

POSSIBILITIES OF PROMOTING GASTRONOMIC TOURISM IN THE REPUBLIC OF MOLDOVA

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Tourism is one of the highest profit areas in countries with rich tourism potential. At present, the contribution of tourism in the Republic of Moldova to the national economy is relatively insignificant, due to the existence of untapped tourism potential and the country's low global visibility. In order to achieve economic efficiency in tourism, it is necessary to develop the existing tourism product, raise awareness of the importance of tourism development for local development, diversify services, and develop mechanisms to provide economic incentives (including tax incentives) for economic agents in the sector.

At the same time, gastronomy represents the fundamental values of a culture and food traditions, cooking and food styles are part of national identity. The consumption of food by tourists is a privileged moment of encounter with the culture of a geographical region or country. Dining through its everydayness is part of the journey and is a main component of tourist practice. The culinary character, the assortment of dishes and drinks of a geographical region certainly highlights a tourist route. The food pattern is known as a kind of connection between people's experiences of different eras, making it possible to explain the past through the present. At the same time, it should be mentioned that each era brings both new foods and experience, inherited elements, which are intertwined with innovative ones. Alongside landscape, accommodation and climate -the culinary experience has become defining for some tourists who seek memorable taste sensations, with an emphasis on the culture of serving and eating authentic dishes, tasting drinks (wines, cognac, brandy, etc.). Gourmet holidays are the best opportunities to discover new wine varieties or traditional culinary dishes. The Republic of Moldova has a poorly developed gastronomic tourism potential, but this is highlighted by the existence of specific dishes that are appreciated locally and regionally, alongside traditional pastry products: peasant bread, colaci, pies, baba, salami, etc., and locally specific culinary preparations based on vegetables, fresh and dried fruit, jams, pickles, homemade cured meats, natural juices and syrups, herbal teas, beekeeping products, etc.).

Keywords: turism, gastronomie, potential turistic gastronomic

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