



# Tatiana Lupasçu

Tourism Journey SRL CEO/ Tourism Consultant | WFTGA Accredited Trainer

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<b>Nationality</b>	Moldova

## PROFESSIONAL PROFILE

Tourism consultant, trainer, and destination development specialist with experience in tourism management, capacity building, and community-based tourism development.

Experienced in working with national tourism organizations, local authorities, tourism businesses, international donors, and cross-border cooperation projects to develop tourism products, strengthen destination competitiveness, improve visitor experiences, and support sustainable tourism growth.

Strong expertise in destination storytelling, heritage interpretation, tourism workforce development, stakeholder engagement, and strategic planning. Passionate about positioning Moldova as an authentic, sustainable, and culturally rich destination through innovative and community-centered approaches.

## Selected Marketing Strategy & Tourism Promotion Assignments

### Tourism Marketing Audit & Digital Transformation – Tourism Business Booster Programme (2024)

Provided consultancy and mentoring services to tourism SMEs on marketing, promotion, and digitalisation. Conducted business diagnostics, market assessments, target audience analysis, and tourism product evaluations. Identified opportunities for service diversification, partnership development, and digital transformation, while recommending practical solutions to improve online visibility, customer engagement, and business performance.

### Destination Branding & Marketing Strategies – InnoVillage Programme (2022–2023)

Mentored local communities and multidisciplinary teams in the development of destination branding and tourism promotion strategies for five rural destinations in Moldova. Supported destination positioning, storytelling, visual identity development, social media presence, digital visibility, and visitor engagement initiatives. Contributed to the creation of digital tourism products, including digital maps, audio guides, promotional videos, digital brochures, and online destination profiles.

### Tourism Marketing & Product Positioning Strategy – Hanul Nordic (2021)

Developed a comprehensive marketing and positioning strategy for a rural tourism business in northern Moldova. Conducted market and business analysis, identified target audiences, defined the business value proposition, developed brand storytelling concepts, and designed tourism products based on local heritage and traditions. Provided recommendations for digital promotion, customer engagement, and business growth.

## WORK EXPERIENCE

Feb 2023 – Present

### Founder & Director

*Tourism Journey SRL – Republic of Moldova*

- Designing and implementing tourism consultancy services in tourism development, destination promotion, and tourism entrepreneurship.
- Facilitating workshops, mentoring sessions, and coaching programmes for tourism professionals
- Developing tailor-made tourism experiences and tourism products
- Delivering training on sustainable tourism, interpretation, storytelling, digital tourism, and guiding skills

- **2026 - CAST Project**

Community-based tourism and cultural heritage — participatory mapping, heritage accessibility, and sustainable tourism development.

- **2024 - Tourism Business Booster Program**

**Mentor and Trainer for Tourism SMEs**

Assisted tourism businesses in digital transformation.

Supported tourism information centers and local tourism clusters.

Delivered mentoring on marketing, digital tools, and service development.

- **2023 - InnoVillage Programme**

External expert supporting tourism potential assessment and development planning for rural communities.

May 2026 – Present

**External Consultant — Community-Based Tourism & Cultural Heritage**

*CAST Project — Republic of Moldova*

- Supporting participatory mapping of cultural heritage and community tourism resources
- Facilitating workshops and stakeholder engagement sessions with local communities
- Contributing to development of sustainable and inclusive tourism initiatives
- Providing expertise on heritage interpretation and tourism experience design
- Assisting in capacity-building for local stakeholders and tourism actors

Feb 2020 – Present

**National Trainer**

*WFTGA – World Federation of Tourist Guide Associations — International*

- Delivering professional training programmes for tourist guides based on international standards
- Co-creator of the 'ABC of Online Guided Tours' training programme
- Delivering the ABC of OGT course internationally (3 groups in 2025)
- Delivered the WFTGA HOT (Hands On Tourist Guiding) training course in Moldova
- Co-creator and facilitator of training sessions on digital tourism and AI adaptation for guides

Apr 2023 – Aug 2023

**Workforce Development Specialist**

*ANTRIM — Republic of Moldova*

- Designing and facilitating training programmes for tourism professionals
- Organising workshops and capacity-building activities
- Supporting quality improvement initiatives in Moldova's tourism sector
- Collaborating with educational institutions and tourism stakeholders

Mar 2021 – Jun 2023

**Project Manager — HERIPRENEURSHIP Project**

*ANTRIM — Republic of Moldova*

- Managing project implementation and financial coordination
- Coordinating cross-border cooperation activities
- Supporting cultural heritage valorisation through tourism
- Facilitating training activities and tourism planning initiatives
- Coordinated the social media team responsible for developing and implementing project-level promotion and communication plans.

Oct 2020 – Mar 2023

**Senior Consultant**

*BDC Creative SRL — Republic of Moldova*

- Consultancy in tourism, agritourism, entrepreneurship, and digital skills
- Delivering online and offline training sessions for SMEs and tourism stakeholders
- Preparing training materials and educational resources
- Assisting national and international development projects

- **2022 EBRD SME Crisis Response Initiative**

Business consultant supporting SMEs with resilience, adaptation, and continuity strategies during crisis situations.

2018 – 2020

**General Secretary**

*National Association of Tourist Guides — Republic of Moldova — Republic of Moldova*

- Organising thematic seminars and professional events
- Supporting international tourism promotion initiatives
- Participating in cross-border tourism projects
- Coordinating press trips and tourism promotion activities

May 2014 – Sep 2020

**Tourism Manager, Product Manager & Tourist Guide**

*CITY TOUR SRL — Republic of Moldova*

- Designing and implementing tourism products and itineraries
- Guiding local and international tourists in Moldova and abroad
- Managing tourism logistics and partnerships
- Organising group tours and tailor-made tourism experiences

## EDUCATION AND TRAINING

2008 – 2010

### Master's Degree in Commerce Management

*University Alexandru Ioan Cuza, Iași, Romania*

Faculty of Economics and Business Administration

2004 – 2008

### Bachelor's Degree — Economy of Commerce, Tourism and Services

*University Alexandru Ioan Cuza, Iași, Romania*

Faculty of Economics and Business Administration

## Certifications & Professional Training

- WFTGA National Trainer Accreditation
- WFTGA HOT (Hands On Tourist Guiding) Accredited Trainer
- Certified Tourist Guide — Republic of Moldova
- World Food Travel Association — Culinary Tourist Guide
- Digital Storytelling & Audience Engagement Training
- Train the Trainer Programme of Global Sustainable Council
- Certified Interpretive Guide Training — Interpret Europe
- Virtual Tourist Guide Training
- Business Administration in Tourism
- Digital Skills Training

## LANGUAGE SKILLS

### Mother tongue

Romanian

**Other languages** Russian C2; English C1; Italian B2; French B1

*Levels: A1/A2 (basic user) · B1/B2 (independent user) · C1/C2 (proficient user) — Common European Framework of Reference for Languages*

## CORE AREAS OF EXPERTISE

- |                                   |                                           |
|-----------------------------------|-------------------------------------------|
| ◆ Sustainable Tourism Development | ◆ Community-Based Tourism                 |
| ◆ Heritage Interpretation         | ◆ Tourism Training & Capacity Building    |
| ◆ Tourism Product Development     | ◆ Guiding Skills Development              |
| ◆ Digital Tourism                 | ◆ AI Adaptation for Tourism Professionals |
| ◆ Interpretive Storytelling       | ◆ Cross-Border Cooperation                |
| ◆ Tourism Experience Design       | ◆ Workshop Facilitation                   |
| ◆ Mentoring & Coaching            | ◆ Stakeholder Engagement                  |