

Newsletter #3

HERIPRENEURSHIP

June 14, 2022



BSB831 HERIPRENEURSHIP project

Establishing long-lasting partnerships to upgrade heritage-based offers and create new investment opportunities in tourism and the cultural and creative industries at UNESCO designated areas in the Black Sea basin.

The small country Moldova is big as a tourist destination

These are 5 reasons you should visit Moldova:

- It is the “**tourist rancho**” country. If other countries are famous for their exotic scenery, Moldova for its rustic spirit and rural people’s occupations.
- **Wine.** Of course, Moldovan wines are one of the main attractions of the country. The Moldovan wines often bring awards to their makers.
- **Authentic events.** A multitude of authentic events are organized in Moldova, dedicated to the people or local customs.
- Traditional **cuisine.** Mamaliga, “Cusma lui Guguta” – are just some of the extraordinary dishes cooked by Moldovan housewives.
- **Customs.** The winter carol and the Day of the locality – customs actively observed by the country’s inhabitants.



We would like to invite you to discover Moldova with us. With [Heripreneurship](https://heripreneurship.eu) you can travel anywhere!

HERIPRENEURSHIP partners arrived in Moldova for 3 days experiencing Moldovan customs and folklore

As a partner of the project, Moldova was represented by the National Association for Inbound and Domestic Tourism Association of Moldova (ANTRIM), which organized the study visit between **16 and 17 May 2022**, for the project partners in order to present the designated locations with cultural significance.

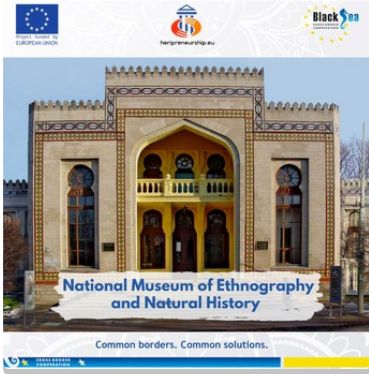


The project partners from Greece, Bulgaria, Romania, Georgia and Turkey met in Chisinau to discuss important matters and peculiarities, which distinguish Moldova as an entertaining and attractive tourist destination.



The first destination on the agenda of the visit was the “Arta Rustica” Crafts Complex, which houses the manufacture and the rich collection of traditional carpets with national elements included in the UNESCO heritage.

These among others, represent the pilot route that the Moldovan partner will promote through HERIPRENEURSHIP.



In the spirit of culture heritage recognition, on the 17th of May the partners visited some of the most impressive museums in the capital Chisinau – the National Museum of ethnography and natural history and the Museum of history of Moldova enlighten by the national dignity and identity.



Andrei Chistol, State Secretary, Ministry of Culture

"This project is an important one from the perspective of capitalizing on the common cultural heritage and promoting as much as possible the national tourism offer. For this reason, the Ministry of Culture together with ANTRIM Moldova develop not only certain activities to promote tourism but also policies in the field of support and development of the national tourism product. We are working on a Tourism Development Program in the Republic of Moldova, and the cultural heritage component is a key one in the elaboration and promotion of this program."



Natalia Turcanu, executive director ANTRIM

"Since its foundation until now, ANTRIM's mission is to support the development of inbound and domestic tourism in Moldova. That is why we have worked for our country to be part of the HERIPRENEURSHIP project, which aims to promote Moldova as a tourist destination internationally, by increasing the element of visibility, but also by promoting business and entrepreneurship by diversifying the touristic and cultural sector within the Black Sea basin".



Nikos Thomaidis, representative of Greece partner

"The purpose of the visit is to see the 10 locations within the project and to understand how well they fit into that program. We are sure that we will have a remarkable result. These 10 locations are part of a group of 60 geolocations from 6 partner countries of the project in the Black Sea basin. Through these projects and programs, Moldova becomes part of the networking of cultural routes in the Black Sea and throughout Europe. Such a project promotes the cultural potential of a country and helps to develop and promote countries and their integration into the EU."



During the supporting evaluation workshop, meetings and discussions, the consortium discussed the state of the cultural objects in Moldova, development prospective and specific technical details which will conceptualize HERIPRENURSHIP in the long run dimension.



Like the project Facebook page!

Every nation has its own sacred customs!



- For instance, the Ramadan, for the Muslim religion, is equivalent in importance with the Great Fast for the Eastern Orthodox Christians.
- During the month of Ramadan, Muslims abstain during the day from eating, drinking alcoholic beverages, smoking.
- The Fast begins at dawn (after the morning azan) and ends at dusk (after the evening azan). The devotion of Muslims to God is purely magic.



HERIPRENEURSHIP congratulates you on the bright holiday of Easter!

Easter is the oldest and most important Christian holiday. Every year, in the spring, the holy holiday of Easter is celebrated, which is full of customs and traditions. It is important that all traditions on Easter must be treated with candor, dedication and light from within each of us.



Every country has its unique Easter traditions.

- In Bulgaria, for instance, eggs must be boiled Thursday or Saturday morning.
- The first egg must be dyed with red color and kept till the next Easter because it is believed to bring health, luck and prosperity to the family. This egg is used to make the cross sign first on the children's forehead, and then on the forehead of other family members. The other eggs are dyed and decorated as one sees fit.



For the Greeks, Easter is a religious and secular holiday.

- They honor this day with fireworks, gifts, dance and music.
- With the beginning of the week the hostesses begin preparing for the holiday, arrange a general cleaning, bake shortbread cookies "Kulurakya", buy gifts, paint eggs and bake „chureki“ - beautiful, braided rich bread.
- Easter cake is a yeast bread made from milk, eggs and butter, which is baked especially for Easter - this is an ancient historical tradition. It is baked in many countries from our project: Greece, Romanian, Moldova, Georgia, Bulgaria and Turkey.

HERIPRENEURSHIP tells you about the entourage of the holiday in the different countries so that everyone feels the atmosphere, and you will think about the idea of visiting these countries during the Easter holidays.

HERIPRENEURSHIP is your guide in studying the beauty of other nation's religion, customs and lifestyles.

Project website



Heripreneurship

www.facebook.com

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Heripreneurship connects whole regions and people

The Heripreneurship is not only about making trips to UNESCO protected sites, but also about human relations, feelings and emotions received during such a trip. Please fill in the **below questionnaire**, about the sites from our project you have ever visited to gauge your level of satisfaction with your trip:



E- AND ONSITE VISIT...

heripreneurship.eu

Dear readers and users, We would like to have your opinion and thoughts about the tourist services and products offered in your regions related to culture and historic heritage. For the purpose we present to you the following survey which we would kindly invite to fill in.

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“Common borders. Common Solutions.”

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