



## Support to drive tourism sector growth in Moldova

**Duration:** 19.01.2025 - 19.01.2027

**Countries:**  
Moldova

**Implementer:**  
PROMAN SA



**Funded by the  
European Union**

### Project description:

This EU-funded technical assistance project supports the sustainable development and competitiveness of the tourism sector in the Republic of Moldova in alignment with the country's Growth Plan and EU accession objectives. The action strengthens the institutional capacity of the Ministry of Culture (MC) and the National Tourism Office (NTO/ONT) to design, implement and monitor tourism reforms aligned with EU good practices. The project provides advisory support on policy and regulatory alignment, SME support mechanisms, digital governance tools, tourism product development, and strategic communication and internationalisation. It promotes improved coordination across public institutions and stakeholders while embedding sustainability, inclusiveness and EU standards in sector governance. Through structured capacity development, digital ecosystem mapping and policy co-creation, the project contributes to positioning tourism as a driver of economic growth and resilience in Moldova.

### Expected results:

1. MC and NTO capacities improved in policy design, monitoring, and programme management.
2. Transparent and sustainable SME-support mechanisms developed and aligned with EU practices.
3. National tourism policies benchmarked and harmonised with EU standards.
4. A functional digital governance framework and pilot tools for tourism inventory and registry operationalised.
5. Communication and promotion strategies strengthened and institutionalised.