**Digital travel guide implementation in Moldova**

The rationale behind our project to create a digital travel guide for the Republic of Moldova is to foster sustainable tourism development in the country while minimizing redundancy and maximizing the global reach of local destinations. By providing a platform for local travel partners, including destinations, cities, municipalities, attractions, and guides, we aim to empower them to showcase the rich cultural and historical assets of Moldova to over 1,000,000 predominantly Western travellers. This project seeks to streamline the process of connecting tourists with the authentic experiences and unique places Moldova has to offer, ultimately driving economic growth in the region. "Working together on the digital travel guide project in Moldova has been a rewarding journey. The successful completion of this initiative also sets a new standard for digital tourism in the region," says Jan Doležal, the CEO of the Czech travel-tech company SmartGuide who implemented the digital travel guide project.

As a result of this innovation, we have witnessed a transformation in the Moldovan tourism landscape. By leveraging the global platform, local partners have been able to reach a broader audience and share their local gems with travellers worldwide. This approach not only benefits the local community by stimulating economic activity but also enriches the travel experiences of visitors to Moldova. In the words of Ion Iordachi, Deputy General Director, Invest Moldova Agency, "This project has brought new opportunities into our tourism sector, as we can now showcase our heritage to a global audience. It's a win-win situation - our visitors get an authentic experience, and we get to preserve and promote our local culture."

Andrei Chistol, Secretary State, Ministry of Culture in turn mentioned : "The Republic of Moldova is becoming more and more attractive for foreign tourists with the inclusion of our country in this international platform. Thus, our country is getting closer to the point where it will take its well-deserved place among the top destinations in Eastern Europe. What the Republic of Moldova can offer is so individual, that this uniqueness can become extremely attractive for the more than 1,000,000 predominantly Western travellers who use this application. Our task is to focus exactly on those segments that only we can offer, and through our communication, to reach those tourists who are looking for experiences that only we can offer. The digitization of the tourist offer of the Republic of Moldova is a priority for the Minister of Culture of the Republic of Moldova.”

In conclusion, our digital travel guide project has successfully connected Moldovan destinations and local partners to a global audience, ensuring sustainable tourism development, economic growth, and the preservation of local culture and heritage. The results are evident in the enhanced experiences for travellers and the added value for the local community and its beneficiaries. Thus, in the Republic of Moldova at the moment there are 443 tourist attractions from 13 districts, cities and municipalities of the country, as well as two cultural-tourist routes.

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