 3.3 Existing strategies at local level, including in green tourism and energy efficiency

There is a list of documents of district and local importance, which set out the areas and development priorities of the district and Cahul municipality, which correlate with the national and regional strategic documents analyzed above. Among them we mention the following:

1. The Local strategy for socio-economic development of Cahul,
2. General Urban Plan of Cahul district, 2013
3. Strategy for the sustainable development of the "Lunca Prutului" balneotourism area
4. The socio-economic development program of Cahul district for the period 2017 - 2020 (including tourism and energy efficiency components).

#### 1. Local strategy for socio-economic development of Cahul

According to the Strategy developed for the period 2015-2017 (another more recent document has not been developed), the tourism sector in Cahul is developed to a greater extent compared to other localities in the Republic of Moldova, due to its status as a spa,

where it operates "Nufărul Alb" sanatorium based on healing mineral waters. Here are several hotels and modern catering establishments (over 80 in number) of medium and small size. In November 2014, a Tourist Information Center was launched in Cahul, which will contribute to the development of cross-border cooperation in the Galati-Cahul-Reni border area, as well as to the development of leisure tourism potential. The project was initiated by the Eurodevelopment Association from Galati, Romania, in partnership with the Cahul Agency for Cross-Border Cooperation and European Integration, the Reni District Council (Ukraine) and with the support of Cahul City Hall. The "Side by Side" project creates a cross-border tourism promotion network and a common, attractive and accessible tourist circuit for various categories of tourists. According to the strategic vision, the city of Cahul tends to become a city-resort recognized in Europe. Strategic direction 1. The sustainable economic development of the city of Cahul provides in the specific objective 1.3. Diversification of the local economy, including through the development of tourism and the economy based on knowledge and innovation. To achieve this goal, actions have been planned focused on capitalizing on and developing existing potential, such as:

- Elaboration of the feasibility study regarding the balneo-tourist potential of Cahul;
- Establishment of the cluster of service providers in the spa-tourism field;
- Capitalizing on the potential of the State University "B. P. Hasdeu" from Cahul as a regional research and innovation center;
- Creating a business incubator for young people in Cahul.

In carrying out the activities of local tourism development, the national strategic framework is taken into account, as well as the Regional Development Strategy of RDS, the Socio-economic Development Program of Cahul district and the Sustainable Development Strategy of the "Lunca Prutului" balneotourism area.

## 2. The General Urban Plan of the town Cahul

was developed according to the national regulations in force by the National Institute "Urbanproiect" in 2013. According to this document, the *relaunch of activities in the field of tourism* is one of the priorities of socio-economic development of the city and the entire district. The main objective of the transformations in this sphere is *the creation of a modern tourist complex* of high efficiency and competitiveness, able to ensure: on the one hand wide

possibilities to satisfy the needs of our citizens and those abroad regarding the package of tourist services, and on the other on the other hand, a considerable contribution to the development of the city's economy, including by increasing the number of jobs, collecting taxes in the budget, *preserving and rational use of the cultural and natural heritage*<sup>2</sup>.

### 3. The strategy for the sustainable development of the balneotouristic area "Lunca Prutului"

developed by the business environment in Cahul represented by the Association of Entrepreneurs REAL XXI promotes the following priority actions: creating the basis and conditions for the priority development of health tourism (spa) in an integrated and sustainable, thus ensuring a considerable socio-economic growth of the communities of Cahul district.

### 4. According to the Socio-economic Development Program of Cahul district for the period 2017-2020

Cahul district tends to become an important tourist destination, based on active tourism and a specific ecotourism, but also with other complementary elements in the area: spa, cultural, rural. Transformed into an attractive point for tourists, it will provide opportunities for youth and investors, it will encourage the development of tourism in rural areas, to increase the living standards of the population. Also, emphasis is placed on the tourist infrastructure, for the repair and arrangement of various tourist points, which should increase the number of tourists on the territory of Cahul district. In this regard, the Program offers a set of recommendations:

- supporting and involving local NGOs and volunteers in promoting tourist objectives and routes;
- organizing information tours and study visits in other districts of the Republic of Moldova that have obtained considerable results in the field of tourism;
- development of rural tourism through the involvement of village households that would be interested in providing tourist services;

---

<sup>2</sup> Planul Urbanistic General al or. Cahul. Chişinău, 2012. P. 25

- initiating public investments for the restoration / improvement of tourist attractions of significant importance;
- analyzing the proposals coming from the economic agents in association with CR Cahul in order to increase the degree of exploitation of the tourist resources;
- development of campsites in areas attractive to tourists;
- elaboration of local routes and their integration in national and international tourist routes<sup>3</sup>.

At the same time, according to the provisions of this Program, ***increasing the energy efficiency of buildings and public spaces*** is one of the priorities of the document. Currently, in Cahul municipality and localities within the district, most multi-storey buildings, private houses, administrative and public buildings, production workshops, etc., are equipped with autonomous sources that work on natural gas and liquid or solid fuel. In Cahul municipality and rural localities the heating system is individual, or includes a group of buildings (schools, hospitals, administrative buildings). The gasified localities, which constitute almost 90%, use individual domestic boilers of up to 30 kW, the socio-cultural and administrative buildings use boilers with a capacity of up to 200 kW, the economic agents, for the production activity, install gas boilers, electrical equipment and other units that provide all the needs of the technological process and the necessary heat, the capacity of which is determined by the volume of production. For rural settlements that remain ungazed, the solution is to connect to the gas supply system which will allow the installation of modern heating equipment, with a high efficiency and minimal environmental pollution. The problem is solved by installing heating boilers on solid fuel, straw briquettes, wicker, sawdust. At the same time, in order to save energy resources, it is necessary to pay special attention to the use of renovated energy sources: solar, wind, biofuel. The undertaking of these measures is linked to considerable initial costs for the procurement, construction and installation of technological equipment. But these kinds of thermal and electric energy are the alternative of natural, purely ecological resources and their actuality increases every year as the traditional fuel becomes more expensive and its reserve is depleted. Gasification of all localities, with the use of autonomous natural gas heating sources. Stimulating the use of energy from renovated sources (solar, wind, biofuel), reducing energy consumption in buildings, using modern

<sup>3</sup> Programul de dezvoltare socio-economică a raionului Cahul pentru perioada anilor 2017 – 2020, p. 79.

equipment with maximum efficiency (gas and radiation heating systems, gas, air, solar heating and so on) will allow optimizing the energy balance of the district on a long-term perspective. Reducing the consumption of energy resources will reduce dependence on their imports, which ensures an increase in the state's energy security - a major concern especially in Cahul district. Energy efficiency in international practice has a positive impact on the environment, reducing the volume of emissions of harmful gases, pollutants, which are ultimately recognized as elements that cause the greenhouse effect. This department aims at activities that lead to increasing the energy efficiency of public buildings in the educational, medical, administrative, social, etc., as well as public spaces. The energy efficiency of public buildings provides a complex of actions related to both infrastructure and energy management of these public goods. Given the high costs of these complex projects, it is possible to divide them into small sub-projects, but with the obligatory condition of respecting the sequence of steps provided for in the EE field. In order to increase the energy efficiency of public spaces, application to FEE and other national and international funding sources will be promoted. In addition to saving energy, this measure reduces the burden on local budgets by reducing spending on electricity and heat used and, most importantly, increasing the comfort of beneficiaries.

#### 4. Data on the balneo (spa) potential in Cahul (including the use of thermal springs for heating, etc.).

In the southern area there are large reserves of highly mineralized waters both in the Cahul district, but also in Taraclia or Cantemir. At the same time, only the mineral waters from Cahul were capitalized in the proper direction, being used for several decades for balneoclimateric treatments in the sanatorium "Nufărul Alb". There have also been attempts to use thermal waters for heating, but this has not had a clear purpose.

At the same time, the aquifer complex surveyed in the village of Ciumai, Taraclia district, also represents an increased balneological interest. The waters here contain up to 300 mg / l of bromine and 57 mg / l of iodine. The waters from the wells of Gotești commune, Cantemir district (132 mg / l) on the border with Cahul district, are also characterized by a high concentration of bromine. The capitalization of these mineralized water reserves can also propel the development of the spa system in the south of the country, as a premise for the development of international tourism here.

##### 4.1. Balneo (spa) tourism in Cahul in a national context

There are 9 spas and 139 rest homes in the Republic of Moldova, which offer health and beauty services<sup>4</sup>. Springs with healing mineral waters are an important source for spa treatment. Spas are of major importance for restoring and maintaining the health of the population. The services of the rehabilitation structures (sanatoriums) are specific as the structure of the offer and as the duration of consumption. They could become a substantial balneoclimateric tourism product of international level provided that an adequate infrastructure is created.

Republic of Moldova inherited from the ex-USSR a rigid sanatorium system, territorially unbalanced and with a material base of accommodation at outdated standards. Thus, in 8 years 1/3 of the sanatorium units were re-profiled or closed, and the general accommodation fund (even if there were unitary extensions and capital repairs) was reduced by 22%. It should be noted that since 2003, when the Rules for the classification of accommodation and food reception facilities were approved, no sanatorium unit has adjusted its accommodation blocks

<sup>4</sup> Iațco L. Apele minerale ale Republicii Moldova – aspecte balneologice și turistice. În: Buletinul Institutului de Geologie și Seismologie al AȘM, N1, 2015, p. 166.



to the national classification system, even though they have had repairs along the way. capital and the renewal of furniture and facilities for the comfort of the accommodated persons

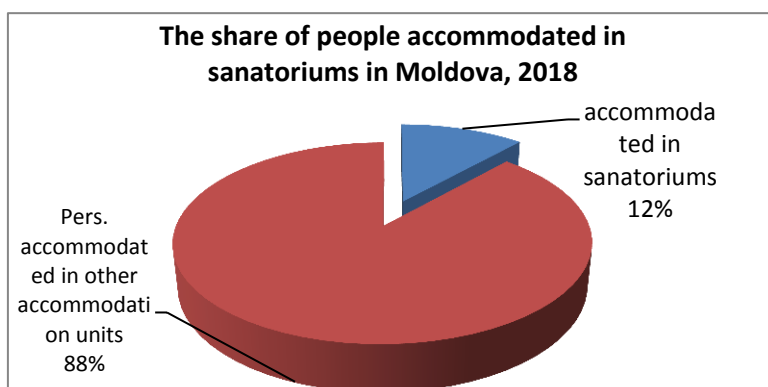
**Table: The evolution of the sanatorium sector**

	2003	2018	%, 2018/03	rata anuală, %
Sanatoriums	9	6	66,67	-4,17
Sanatorium accommodation fund	2089	1842	88,18	-1,48
%, sanatorium accommodation fund	9,14	6,49		
Pers. accommodated in sanatoriums	32083	26769	83,44	-2,07
%, people accommodated sanatoriums	11,91	11,64		

However, sanatorium services remain in demand, and the consumption of accommodation in Moldova is 11.6% oriented in 6 sanatoriums: Vadul lui Voda, Chisinau, Dubasari, Cahul, Calarasi. Similar units in the Transnistrian region are not monitored.

The competent national authorities with quality control attributions in tourism do not monitor the quality of hospitality offered to tourists in the accommodation units of the sanatoriums.

Cahul is one of the important spa and health resort destinations. The city and surrounding areas are rich in mineral springs enriched with bromine and iodine. These waters, discovered in 1956, after a geological mining, proved to be very valuable, as they have a unique chemical and energetic composition. The "Nufărul Alb" resort was built on the mineral waters of Cahul. The capacity of the sanatorium at the moment is 502 beds. Cahul water is used in the treatment of musculoskeletal and cardiovascular disorders, central and peripheral nervous system, liver and kidney disease, substance exchange, gastrointestinal, gynecological and dermatological diseases. The resort receives patients from Romania, Ukraine, the Russian



Federation, Belarus, Israel, Turkey, Poland, Hungary and other countries. The waters of Cahul deserve a special mention, here are several underground springs with a unique composition of minerals that are beneficial for many systems of the body. The quality of mineral water in Cahul is well known similar to the "Essentuki -17" brand in Russia<sup>5</sup>.

In the spa resort "Nufărul alb" receives treatment about 12 thousand people annually. Thanks to the long periods for balneoclimatic cures in Cahul, tourists stay the most (on average 11-13 days) compared to the rest of the southern region.

#### 4.2. Characteristics of the mineral waters from Cahul

The Republic of Moldova has a rich potential of ground mineral waters, which are distributed in all aquifers. The depth of the mineral waters in the hydrogeological section varies from the first tens of meters, up to 1000 m and more. The mineral waters of the Republic of Moldova are divided into two categories: therapeutic mineral waters (Soroca, Gura Căinarului, etc.) and **curative therapeutic mineral waters** (Gotești, "Nufărul Alb" Sanatorium, Cahul municipality, etc.).

Therapeutic mineral waters come from a natural source - spring, lake or borehole and meet at least one of the following conditions: mineralization or content of dissolved mineral salts over 1 g / l; the presence of chemical elements with known pharmacological action, in minimum necessary proportions; content of dissolved gases with biological effects, in established concentrations - 1000 mg CO<sub>2</sub> / l, 1 mg H<sub>2</sub>S / l; temperatures above 20 degrees C, regardless of the mineral content, which gives them the characteristic of thermal waters; the existence of a scientifically recognized therapeutic action, a situation which confers on these therapeutic mineral waters the status of medicinal product, and any modification or processing by addition or extraction of substances other than carbon dioxide is prohibited. **The healing mineral waters** have a very high degree of mineralization (reaching up to 250 g / l), containing some specific elements (bromine, iodine, fluorine, radon, etc.) and can be used in food only after a partial demineralization. They are very important for curative tourism.

---

<sup>5</sup> <https://nufarul.md/despre-noi/>

Republic of Moldova benefits from countless such sources of health, which must be used with caution, like any other remedy<sup>6</sup>.

**Table: Probes feature<sup>7</sup>**

No probe	Localization	Absolute altitude, m	The age of the rocks	Lithological structure	Depth of probe, m	Water level, m	Water temperature, °C
71 (probe)	The territory of the "Nufărul Alb" sanatorium, Cahul	10-15	N1S1	chalk	514	463	36

In addition to curative therapeutic mineral waters, discovered here in 1956, in 1960 at a depth of 120 meters was discovered another source of curative mineral water with chemical composition: nitrogen, hydrocarbonate, sodium-chlorinated, weakly thermal with low mineralization and without specific components with chemical formula:  $M 3.4-3.6$   $Cl 73-76$   $(HCO_3 + CO_3) 23-27$   $pH 7.9 - 8.9$   $t 0-22.00C$   $(Na + K) 95-98$   $Mg 2-3$ . It is called "Nufărul Alb" drinking mineral water and is applied in various diseases of the gastrointestinal tract, kidneys and metabolic diseases.

**Table: The chemical composition (cations) of mineral water**

No probe	Localization	Na+K, mg/l	Ca <sup>2+</sup> , mg/l	Mg <sup>2+</sup> , mg/l	Fe <sup>2+</sup> , mg/l	Fe <sup>3+</sup> , mg/l	Σ, mg/l+
71 (probe)	The territory of the "Nufărul Alb" sanatorium, Cahul	22675.24	3674.25	651.17	undetected	undetected	27210.66

The basic profile of the sanatorium "White Water Lily" is associated with diseases such as: chronic gastritis, ulcer disease, cholecystitis and colitis, uric diathesis and mild diabetes. The presence in the spa resort of Cahul of these two important curative factors allows an ideal possibility for the country's population to improve their health in local conditions without too much expense. The basic treatment in the conditions of the sanatorium "White Water Lily" is balneotherapy, which provides the application of mineral water for external use as general

<sup>6</sup> Iațco L. Apele minerale ale Republicii Moldova – aspecte balneologice și turistice. În: Buletinul Institutului de Geologie și Seismologie al AȘM, N1, 2015, p. 167.

<sup>7</sup> Iațco L. Apele minerale ale Republicii Moldova – aspecte balneologice și turistice. În: Buletinul Institutului de Geologie și Seismologie al AȘM, N1, 2015, p. 167.

and local baths, compresses and showers, and as internal use - as drinking water and application in the form of vaginal irrigation and intestinal. Cahul mineral water is mainly applied as a general bath. The developed name of Cahul mineral baths is: mineral baths, medium-sulfurous, sodium-chlorinated, hot, with a high content of iodine and bromine and with a high degree of mineralization with chemical formula: M 69-72 g / l H<sub>2</sub>S + HS (49-78mg / l) Cl<sup>99</sup> l (22 mcg / l), Br (136 mg / l) to -28 ° C pH7.2 (Na + K) 86 (Ca) 8. All these ensure the effects: anti-inflammatory, desensitizing, analgesic, sedative and regenerating. Cahul mineral baths, having a compound chemical composition, act on the whole organism and on certain organs in part, through a whole series of complex mechanisms.

**Table: Chemical composition (p-H and water mineralization)**

No probe	Localization	pH	Σ, mg/l+	Σ, mg/l-	Σ, mg/l
71 (probe)	The territory of the "Nufărul Alb" sanatorium, Cahul	6.90	27210.66	41000.55	68211,21

Under the action of **the mechanical factor of the baths**, the mechanical and the reflector receptors of the skin are excited and the local and general reactions of the organism are formed. They are manifested by activating microcirculation, hemodynamics, redistribution of blood in the body.

**Table: Chemical composition (anions) of mineral water**

Nr. Probei	Amplasare	Cl-	SO <sub>4</sub> -	CO <sub>3</sub>	HCO	I-	Br-	F -	HBO <sub>2</sub>	HP O <sub>4</sub>	NO <sub>2</sub>	NO <sub>3</sub>	Σ
		mg/l											
71 (sonda)	Sanatoriu m „Nufărul Alb”, oCahul	40292.5	29.59	0	445.91	9.5	25.86	0	197.19	0	0	0	41000.6

**The thermal factor of the baths** acts on the thermoreceptors of the skin and the adjacent layers, accelerating the regeneration of the tissues. Due to the thermal factor, the muscle tissue relaxes, the pressure on the nerve endings decreases and the pain syndrome decreases, the hardness of the scars and keloids decreases, the amplitude of the movements in the joints increases. The skin temperature rises on average by 0.7-2.2 degrees due to the formation of the "saline mantle", which occurs during mineral baths under the action of hydrochloric

sodium content. The duration of maintenance and the variation of temperature deviations in the body also depend on other chemical components present in Cahul mineral water, such as hydrogen sulfide, free sulfur ions, hydrosulfides, iodine and bromine ions. These trace elements are not only found in mineral water, but also in the atmosphere of the bathroom. Thus, the microelements of mineral water enter the body through the skin, the respiratory tract and the mucous membranes. Despite the small amount that enters the bloodstream, their pharmacological activity on organs and systems is very significant.

The basic component of Cahul mineral water is *hydrogen sulfide*, which dissociates into hydrosulfide ions, sulfur-free ions and hydrogen. Under the influence of these microelements, a series of biologically active substances such as histamine, serotonin, acetylcholine and heparin are eliminated, all being mediators and vasoactive substances. Hydrogen sulfide influences the activity of a series of endocrine glands and ferments. Possessing a resorptive reflective action, hydrogen sulfide reduces allergic reactions, decreases the intensity of inflammatory processes and pain syndrome. As a reducing substance, hydrogen sulfide participates in the transformation of disulfide groups of ferments into sulfhydryl groups, thus evaluating as an antioxidant. It is included in the thiol metabolism and stimulates the exchange of energy and mucopolysaccharides, uses chondroitin sulfuric acid, accelerating the synthesis of collagen by fibroblasts. This action is very important in the treatment of diseases of the musculoskeletal system. Bromine and iodine ions enter the skin intact and accumulate in the thyroid gland (I) and hypothalamus (Br). They stimulate tissue metabolism through the synthesis of thyroid hormones and the central nervous system, improve the body's restorative and compensatory-adaptive reactions and have a sedative effect. Iodine ions also accumulate in the region of the inflammatory focus inhibit the processes of alteration and exudation, which has a very important role in inflammatory processes in the joints and spine.

The *hydrochloric sodium* component also positively influences the evolution of musculoskeletal pathologies, stimulates the correction of immune disorders and raises the low reactivity of patients with musculoskeletal disorders. The vasodilating and antiarrhythmic effect of the hydrochloric sodium component leads to a passive training of the cardiovascular system in patients with ischemic heart disease, increases tolerance to physical exertion and coronary heart reserves. This is very important, given that most patients with musculoskeletal disorders also suffer from cardiovascular disease.

There have been attempts to use thermal water for heating, but this did not have a clear finality.

#### 4.3. Sanatorium and other areas that can be developed

The current sanatorium "Nufărul Alb" is located in the most picturesque region of Cahul, on the banks of the river Frumoasa, near the city center and the bus station, with direct access to the destination (public transport - minibus no. 3 and no. 8), in the leisure region of the locality population. The territory of the sanatorium with park and alleys is fenced, only its customers have access. Being located in a picturesque natural setting, in a quiet area, protected from the city agglomeration, rich in natural mineral springs containing sulfurous salts, iodine, bromine, chlorine, sodium, calcium chloride, hydrocarbon nitrogen, here is found the abundant abundance of oxygen.

Instead of the mineral water spring discovered in the 1960s in a place with a wild and pleasant appearance of the city of Cahul, a pond was formed along the way, to complete which it was necessary to drill an artesian well, which was carried out in the spring of 1965. by a team of prospectors. In 1980, the city of Cahul received the status of a spa town. On July 3, 1984, the official opening of the spa polyclinic and the hydrotherapy department took place. The first part of the sanatorium with a capacity of 200 seats, with all the necessary infrastructure (canteen, club, library) was put into operation in 1985. In March 1986 the second part of the sanatorium was put into operation for 306 seats. The "Drujba" spa has been operating since 1986. By the decision of the mayor's office, on July 15, 1992, the name of the "Drujba" sanatorium was changed to "Nufărul Alb".

On October 7, 1996, inside the spa polyclinic, the "Nufărul Alb" mineral water buffet was put into operation. On June 12, 2009, the outdoor swimming pool was opened. In 2011, repair and renovation works were carried out on the accommodation block. By implementing the Change Management program, the sanatorium staff was trained by representatives of the MSD program in London and Vienna, curated by one of the top managers of the hotel business Voegl Andreas.

During 2014, renovation and modernization works of the spa polyclinic were carried out. In 2016, the Saline room was opened with the capacity to treat 100 patients at the same time, being unique in the Republic of Moldova of this type. At the beginning of 2017, all the rooms



with TVs were arranged, and cosmetic repairs were performed in the rooms. At the moment, the sanatorium complex has 506 accommodation places, a canteen with 506 places and a club with 250 places. Every year, more than 9000 people rest in the resort.

The mineral water in the resort is unique due to its chemical composition. The curative-diagnostic base of the sanatorium is represented by the baths section, the hydrotherapy cabinet, classic and underwater massage cabinets, physiotherapy section, acupuncture cabinet, curative physical culture cabinets and mechanotherapy<sup>8</sup>.

The drinking water deposit is located on the territory of Cahul. The main users of the deposit are the sanatorium and the brewery. The aquifer horizon with the age of the upper Sarmatian is exploited. The estimated reserves are 77 m<sup>3</sup> / day approved in 1992 by the Territorial Commission for Aquatic Reserves.

Mineral water from Cahul is distinguished by its high content of bromine and iodine and is applied to treat various diseases - gastrointestinal, renal, etc. Mineral water deposits are located on the northern and southern outskirts of the city. The aquifer horizon with the Sarmatian and Upper Miocene ages is exploited. The reserves estimated and approved by the State Commission for aquatic reserves in 2002 - 2003 constitute 159 m<sup>3</sup> / day. Hydrocarbonated mineral water is used for drinking purposes. There are also mineral water deposits for external use in the city. The main user of these waters is the sanatorium. The Sarmatian age aquifer horizon is exploited. The reserves estimated in 1976 by the State Commission for Aquatic Reserves were 430 m<sup>3</sup> / day. Water is characterized by its content of sodium chloride, iodine, bromine, hydrogen sulfide and is used to treat diseases of the musculoskeletal system, peripheral nervous system, cardiovascular diseases<sup>9</sup>.

The basic service of the sanatorium (various treatments and prophylaxis of diseases) can be diversified by expanding hiking services around the municipality of Cahul, promoting a wide range of activities and local destinations to visit. In 2016 in this tourist area with the support of the Association of Tourism Development in Moldova, financial support of Polish AID, was created the agrotourism cluster "Prutul de Jos", whose member became the sanatorium "Nufărul Alb" by signing the agreement of partners. In the last two years, through the LEADER Program, financially supported by the Ministry of Foreign Affairs of Poland, in this area of the

<sup>8</sup> <https://cahul.md/pasaportul-raionului/>

<sup>9</sup> Planul Urbanistic General al or. Cahul. Chișinău, 2012. P. 77

Lower Prut was created and activated the Local Action Group, which unites the efforts of LPAs, NGOs, economic agents for development several areas of the local economy, including tourism. In this sense, the sanatorium is encouraged to create its own department for the promotion of excursion packages, including in partnership with tour operators from Cahul with the necessary experience and staff. The latest amendments in 2020 to Law 352 offer several new opportunities, such as:

- conducting patent-based guidance work,
- opening and carrying out the activity of rural house in the villages here, having only the entrepreneurial patent,
- people interested in traditional crafts can obtain an entrepreneur's license to organize workshops and master classes for groups of hikers and tourists.

Rehabilitation of partnerships formed in 2016 within the agro-tourism cluster and intensification of these relations, creation of collaboration relations with the LAGs from South Development region, establishing direct links with local tourism actors can provide the administration of the sanatorium "Nufărul Alb" good opportunities to qualitatively change the additional offer , at the same time will contribute to the promotion of the positive image of the tourist destination Cahul.

## 5. The SWOT analysis

### *SWOT analysis for tourism development*

This analysis is based on the current diagnosis and the findings of several strategic documents, such as the Socio-economic Development Program of Cahul district, the Regional Sectoral Tourism Program of South RDA, the Socio-economic development strategy of Cahul municipality and the national strategic framework.

At the same time, we must mention the main competitive advantages of Cahul municipality, including:

1. Cahul municipality is the most important tourist attraction in the southern part of the Republic of Moldova, with healing mineral water resources ("Nufărul Alb" Sanatorium), cultural institutions, but also diversified leisure opportunities around it. (scientific reservation, fishing grounds, recreational area under development around Salt Lake). All this creates premises for the development of spa and wellness tourism, ecological, leisure, gastronomic-viticultural and agrotourism, promoting integrated circuits with the inclusion of other objectives in the southern region or neighboring countries (eg Danube Delta in Romania, Ukraine )
2. Cahul municipality is located in the center of one of the most important agro-viticultural areas in the Republic of Moldova and even in Eastern Europe. The gradual transition from subsistence to modern agriculture, based on large farms and associative structures, operating throughout the supply chain (from raw material production, to transport, storage, processing, marketing and marketing), can transform Cahul into an agro-industrial center of cross-border importance;
3. Cahul municipality, through its complex functions of serving the entire southern region, has the potential to capture an area of extensive polarization, for which to provide educational, health, cultural, administrative services, etc., provided that investments in its integrated urban development.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Favorable location for the development of an international tourist area;</li> <li>• Neighborhood with the Danube river - the</li> </ul>	<ul style="list-style-type: none"> <li>• Natural attractions not valued by tourism;</li> <li>• The cultural heritage is in a degraded state;</li> <li>• Few visitors know the Cahul area through</li> </ul>

<p>largest naval artery in Europe;</p> <ul style="list-style-type: none"> <li>• Establishment of the Tourist Information Center in Cahul;</li> <li>• Consecutive development as a consecrated tourist area;</li> <li>• Tourists mainly from neighboring countries and the EU, or developed countries;</li> <li>• Great diversity of historical and cultural monuments of national value;</li> <li>• operation of the spa resort "Nufărul Alb";</li> <li>• the presence of the archeological monument of international importance "Valul lui Traian";</li> <li>• organizing international level festivals;</li> <li>• Known wine-growing area (Valul lui Traian);</li> <li>• operation of the Giurgiulesti Free International Port;</li> <li>• Great ethno-cultural diversity;</li> <li>• Wine-viticultural traditions, modernized infrastructure of local wineries; operation of wineries that are internationally competitive;</li> <li>• Many famous nature reserves and protected areas; the existence of puddles of the Lower Prut;</li> <li>• Functional museums distributed relatively evenly in the Prut meadow;</li> <li>• the functioning of the Republican Dramatic Musical Theater "B.P. Hasdeu";</li> <li>• Presence of balneo-sanatorium resources and structures;</li> <li>• Connecting with national and inter-regional</li> </ul>	<p>excursions;</p> <ul style="list-style-type: none"> <li>• The Cahul area remains a destination appreciated by a relatively limited number of foreign tourists;</li> <li>• Reduced diversification of the tourist offers of the destination Cahul;</li> <li>• Territorial imbalances in the administration and promotion of the local and district tourism offer;</li> <li>• Substantial decrease in summer camp capacities;</li> <li>• Few accommodation units, especially those for mass tourism;</li> <li>• Low performance in domestic tourism and excursions;</li> <li>• Rest areas not arranged according to national rigors;</li> <li>• Imbalancing the quality of hospitality in different district destinations;</li> <li>• Unbalanced development of the tourism industry in the destinations of Cahul district;</li> <li>• Insufficiently developed infrastructure for tourism services;</li> <li>• Insufficient actions for the tourist visibility of the Cahul tourist area inside and outside;</li> <li>• Insufficient financial resources for promoting the field: exhibitions, promotional materials, financial support of projects in the field, etc.;</li> <li>• Limited financial resources for branch</li> </ul>
---	---

tourist circuits;

- HoReCa sector dominated by profitable SMEs;
- Growing accommodation sector;
- Relatively developed road network (national, international roads, railways), which connect with the rest of the country, Romania and Ukraine;
- Potential consumption of services related to tourism and travel increasing to the population;
- High mobility of the local population (for work, rest);
- operation of areas and agreement centers;
- membership of the Cross-Border Cooperation Association "Lower Danube Euroregion";
- Rich and diverse craft traditions; the existence of folk craftsmen specialized in wood processing, loom weaving, embroidery, making musical instruments, etc.

development;

- Reduced cooperation with strategic partners, including in the territory;
- Low level cooperation with the specialists responsible for tourism in the territory;
- Insufficient capacities for the management of the district tourism sector;
- The mayor's office does not manage the strategic information about the local tourism system;
- Reduced capacities to perform impact analysis and lack of feasibility studies relevant to the district tourism sector;
- Lack of ambitious projects for regional competitiveness of destinations;
- High migration of tourism professionals and shortage of skilled labor in the HoReCa sector;
- Connected infrastructure along the highways is not fully equipped with stops designed for the needs of tourists;
- The railway network in Cahul is practically unused for domestic tourist purposes;
- The low quality of the technical-municipal infrastructure in the local tourist destinations in the Cahul area;
- non-capitalization of the tourist potential in rural localities;
- limited financial resources for the development of tourist infrastructure, attractions, services and tourism marketing;

	<ul style="list-style-type: none"> <li>• insufficiency of tourist reception structures with accommodation and dining functions according to international standards;</li> <li>• Insufficient public awareness of both the existing potential for tourism development and the benefits that could be generated by society as a result of this development;</li> <li>• lack of thematic tourist maps;</li> <li>• low visibility of most tourist attractions on the access roads (without the appropriate tourist markings);</li> <li>• lack of information panels near the tourist objectives;</li> <li>• lack of enterprises providing tourist services in rural areas;</li> <li>• lack of tourist facilities in local leisure areas.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Geographical location in the vicinity of Romania, an EU member state;</li> <li>• Regional projects for the development of tourism infrastructure and services;</li> <li>• Development and capitalization of the agro-industrial potential of the city;</li> <li>• Sustainable urban development of the city to better serve the population of the Southern Development Region;</li> <li>• Increasing the regional accessibility of the city;</li> <li>• Development and diversification of services in</li> </ul>	<ul style="list-style-type: none"> <li>• Deficit of cooperation between local and district tourism actors;</li> <li>• Political and legislative instability;</li> <li>• Financial and economic crises;</li> <li>• Degradation of demographic indicators;</li> <li>• The danger related to epidemics and the limitation of regional tourist mobility;</li> <li>• Large number of young emigrants;</li> <li>• Poorly developed business environment;</li> <li>• Low labor productivity;</li> <li>• High level of corruption affecting development;</li> </ul>



the region;

- Small business development in tourist destinations;
- Creating favorable conditions for supporting the activities of SMEs (consulting centers, incentives);
- Creation of clusters, industrial parks and technological incubators, to capitalize on the capacities and flexibility of SMEs;
- Programs to support the development of tourism (rural, cultural, spa-recreational, fishing);
- Inclusion of the Cahul destination in the international tourist circuits;
- Development and promotion of pure ecological products
- Development of public-private partnership;
- Eligibility for EU cross-border cooperation programs to finance projects, including tourism infrastructure;
- Development of absorption capacities of international funds and investments;
- Attracting foreign investments;
- Channeling remittances into productive investments;
- Creating the conditions for the return of temporarily emigrated citizens;
- Training and retraining of human resources;
- Development of European type railway communications.

- Reduced capacities for accessing and managing external funds;
- Rising prices;
- Natural disasters;
- Strong competition from similar tourist areas outside the country and in the republic;
- Limited local and district budget for tourism development.

### **SWOT analysis on energy efficiency management**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Constant interest of LPAs and private structures for energy efficiency;</li> <li>• Decreasing costs for technologies applied by EE;</li> <li>• Existence of energy audit reports for some public utility objects.</li> </ul>	<ul style="list-style-type: none"> <li>• Insufficient knowledge of the possibilities of using alternative energy sources;</li> <li>• Lack of qualified energy management;</li> <li>• Failure to valorize the technologies of conservation and efficient use of energy within the district;</li> <li>• The low number of community information campaigns on the use of alternative energy sources;</li> <li>• There is no district energy strategy for sustainable development in Cahul district;</li> <li>• There are no local projects for the development of district heating systems;</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Possibility to use alternative energy sources;</li> <li>• Existence of national funds, programs and projects in the field of energy efficiency, such as AEE, FEE, UNDP, Moseff, Moreff,</li> <li>• The possibility of raising public awareness regarding the use of alternative energy sources;</li> <li>• Existence of consulting projects in the field of renewable energy;</li> <li>• Opportunities for the use of renewable energy: wind, hydroelectric, biomass, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous increase of energy consumption at district level;</li> <li>• High price of energy products;</li> <li>• The relatively high price of energy audit services;</li> <li>• The certification programs for the energy performance of buildings are not implemented;</li> <li>• Low knowledge of the population regarding the purchase of lighters and their use as alternative energy sources;</li> <li>• Significant debts for natural gas of the operators: "Cahul-Gaz" SA and "Gas Natural Fenosa" SA.</li> </ul>

## Bibliography

1. Atracții turistice. În: <https://cahul.md/atracții-turistice/>
2. Codul silvic. Publicat: 16.01.1997 în Monitorul Oficial Nr. 4-5 art Nr: 36 Data intrării în vigoare: 16.01.1997.
3. Cultural tourism in Moldova, 25 july, 2013, 32 p. (revista).
4. <https://cahul.md/pasaportul-raionului/>
5. <https://sputnik.md/culture/20171206/15989766/martisor-inclus-patrimoniulcultural-UNESCO.html>
6. Iașco L. Apele minerale ale Republicii Moldova - aspecte balneologice și turistice. În: Buletinul Institutului de Geologie și Seismologie al AȘM, N1, 2015, p. 166-172.
7. Lege privind fondul ariilor protejate de stat nr.1536-XIII, 25.02.98, nr.631-XIV, 15.10.99//M.O. 66.68.1998.
8. Legea nr.352 din 24.11.2006 Cu privire la organizarea și desfășurarea activității turistice în Republica Moldova.
9. Lipovenii - istoria și realitatea unei comunități. În: [https://ziuadeazi.md/post/lipovenii-istoria-si-realitatea-unei-comunitati?fbclid=IwAR0674j-DDtLlqbX8hSN4YKlvef1a7PEfEQxHATgQjtjahJyegN4e\\_tVLd0](https://ziuadeazi.md/post/lipovenii-istoria-si-realitatea-unei-comunitati?fbclid=IwAR0674j-DDtLlqbX8hSN4YKlvef1a7PEfEQxHATgQjtjahJyegN4e_tVLd0) Programul de dezvoltare socio-economică a raionului Cahul pentru perioada anilor 2017 - 2020.
10. Miron M. Aspecte semiotice ale organizării spațiului interior și exterior al locuinței tradiționale ale bulgarilor din Republica Moldova. În: Идентичность. Сборник докладов и сообщений международной научно-практической конференции «Единство исторических судеб», посвященной 80-летию со дня рождения Михаила Николаевича Губогло. Компат: F. E.-P. „Tipografia Centrală”, 2018, 510 c. C. 232-238.
11. Miron M. Casa tradițională bulgărească ca partea patrimoniului material național - mecanisme de revalorificare. În: Conferința științifică internațională PATRIMONIUL CULTURAL: CERCETARE, VALORIFICARE, PROMOVARE, Chișinău, ediția a VIII-a, 31.05-02.06.2016.
12. Miron M. Despre evoluția tipologiei locuințelor tradiționale în coloniile bulgare din Bugeac (tradiții și inovații). În: Revista de Etnologie și Culturologie, vol. XXIII, 2018. P. 106-114.

13. Miron M. Fenomenul Meșterului Manole în folclorul bulgăresc și moldovenesc și rolul acestei teme în educația tinerei generații. În: Conferința națională cu participare internațională a tinerilor cercetători Valorificarea patrimoniului etnocultural în educația tinerei generații. Institutul Patrimoniului Cultural al AȘM, Chișinău, 17 noiembrie 2016.
14. Miron M. Muzele etnografice locale ca instrument de conservare și valorificare turistică a specificului comunității bulgare în Republica Moldova. În: Comunități Etnice și Diaspora în timp și spațiu. Culegere Materialelor de conferință. Chișinău: Artpoligraf, 2019. P. 98-101.
15. Miron V. Tomița P. Management of tourist resources in Republic of Moldova. Chișinău: Ed. UASM, 2007.
16. Miron V., Guțuțui V. Harmonization of Natural Resources and Cultural Heritage Management Policies to Encourage Cross-Border Tourism within the European Union - Republic of Moldova Partnership // Project „EU-Moldova Action Plan: Public Access Document”, implemented by ADEPT and EXPERT GRUP with financial support DFID. Chisinau: ULIM, 2006.
17. Miron V., Miron M. Tourism in the Danube area of Moldova. Capacity development of local museums to promote the mobility of transport and tourism on the Danube. Chișinău: Masterprint, 2015.
18. Popa A. Viziuni privind strategia de dezvoltare a turismului în raionul Cahul. În: Buletinul Științific al Universității de Stat „Bogdan Petriceicu Hasdeu” din Cahul, №. 2 (6), 2011.
19. „Redescoperă Moldova” ajunge în sudul Moldovei. În: <http://gazetadesud.md/2013/05/30/redescopera-moldova-ajunge-in-sutul-moldovei/>.
20. Strategia de dezvoltare a turismului „Turism 2020”.
21. Strategia locală de dezvoltare socio-economică a orașului Cahul, 2014.
22. Studiul Portului Internațional Liber Giurgiulești.
23. Study „The state of tourism of the Republic of Moldova in the period 2003-2010” / Tourism Agency of the Republic of Moldova, 2011 (realizat de experții AO ADTM).
24. Мирон М. Локальное брендинг - опыт Молдовы в создании инструмента для продвижения себя на внутреннем и внешнем туристическом рынке. În: Воображаемая территория: от локальной идентичности до бренда / Сост. М. В. Ахметова, Н. В.

- Петров; Авт. предисл. Н. В. Петров, М. В. Ахметова, М. И. Байдуж. М.: Неолит, 2018, 224 с. С. 54-69.
25. Мирон М. Символа на къщата във български и молдовски фолклор като средство за межкултурен диалог в Бесарабия. În: Насоки в академичното изследване и преподаване по етнология и антропология. София: Университетско издателство „Св. Климент Охридски“, 2018, 253 р. Р. 137-148.
26. Мирон М. Еволюция използвания текстиля в интерьере жилища болгар Бессарабии (Молдова). În: Мода и дизайн: исторический опыт — новые технологии. Материалы XXI Международной научной конференции / под ред. Н. М. Калашниковой. Санкт-Петербург: ФГБОУВО «СПбГУПТД», 2018, 736 с. С. 619-623.



Project funded by the  
EUROPEAN UNION



[www.greethis.net](http://www.greethis.net)



## GLOSSARY OF TERMS

RDA South - Regional Development Agency South

EE - Energetic efficiency

FEE - Energy efficiency fund

RDNF -Regional Development National Fund

CMD - Change Management directions

SRP - Sectoral Regional Program

SDR - Southern Development Region





Project funded by the  
EUROPEAN UNION



[www.greethis.net](http://www.greethis.net)



Joint Operational Programme Black Sea Basin 2014-2020

Cross Border Cooperation and European Integration Agency

December 2020

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.

This publication has been produced with the financial assistance of the European Union. The contents of this publication are the sole responsibility of the Cross Border Cooperation and European Integration Agency and can in no way be taken to reflect the views of the European Union.

55

Common borders. Common solutions.