

Training in sustainable tourism technologies at Comrat State University

On October, 25, 2024, within the framework of the Erasmus+ #erasmusplus ENRICHER hubs #enricherhubs project—**"Developing the Concept of Green Tourism through Education"**—a lecture was delivered by Professor, Dr. habil., Alla Levitskaia for students of the Faculty of Economics, specializing in Tourism, Hospitality and Leisure (group ETU-23), who are studying the course "Tourism Resources of the Republic of Moldova." The lecture's topic was: **"Sustainable Development Goals in the Context of Tourism Activities."** The students became familiar with the UN's Sustainable Development Goals (SDGs) and explored **the main current trends in countries worldwide aimed at implementing new sustainable technologies across various sectors of tourism development.** The lecture placed particular emphasis on successful practices in applying recommendations from international organizations and experts within EU countries regarding the implementation of sustainable tourism technologies. This expertise was gained during a training session that took place at Akaki Tsereteli State University in Kutaisi (Georgia), from October 1 to 4, 2024, as part of the ENRICHER hubs project. Considering that tourism is one of the fastest-growing sectors of the global economy, an important source of jobs, and is closely linked to the social, economic, and environmental well-being of a country, the students asked many questions about the prospects for sustainable tourism development in the Republic of Moldova. They were particularly interested in how tourism companies, especially in the Autonomous Territorial Unit (UTA) Gagauzia, are adopting successful practices and standards in the field of sustainable tourism.

Following the lecture, a study visit was organized for the ETU-23 group students by the course instructors— Professor, Dr. habil., Alla Levitskaia, Assistant Lecturer Natalia Doncheva, and Assoc. prof., Dr. habil. Natalia Shchukina - to the Main Department of Culture of ATU Gagauzia. The head of the department, Maria Semenova introduced the guests to the department's work specifics, event tourism, and the process of organizing festivals. The students were invited to participate as volunteers in the "Wine Day" festival. On the same day, the Arts Gallery Hall of the ATU Gagauzia hosted a presentation of the art catalog *"Graphics and Painting"* by Andrei Ivarlak — the well-known Gagauz artist and member of the National Artists' Council of the Republic of Moldova. His pictures, as well as the graphics by Petr Vlah, were used in the creation of Gagauzia's tourism brand, contributing to **the promotion of the region's diverse cultural tourism resources and the branding of the autonomy.** This visit allowed students to appreciate the importance of visual identity in territorial branding, increasing its recognition, and attracting additional tourists.



Students of the Faculty of Economics (Comrat State University), specializing in Tourism, Hospitality and Leisure

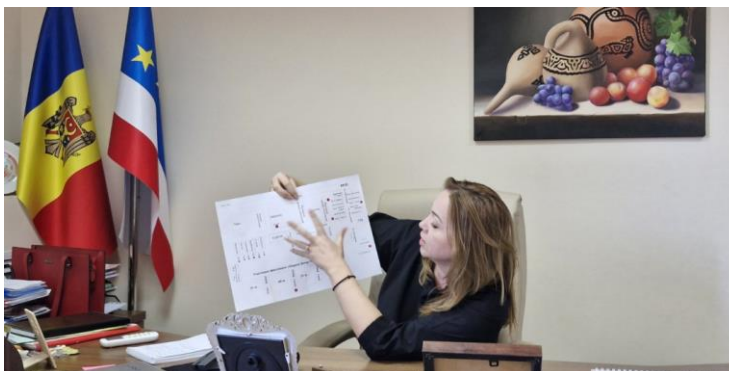


The Arts Gallery Hall of the ATU Gagauzia, presentation of the art catalog "Graphics and Painting" by Andrei Ivarlak — the well-known Gagauz artist





In the Arts Gallery Hall of the ATU Gagauzia, Comrat University' students got acquainted with the creative works of Gagauz authors, which were used in the creation of Gagauzia's tourism brand, contributing to the promotion of the region's diverse cultural tourism resources and the branding of the autonomy.



Meeting with Maria Semenova, the head of the Main Department of Culture of ATU Gagauzia.



The Erasmus+ ENRICHER hubs project – “Designing Green Tourism Concept through Learning” (Project number: 101082919) is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Project is implemented by the consortium members: project grant coordinator - Haaga-Helia University of Applied Sciences (Finland); MCI The Entrepreneurial school® (Austria); University of Genoa (Italy); Caucasus University (Georgia), Akaki Tsereteli State University (Georgia), Iakob Gogebashvili Telavi State University (Georgia); University of European Political and Economic Studies Constantin Stere (Moldova), Moldova State University (Moldova), Comrat State University (Moldova).