

## Chapter IV.

### General Principles

**The provisions of the strategy can be successfully implemented if there will be respected 3 general principles:**

- **Intense collaboration between all actors in the field**
- **Orientation towards a sustainable development of the sector-**
- **Assurance of the quality of tourism services**

**1. Strengthen the collaboration and cooperation of all involved stakeholders/structures: the State, businesses, civil society**

Successful implementation of the Strategy can be assured by the cooperation of all actors which have tangencies with tourism, increasing exchange of opinions, ideas, experience, skills and by sharing competencies and hardships. This cooperation can be achieved through the establishment of public-private partnerships, public-public, and private-private. Within this framework the specialist central authority has 2 central roles: of partner and logistical coordinator of the activities of targeted structures, both in the public and private sectors: Central Public Authority, Local Public Authority, accommodation and food structures, travel agents and tour operators, exhibition halls, transport services, organizers of cultural events, sports, leisure, educational institutions, etc.

**2. Orientation towards a sustainable development of the sector**

Orientation to a sustainable development of the sector lays in the fact that tourist activities are to comply with the principles of sustainable development: environmental protection, conservation of the heritage, traditions, enhancing the quality of life, the promotion of peace, security, respect for ethnic coloring, etc.

**3. Assurance of the quality touristic services**

Problem of improving the touristic services needs to be addressed as a whole, this link is a component of the quality of life provided by the State, which includes the infrastructure, services and citizens informing, security and integrity of persons, etc. The quality of tourist services follows to be ensured by the development and implementation of quality standards both in the sectors that have direct contact with tourists (accommodation, travel agents and tour operators), as well as in sectors with tangential impact (mass media, transport, catering, Commerce, culture and recreational institutions, SPA, etc.).

## Chapter V.

### General objectives and specific objectives of the Strategy

**The strategy contains four general objectives:**

Improvement of policies framework;

Efficient use and promoting the touristic heritage of the country;

Development of internal and receiver tourism;

Improvement of Moldova's hospitality by diversifying and raising the quality of tourist services.

**General objective 1:  
Improvement of policies framework**

*Specific objectives:*

- A. Improving the legislative framework and regulations
- B. Development and updating policy documents
- C. Improving the mechanism of statistical data collection in the field of tourism
- D. Tourism industry information

**General objective 2:  
Efficient use and promoting the touristic heritage of the country**

*Specific objectives:*

- A. Inventory, assessment and evidence of tourism heritage
- B. To intensify cooperation in the field of tourism with the different States and with international bodies
- C. Promotion of tourism heritage of the Republic of Moldova in the country and abroad
- D. Harnessing the natural and historic heritage, traditions and major cultural events, sport, business, leisure, etc.

**General objective 3:  
Development of internal and receiver tourism:**

*Specific objectives:*

- A. Harnessing of opportunities for attracting investments
- B. Arranging destinations, development of infrastructure and tourism visibility
- C. To support the development of rural tourism

**General objective 4:  
Improvement of Moldova's hospitality by diversifying and raising the quality of tourist services:**

*Specific objectives:*

- A. Improvement and implementation of quality systems of tourist services.
- B. Training and improvement of tourism personnel