

C.14. LOCAL PRODUCERS - TRUE AMBASSADORS OF MOLDOVAN GASTRONOMIC TOURIS

ALEXANDRU NISTIRIUC¹, AURICA CHIRSANOVA¹, VITALIE GUȚU²

¹*Technical University of Moldova, 168, Stefan Cel Mare BD, Chisinau, Republic of Moldova*

²*State University of Moldova, 60, Alexei Mateevici ST., Chisinau, Republic of Moldova
email: alexandru.nistiriuc@an.utm.md*

Abstract. Local producers in the Republic of Moldova play an essential role in the development of gastronomic tourism, becoming true ambassadors of national traditions and culture. Through their authentic products – wines, cheeses, honey, fruits and traditional dishes – they contribute to the creation of a distinct culinary identity, which attracts tourists from the country and abroad. According to this study, in recent years, more and more local Moldovan producers have opened their doors to visitors, offering direct experiences, such as tastings, guided tours and production workshops. These activities allow tourists to discover not only the specific tastes of Moldova, but also the stories behind the products, traditional preparation methods and the close connection between people and the land. Rural guesthouses and gastronomic festivals also play an important role, where producers promote their products and interact directly with visitors. Thus, an authentic relationship is created between the tourist and the local community, which contributes to a memorable experience and to promoting the image of the country. Also, collaborations between producers, tourism agencies and authorities support the development of gastronomic and wine routes, which highlight the regions and their specificities. These initiatives not only stimulate the local economy, but also encourage the preservation of traditions and sustainable development. According to the conclusion of this study, local producers in the Republic of Moldova become ambassadors of gastronomic tourism through authenticity, hospitality and active involvement in promoting culinary culture. Through their efforts, they contribute to creating an attractive image of the country and transforming gastronomy into an important reason to visit.

Keywords: gastronomic tourism, traditional preparation methods