

<b>Project title</b>	DEVELOPMENT OF TOURISM AND INVESTMENT CAPACITIES IN CENTER REGION
<b>Location</b>	13 rayons of the Republic of Moldova
<b>Applicant</b>	Agency for Regional Development Centre
<b>Partners</b>	<ul style="list-style-type: none"> <li>• 13 CDR Rayon Councils</li> <li>• Associate: Association for Tourism Development in Moldova</li> </ul>
<b>General objective</b>	Increasing investment attractiveness and touristic visibility of regional sites in the Central Development Region
<b>Short description of the project</b>	<p>The project will identify potential investment locations and major tourist sites in Central Development Region. For the most suitable locations will be elaborated business plans on the network. Local authorities will increase their management capacity in the localities, attracting and developing investment and tourism. The project provides 16 complex actions, which are grouped into five groups of activities:</p> <p>GA 1: Evaluation of regional investment and tourism locations Inventory of regional economic zones with increased investment attractiveness; Inventory of tourist potential of the DRC after TECDEV method; Creating functional database of locations for investment and tourism.</p> <p>GA 2: preparation of investment and tourism documentation in the CDR Elaboration of feasibility study for the locations that are of interest; Elaboration of management plan / reengineering for two tourist areas Elaboration of business plans for investment and tourism locations</p> <p>GA 3: Human resources training and development</p> <ul style="list-style-type: none"> <li>• Training on public-private partnerships and management of tourist areas</li> <li>• Study visits to areas of public and private representative entrepreneurship interest</li> </ul> <p>GA 4: Planning regional tourism infrastructure development</p> <ul style="list-style-type: none"> <li>• Creation of regional office for information on the investment and tourism</li> </ul> <p>Marking regional tourism trails</p>
<b>Results</b>	<ul style="list-style-type: none"> <li>• Increase amount of investment attracted in CDR</li> <li>• Relaunching regional location for investment and tourism</li> <li>• Increase overall revenue and tourism</li> <li>• Increased number of attracted tourists</li> <li>• Increase of average length for tourists stay</li> </ul>
<b>Current status of the project</b>	In search for financial sources
<b>Implementation period</b>	24 months
<b>Costs</b>	4 985 756 lei