



ULST Timisoara
**Multidisciplinary Conference on
Sustainable Development**
21-22 May 2026



DEVELOPMENT OF TOURIST SERVICES AND THEIR ROLE IN THE ECONOMIC EVOLUTION OF THE REPUBLIC OF MOLDOVA

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Abstract: Tourist services must ensure the active rest of the tourist, which tends to become an increasingly important component of it as a result of the reduction of the working week and the increase in the dimensions of free time, while also representing a modern and efficient treatment procedure for improving the unfavorable consequences of nervous overstrain. The characteristics of tourist services are found in the countless structuring concerns and in the variety of intersecting approaches. The services that ensure travel are made up of the services offered by travel agencies and tour operators, transport companies, hotels and other accommodation structures, food and leisure structures. The specialized literature consulted demonstrates that quality management is not only a technical component, focused on respecting formal standards, but is an organizational philosophy with profound strategic implications. The quality of tourist services must be understood as a transversal element, which influences all levels of an organization's functioning and which must be integrated into its internal culture.

• Introduction

Tourism activity, including the provision of tourism services, is an important component of the national economy. Given the complexity of the activities and the multitude of their interdependencies in economic and social terms, the state, through the National Tourism Office, stimulates the development of tourism activities by investing in tourism infrastructure, by forming legal norms.

Worldwide, as tourism expert Platon N. states, the tourism and travel industry is the most dynamic sector of activity and, at the same time, the most important generator of jobs. In the perspective of the next century, it is accepted that the world economy will be driven by three super-industries of services: information technology, telecommunications and the tourism and travel industry.

Through its institutional systems, the state also performs the function of manager of economic entities without which the existence of tourism activity cannot be perceived, the provision of public services of general interest such as: environmental protection, health, culture, education, territorial planning, etc.



Sustainable tourism services focus on harnessing the natural and cultural resources of a destination in a responsible manner. This involves promoting environmentally responsible tourism, protecting fragile ecosystems, conserving biodiversity, and supporting traditional cultural practices.

• Material and method

In the dynamic process of developing tourism services, current research requires supplementing them with much more complex studies and analyses, which would argue for increasing and normalizing quality according to national and international standards in the conditions of a sustainable economy.

In order to achieve the proposed objectives and ensure a thorough and systematic investigation of the research subject, a complex methodological framework was used. This framework includes the economic method, the sociological method, the systemic approach, the statistical method, as well as the methods of analysis and synthesis, comparison and quantitative evaluation. The informational and empirical basis of the research is represented by the statistical data of the National Bureau of Statistics of the Republic of Moldova, data collected through the questionnaire, as well as primary and aggregated data from the websites of economic agencies active in tourism: hotels, public catering and leisure structures.

• Results and discussions

According to the National Bureau of Statistics, there are about 480 travel agencies registered in the Republic of Moldova, the vast majority of which operate in the municipality of Chisinau. Travel agencies and tour operators serve local and foreign tourists on the territory of Moldova, which represents the category of domestic tourism - the pillar of the basic offer of tourist services in the national economy.

Leisure services are designed to ensure a pleasant, enjoyable stay during the tourist stay. They are made up of a wide range of activities, having a recreational-entertaining character in accordance with the specifics of each form of tourism. Leisure services represent the fundamental element in satisfying the needs of tourists and are gaining an increasingly important role in the structure of tourist consumption.

Recreational facilities are quite extensive and include: multipurpose halls and cultural centers, theaters, museums, stadiums, swimming pools, physical culture and health centers, children's recreation camps, holiday villages and other recreation facilities.



In a sector focused on satisfying the consumer experience, it is customer feedback that has become an essential tool for assessing the quality and improving tourism services, especially accommodation, hotels, restaurants and leisure facilities. Tourist opinions show not only the level of satisfaction, but also the directions of future development, giving operators a real competitive advantage in an environment with continuous competition.

Guides are the contact elements between tourist establishments and tourists. They monitor compliance with the programs and services contracted by tourists, and they also make an essential contribution to increasing the number of local tourists, and in the case of international tourism, to increasing the number of foreign tourists visiting Moldova. In order to develop guide services, we should include the specialization of tourist guide in university education curricula, which will provide the opportunity to improve the situation in Moldovan tourism and promote this activity not only at the national level, but also at the international level.

• Conclusions

The current state of tourism services in the Republic of Moldova is characterized by a moderate growth trend in tourism activity, but the analysis shows that the level of quality of services provided remains uneven and, in some cases, below market expectations.

The Moldovan tourism sector has real prospects for diversification under sustainable conditions through standardization, continuous training of personnel and orientation towards responsible tourism practices.