CZU: 338.46:640.4:004.8 **https://doi.org/10.59295/std2024.30**

SYNERGY OF TECHNOLOGICAL INNOVATION AND SUSTAINABLE DEVELOPMENT IN THE HOTEL INDUSTRY: FROM AUTOMATION TO PERSONALIZATION OF SERVICE

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Abstract

The article explores the relationship between technological innovations and sustainable development in the hotel business. In the context of transitioning from automation to service personalization, it examines how modern technologies impact reducing environmental impact, optimizing resources, and enhancing service quality. Successful implementation examples of technological innovations, such as smart hotel management systems, automated energy-saving systems, and personalized online platforms for booking and guest communication, are discussed. Special attention is paid to the influence of these innovations on improving guest service quality and increasing their satisfaction, thereby contributing to the sustainable development of the hotel business. The benefits of transitioning to personalized services for the ecological sustainability of hotels and enhancing competitiveness in the contemporary industry are analyzed. Moreover, the article underscores the importance of collaborative efforts among stakeholders, including hotel owners, technology developers, and environmental experts, in advancing innovative sustainable development practices. Overall, the article provides important research findings and practical insights into the significance of integrating technological innovations to achieve sustainable development in the hotel sector. The synergy between technological innovations and sustainable development in the hotel service industry is a key factor in creating more efficient, environmentally friendly, and innovative solutions. This approach contributes to attracting new customers, increasing competitiveness, and improving the hotel brand image.

Key words: *tourism, sustainable development, hotel industry; personalization of service; technological innovation.*

Introduction

In the modern world of hospitality and tourism, innovation and sustainable development have become an integral part of a successful strategy for hotel enterprises. Finding a balance between technological changes and maintaining ecological and social sustainability is becoming a key factor in achieving high efficiency and competitiveness. In this article, the author examines how the joint application of technological innovations and principles of sustainable development transitions from automation to personalized service in the hotel industry. Combining technological advancements with sustainable development principles in the hospitality service sector plays an important role in shaping more efficient, environmentally friendly, and advanced guest service approaches. Such a strategic approach contributes to attracting new customers, strengthening competitiveness, and enhancing the reputation of the hotel brand.

Modern technologies are transforming the hotel industry, providing unique opportunities to improve service quality and increase customer satisfaction. From automated booking management systems and mobile applications for service ordering to the use of artificial intelligence and data analytics to provide personalized recommendations and predict guest needs, all of these ensure faster, more efficient, and personalized service. Thanks to such innovations, hotel enterprises can create unique customer experiences, attract and retain new customers, and strengthen their image as modern and responsible organizations.

Results and discussions

The hotel industry has entered an era of significant transformations, driven by rapidly advancing technologies and growing demands for sustainable development [2, p. 11]. In the modern world of hospitality and tourism, a key factor for the success of hotel enterprises is not only providing quality service but also the innovative use of technology to enhance efficiency and ecological responsibility. The author explores how modern technologies are shaping new opportunities for the hotel business, improving service quality, and simultaneously promoting sustainable development.

Innovative technologies enable hotel enterprises to reduce costs, increase efficiency, and provide higher quality services to their customers [5, p. 381]. At the same time, sustainable development is becoming an integral part of the corporate strategy for many companies that recognize the importance of minimizing negative impact on the environment and ensuring social responsibility.

According to the author, innovative technologies in the context of sustainable development in the tourism sector should positively influence the creation of a better personalized experience for hotel guests. Personalization and automation of services in hotels provide guests with the optimal combination of individual preferences and high efficiency in processes.

When considering the concepts of personalization and automation of services in hotels, it is important to understand that both of these processes can be significant for the same client.

- *service automation in the hotel business* is the process of introducing modern technologies and systems that allow you to automate and optimize various aspects of providing services to guests. This includes automating the processes of room reservations, check-in and check-out, inventory and resource management, and payment processing. Service automation is aimed at increasing operational efficiency, reducing time and financial costs, and improving the quality of service for customers.

- *personalization of service in the hotel business* is a strategy aimed at creating individualized and unique customer experiences by adapting services to the individual needs, preferences and previous experience of each guest. This includes using customer data, analytics and artificial intelligence to provide personalized recommendations, special offers and services, and a personalized customer experience. Personalization of service is aimed at increasing customer satisfaction and loyalty, as well as increasing the competitiveness of the hotel enterprise.

Hospitality service can either be personalized or automated based on various factors or data. This includes information about the customer's preferences and history, travel purpose and loyalty level [8, p. 79]. If a guest has preferences, hospitality businesses can use CRM systems and data analytics to provide personalized services. To automate service, customer experience management systems, mobile applications, loyalty programs and data analytics are used, which help optimize processes and increase service efficiency. Thus, hospitality businesses strive to provide the optimal combination of personalization and automation to meet the needs and preferences of each guest.

It should also be noted that the introduction of technological innovations into the process of individualization or automation of service will help reduce the impact on the environment, optimize hotel resources, and improve the quality of service. This is possible because technological innovations enable more efficient use of resources such as energy and water through automated control systems. For example, smart lighting and air conditioning systems can adjust energy consumption based on guest occupancy, reducing unnecessary energy use [3, p. 115]. In addition, a personalized approach to service allows you to more accurately meet the needs of guests, avoiding the unnecessary use of resources on providing unnecessary or unwanted services. This balance between personalization and automation helps reduce the hotel industry's environmental footprint and create a more sustainable service model.

The author highlights technological innovations that are used in the Gnostic sphere and have a simultaneous impact on the sustainability of hotel development, as well as on the customer service

process. The results of the analysis of the most common technological solutions in the hotel industry are presented in Table 1.

Table 1. Impact of technological innovation on sustainability and hotel service [developed by the author]

Technological innovation	Impact on the sustainability of hotel development	Impact on service process
Smart energy management systems	-reducing energy consumption; -reducing energy costs; -reducing the ecological footprint.	-automatic control of lighting and air conditioning for a comfortable stay of guests
Smart energy management systems	-reducing dependence on traditional energy resources; -reducing carbon dioxide emissions.	-providing “green” services for environmentally conscious guests (for example, charging for electric vehicles)
Waste management systems	-increasing the level of waste recycling; -reducing the volume of waste produced.	-introduction of environmentally friendly materials and alternative packaging means for the services provided
Use of environmentally friendly materials and technologies	-creation of environmentally sustainable infrastructure; -reducing the negative impact on the environment.	-providing sustainable services and amenities, such as bike rentals or the ability to use products with a smaller environmental footprint
Digital innovation to improve customer experience	-increasing customer loyalty; -increasing competitiveness; -reducing time and financial costs.	-providing personalized recommendations, special offers and online services for the convenience of guests

The table below presents only some examples of technological innovations and their impact on the sustainability of hotel development and service. Actual results may depend on specific conditions and implementation strategies.

In the modern world, the hotel business is actively integrating technological innovations to ensure sustainable development and improve customer service. For example, the implementation of a smart energy management system enables hotels to efficiently utilize resources and reduce the burden on the environment. Another example could be the implementation of an online booking system and mobile check-out, which enhances convenience for guests and streamlines processes in the hotel business, leading to time and resource savings. Such innovations not only enhance the guest experience but also help hotels to be more competitive in the modern industry. The author provides a more detailed analysis of these innovations and demonstrates their effect on hotel management systems and their role in sustainable development.

Smart energy management systems are comprehensive software solutions specifically designed to automate and optimize various aspects of hotel business management. They combine the functionality needed to manage room reservations, process check-in and check-out of guests, record financial transactions, as well as analytics and reporting. These systems typically include modules for online booking, room inventory management, customer database maintenance, accounting automation, and inventory control. Integration with other technology solutions, such as smart home or security systems, can also be part of the PMS functionality.

The use of intelligent hotel management systems helps improve operational efficiency, improve

guest service, optimize costs and manage risk. They also allow hotels to be more flexible and respond to industry changes faster and more efficiently. It is very difficult to equip rooms with the latest technology individually. It is easier to have a whole interconnected protocol for managing various hotel services. Moreover, transforming traditional hotels into smart hotels plays a big role among the youth, which helps marketing to a great extent.

Guests would like to have more personalized options. So they would feel at home if they could get exactly what they want. Adjusting the room temperature and lighting using a tablet or any other smart device allows guests to feel comfortable. Plus, finding all the right buttons and switches in a new space may seem like a daunting task for guests, so they might prefer a single button that requires a few simple touches to control everything in the room.

Another factor is energy efficiency. Hotel owners prefer more cost-effective and reliable management systems. Thanks to smart technology, devices are used only when needed. For example, using smart solutions with a built-in thermostat helps automatically adjust the indoor temperature based on the weather outside and turns off when the room is not in use. In addition, sensors detect when guests leave the rooms and transmit this information to switches so that the lights automatically turn off. This way, less energy is wasted and the hotel business becomes more environmentally friendly.

Additionally, a smart number can help with other aspects. In hotels with traditional room management, you need to go to the front desk or call the phone to request the information or service you need. But having a smart panel helps make the request/response process much easier. With just one touch, a guest's request for laundry services is transmitted to the front desk and a response is received immediately.

In addition, the hotel's entertainment systems offer a wide selection of television shows, movies and other media that create an unforgettable experience for guests. Voice control is a noteworthy service provided by smart technology. Guests will be delighted to be able to use a virtual voice service that helps them control their TV, lights and electricity. Also, instead of calling the front desk when you want to know about the nearest shops or cafes, your guests can simply use the virtual voice assistant, which has access to thousands of websites on the Internet and will find this information very quickly.

The diagram shows the interconnections of the elements of an intelligent hotel management system, which is presented in Figure 1.

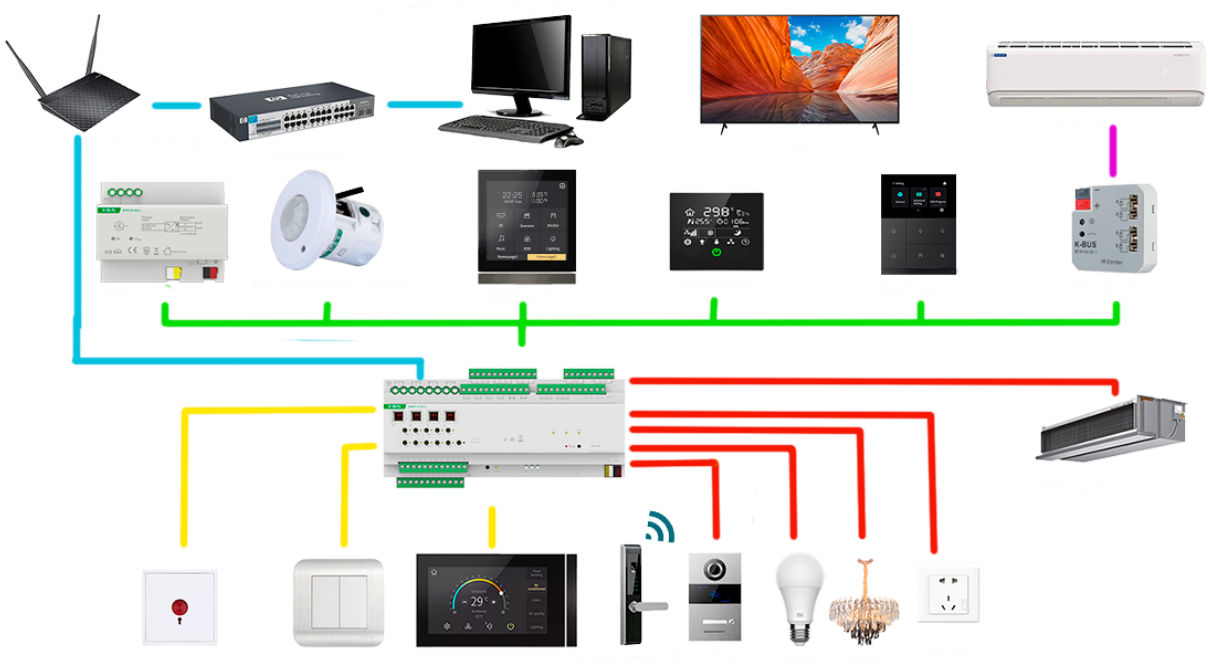


Fig. 1. Diagram of an intelligent hotel management system [developed by the author]

Speaking about specific technologies, these include the following: Opera PMS, IoT systems, SteadyControl System and others from various manufacturers. These technologies offer a wide range of sensors, panels and other intelligent solutions to control lighting, temperature and other hotel processes. Various types of integration of these technologies and coordination with each other within one hotel through a smart network are also possible.

The possibilities for a smart hotel are numerous. Considering that differentiation is critical to success in the hotel business, if it is possible to differentiate a particular hotel using the latest smart technologies, then customers will be more satisfied with their stay, thereby paving the way for a more prosperous business by engaging in key energy efficiency policies for a better future. Examples of hotels that have successfully implemented intelligent hotel management systems are the following: Marriott International, InterContinental Hotels Group (IHG), Hilton Worldwide, AccorHotels.

Automated energy saving systems or smart energy management systems, also known as smart energy management systems, are comprehensive technology solutions designed to optimize and manage energy consumption in various types of facilities, including buildings, businesses and other infrastructures. These systems integrate various components and devices to monitor, analyze and control energy processes to improve efficiency and reduce energy consumption. These systems include the following mandatory functionality:

- monitoring and measurement - systems are equipped with sensors and devices to collect data on energy consumption in the hotel in real time;
- analytics and optimization - software algorithms process data, providing information about energy consumption patterns in the hotel and suggesting optimal strategies to improve efficiency;
- remote control - the ability to control the system remotely, which allows administrators or operators to make adjustments to the system's operating mode in real time;
- integration with other systems - interaction with other hotel building systems, such as smart home systems, heating, ventilation and air conditioning systems, for more comprehensive energy management;
- automation - the ability to automatically adjust lighting, temperature, ventilation and other parameters in a hotel building in accordance with specified parameters and preferences.

The use of such systems in a variety of industries and building types not only helps to save energy, but also reduces operating costs, reduces the negative impact on the environment and improves the overall sustainability of facilities. The conceptual diagram of a smart energy management system is presented in Figure 2.

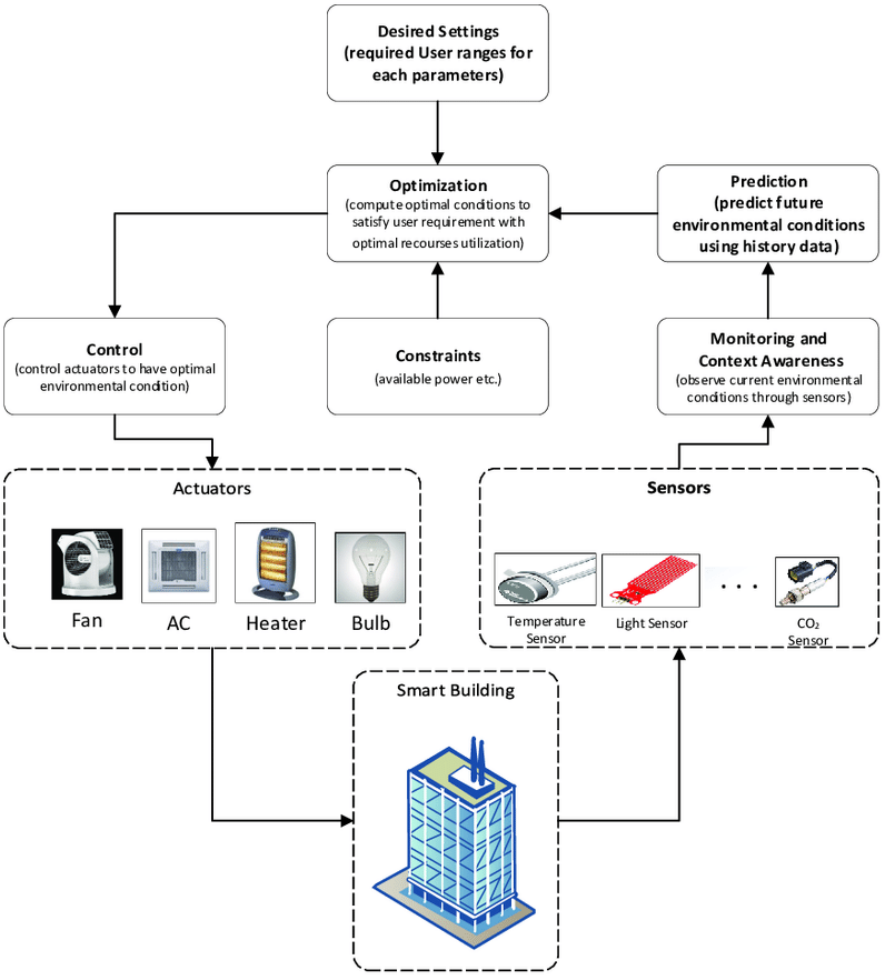


Fig. 2. Smart energy management system: conceptual design [4, p. 530]

This diagram demonstrates that integrating innovative technologies into a hotel's energy management system not only improves energy efficiency, but also optimizes operations and reduces operating costs. Energy monitoring and analysis allows you to identify bottlenecks and optimize them, while process automation allows you to respond to changes in energy supply or energy demand, ensuring optimal use of resources. This approach not only reduces energy costs, but also reduces the environmental impact, promoting sustainable development of the hotel business.

A hotel's waste management systems are a set of measures and technologies designed to effectively collect, treat, recycle and dispose of waste generated by its operations. The sequence of steps in the operational framework for hotel waste management is presented in Figure 3.



Fig. 3. Operational framework for hotel waste management [1, p. 567]

The presented diagram demonstrates an integrated approach to waste management in the hotel business, reflecting the importance of organizing the processes of collection, sorting, processing and disposal of waste. Clearly defined steps within the operating structure enable hotels to effectively manage waste, minimizing its environmental impact and reducing operating costs. This highlights the need for staff training, guest awareness and the integration of modern technology to optimize waste management processes in the hotel industry. This operating framework not only ensures environmental responsibility, but also improves the hotel's reputation in the eyes of customers seeking sustainable and responsible practices.

The use of environmentally friendly materials and technologies in the construction and renovation of hotel properties is a key element of the hotel industry's commitment to sustainability. This involves choosing materials and technologies that minimize negative impacts on the environment and help conserve resources. Examples of the use of environmentally friendly materials and technologies in hotel construction and renovation include the following [6, p. 1913]:

- use of recyclable materials - incorporating recyclable materials such as wood, glass, metal, and concrete into hotel projects helps reduce the consumption of natural resources and decrease waste production;
- energy-efficient construction technologies - implementing energy-efficient construction technologies and methods such as good insulation, solar panels, energy-saving windows, and heating and air conditioning systems helps reduce energy consumption and greenhouse gas emissions;
- water-saving technologies - installing water-saving devices such as efficient faucets, low-flow showerheads, and water reuse systems helps decrease water consumption and alleviate pressure on water resources;
- application of environmentally friendly finishing materials - choosing finishing materials with low levels of toxic substances and formaldehyde helps ensure a healthy indoor environment and improve indoor air quality;
- landscape design with ecological considerations - creating green areas, using native plants, and implementing drainage systems to manage rainwater helps reduce the impact of development on the

natural environment and support biodiversity.

Overall, the use of environmentally friendly materials and technologies in the construction and renovation of hotel properties contributes to the creation of more sustainable and environmentally friendly buildings, ultimately benefiting the environment and society. Additionally, employing environmentally friendly materials and technologies in hotel construction and renovation can create a more pleasant and caring atmosphere for guests, ultimately enhancing the quality of service and customer satisfaction [7, p. 469].

Digital innovation to improve customer experience represents a variety of technology solutions aimed at creating a more convenient, personalized and efficient guest experience. For example, personalized online platforms for booking and communicating with guests; use of IoT - a network of smart devices and sensors; personalization of services - machine learning and analytics algorithms and others. Digital innovation has a number of significant benefits for the hospitality industry, which are summarized in Figure 4.

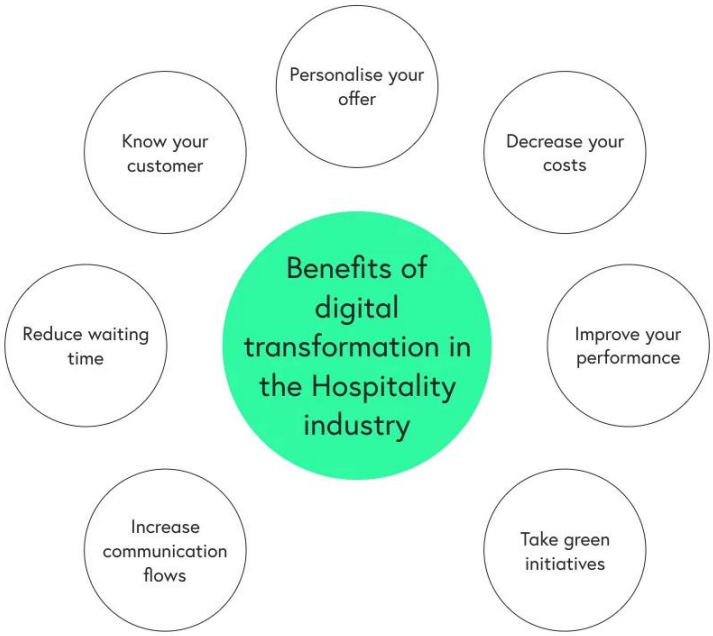


Fig. 4. Benefits of digital transformation in the hospitality industry [developed by the author]

The benefits of digital innovation in hotels include improved customer experience, efficient resource management, streamlined operations and other benefits that also help meet sustainability trends in the hospitality industry. Digital innovation in the hotel industry aims to create a more convenient, personalized and innovative customer experience, which contributes to guest satisfaction and improves the competitiveness of the hotel business.

Personalized hotel service has the potential for both environmental sustainability and increased competitiveness in the modern tourism industry. The author made a comparative analysis of the advantages both within the framework of sustainable development and in the context of increasing the competitiveness of the hotel, which is presented in Table 2.

Table 2. Benefits of personalized service for a hotel [developed by the author]

Advantage	Sustainable development	Increased competitiveness
Resource optimization	Reduced energy and water consumption, reduced material use	Improved customer experience, increased brand loyalty
Less material	Reducing waste and negative	Increase in repeat visits, brand

consumption	environmental impact	awareness
Waste management	Effective waste management, reducing environmental pollution	Positive reviews and recommendations, business growth

These benefits can be achieved through the collaborative efforts of stakeholders such as hoteliers, technology developers and environmental experts, who play an important role in promoting innovative sustainability practices in the hotel industry.

According to the author, a number of aspects can be highlighted that emphasize the importance of such cooperation:

1. Exchange of knowledge and experience. Hotel owners can provide valuable insight into their needs and challenges, which can be addressed through innovative sustainability practices. Technology developers and environmental experts can in turn share their knowledge and experience of new technologies and sustainability practices.

2. Collaborative research and development. Collaboration between stakeholders can facilitate joint research and development of innovative sustainability practices and technologies specifically tailored to the hotel industry.

3. Pilot projects and testing. Collaborative efforts can facilitate the creation and implementation of pilot projects aimed at testing the effectiveness of new innovative methods in real-world hotel business settings.

4. Public consciousness and decision-making in the field of sustainable development. It is also important to work together to raise public awareness of environmental issues and sustainability opportunities in the hotel industry, and to influence policy decisions in this area.

An example of a project that can be implemented through joint efforts is, for example, the development and implementation of smart energy management systems. Hoteliers can work with technology developers to create and test systems that effectively manage energy consumption in hotel premises. Another example would be a waste management project. Together with environmental experts, hotel waste management programs can be developed and implemented, including the introduction of separate waste collection and recycling systems.

A more specific example would be a research project to reduce water consumption. Collaborative research between hotel management and industry experts can help identify methods and technologies to reduce water consumption in hotel properties, such as installing water-saving devices and water recycling systems. This type of project also includes projects using environmentally friendly materials. You can work with material manufacturers to develop and introduce new materials that are more environmentally friendly and sustainable. Therefore, collaborative efforts among stakeholders are essential for the successful implementation of innovative sustainability practices in the hotel industry, which contributes to improving both environmental sustainability and the competitiveness of the sector.

According to the author, the research results and practical conclusions about the importance of integrating technological innovations for achieving sustainable development in the hotel sector have a number of important aspects.

First, service automation through innovation plays a key role in improving efficiency and optimizing resources in the hotel industry. For example, the implementation of smart hotel management systems allows you to automate energy management and room management processes, which helps reduce costs and minimize the negative impact on the environment. Automation can also include the use of robots to perform certain tasks in hotel properties, such as delivering goods to rooms or cleaning public areas.

Secondly, personalization of service is an important aspect that can be achieved through innovative technologies. For example, developing mobile apps that allow guests to select personalized preferences

and order additional services helps improve customer satisfaction and create a unique stay experience. This may also include using machine learning algorithms to personalize recommendations and offers based on each guest's preferences.

Collaboration among stakeholders such as hotel owners and managers, technology developers and sustainability experts is key to the successful integration of innovation in the hotel sector. Only through joint efforts can we develop and implement innovative technical solutions that will simultaneously contribute to the development of sustainable development and increase the competitiveness of the hotel business.

To summarize, the author can note that innovative technological solutions for the hotel sector not only help solve specific problems of effective management and improve the guest experience, but are also a key factor in achieving sustainable development goals, including reducing resource consumption, minimizing waste and reducing environmental impact Wednesday.

Conclusion

The modern hotel industry faces challenges that require innovative and sustainable solutions. In addition, competition in the tourism market is becoming increasingly intense and the ability to adapt to rapidly changing market conditions is becoming a key success factor. Technological innovation in the hotel business is necessary to increase the profit received by the owner. Such solutions make it possible to attract a larger number of vacationers to the hotel and arouse interest among those groups of the population who have not used the hotel’s services in the past.

In addition, such updates are needed to prevent competitors from luring away regular guests. In addition to goals related to financial results, the hotel achieves a synergy of innovation with the concept of sustainable development, which allows, in necessary cases, to automate, and in some cases, personalize the process of serving hotel guests. The synergy of technological innovation and sustainability allows hospitality businesses to create more efficient, environmentally friendly and customer-centric solutions.

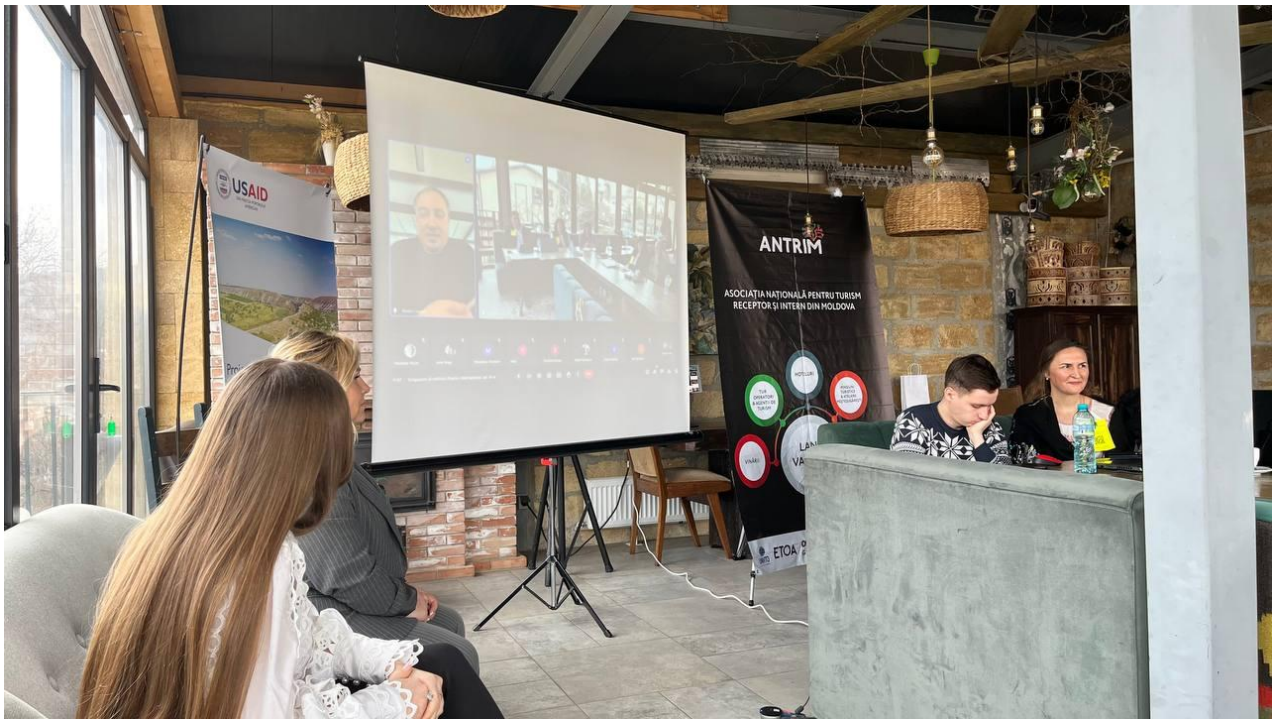
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Simpozionul Științifico-Practic Internațional cu genericul „Dezvoltarea turismului durabil: actualități și oportunități" ediția a 3-a, dedicată Zilei Internaționale a Ghidului de Turism, desfășurat în incinta Pensiunii rurale CUIB, s. Căpriana, r-nul Strășeni.

Simpozionul a adunat figuri marcante din industria turismului și din mediul academic pentru a dezbate despre perspectivele și dificultățile acestui sector. În sesiunea de deschidere, mai mulți invitați distinși și-au exprimat gândurile:

Maria Hămuraru, decan la Facultatea de Științe Economice, a accentuat rolul turismului în promovarea relațiilor interculturale și a descris contribuția universității la pregătirea specialiștilor în turism, prin programe de învățământ diversificate și a mulțumit participanților pentru contribuția lor și a vorbit despre rolul mediului academic în dezvoltarea competențelor necesare adaptării la cerințele moderne ale turismului sustenabil.

Andrei Chistol, Secretar de Stat la Ministerul Culturii din Republica Moldova, a subliniat importanța turismului ca pilon al economiei naționale, evidențiind eforturile ministerului de a atrage investiții și de a integra tehnologii noi și standarde înalte de calitate în turism. A menționat, de asemenea, realizări specifice, precum cursuri de formare pentru ghizi de turism, susținute de minister și colaborarea pentru organizarea simpozionului, în vederea facilitării schimbului între practica profesională și formarea academică.

Natalia Țurcanu, manager Industria turismului și Marketing al proiectului de Competitivitate și Reziliență Rurală finanțat de USAID, Moldova a felicitat participanții pentru promovarea culturii și implicarea în dezvoltarea turismului, recunoscând progresele țării în acest domeniu în contextul semnării Angajament de Sustenabilitate în turism ce presupune alinierea industriei turismului din Republica Moldova la practicile globale ale ONU și Organizației Mondiale a Turismului. În acest fel, industria turismului din Moldova se raliază practicilor globale și inițiativelor Uniunii Europene în cadrul Pactului Verde, prin planificarea eficientă, sistemică și strategică a standardelor de sustenabilitate în turism și dezvoltarea unei industrii turistice care să țină cont pe deplin de impactul său economic, social și de mediu

Elena Stepanov, director executiv al ANTRIM, a subliniat importanța unor astfel de evenimente, în special în zonele rurale, pentru promovarea valorilor culturale și spirituale precum și încadrarea tinerei generații de studenți în activitățile de promovare a destinațiilor turistice rurale.

Sesiunea plenară și atelierul practic desfășurat în cadrul complexului turistic CUIB, speaker dnul Vitalie Răilean, manager al pensiunii și excusia din cadrul mănăstirii Căpriana, ghidată de Părintele Octavian Moșin, au abordat subiectele importanței sustenabilității în dezvoltarea turistică durabilă și conservarea patrimoniului național. Prima zi a simpozionului s-a încheiat cu cuvinte de mulțumire de la Veronica Bulat, responsabilă cu organizarea, care a recunoscut eforturile și contribuțiile participanților. A treia ediție a Simpozionului Științifico-Practic Internațional „Dezvoltarea turismului durabil: actualități și oportunități" a fost organizată de Facultatea de Științe Economice, cu sprijinul Proiectului de Competitivitate și Reziliență Rurală, finanțat de USAID, Ministerul Culturii al Republicii Moldova și ANTRIM, fiind recunoscută ca o contribuție importantă la evenimentele științifice din 2024, aprobate de ANACEC.

Ne exprimăm sincerele mulțumiri partenerilor pentru eforturile considerabile depuse în organizarea și coordonarea Simpozionului Științifico-Practic Internațional cu tema "Dezvoltarea turismului durabil: actualități și oportunități", ediția a 3-a. Vă mulțumim pentru abordarea amplă și detaliată a subiectelor de actualitate care contribuie la dezvoltarea de noi perspective asupra turismului durabil și care au trezit ample dezbateri și discuții constructive.

Evenimentul a reunit reprezentanții industriei turismului și mediul academic la o discuție constructivă privind oportunitățile și provocările acestei ramuri.

În sesiunea plenară au venit cu un cuvânt de salut mai mulți invitați de onoare:

Dnul Andrei Chistol, Secretar de Stat în cadrul Ministerului Culturii Republicii Moldova care a menționat "... turismul este o prioritate a economiei naționale, iar în ultimii ani, programele ministeriale au pus accentul pe atragerea investițiilor și implementarea noilor tehnologii și standarde de calitate în turism. Avem câteva rezultate comune, cel mai recent constituie instruirea unui grup de 25 ghizi de turism, în cadrul cursului de formare continuă în domeniul Servicii Hoteliere, Turism și Agrement, susținut financiar de către Ministerul Culturii al Republicii Moldova precum și organizarea în parteneriat a acestui simpozion în scopul asigurării unei comunicări eficiente între activitatea practică și cea academică utilizată în instruirea viitorilor specialiști."

Dna Natalia Țurcanu, manager Industria Turismului la proiectul de Competitivtate și reziliență rurală, finanțat de USAID a adus un cuvânt de felicitare pentru implicarea activă și promovare a valorilor culturale în rândul tinerilor menționând „... țara noastră a cunoscut mai multe progrese în domeniul dezvoltării industriei turismului, iar printre cei care au depus o muncă asiduă pentru promovarea imaginii de țară prin dezvoltarea turismului și valorificarea ospitalității, tradițiilor și valorilor autentice, este Asociația Națională pentru Turism Intern și Receptăor din Republica Moldova (ANTRIM). Sunt ferm convinsă că avem un potențial imens încă nevalorificat, iar prin eforturi comune avem capaciatatea de a dezvolta eficient această industrie."

Dna Otilia Dandara, doctor habilitat, profesor universitar, Prim Prorector pentru activitate didactică din cadrul Unviersității de Stat din Moldova care a reiterat „ ...importanța turismul ca promotor de bază al relațiilor interculturale. Devenind una dintre cele mai puternice ramuri ale economiei, industria turistică oferă oamenilor de pretutindeni posibilitatea de a călători, de a se întîlni, indiferent de naţionalitate și distanță, dezvoltînd în același timp resortul național. Universitatea de Stat din Moldova, având cea mai diversificată ofertă educațională din țara noastră, pregătește prin programele de Licență, Master și formare continuă specialiști pregătiți pentru inserția favorabilă în industria turismului, bazându-se pe cei trei piloni de dezvoltare: calitate, performanță și imagine"

Dna Elena Stepanov, director executiv al Asociației Naționale pentru Turism Receptor și Intern din Moldova care a evidențiat importanța evenimetelor de asemenea avengură, mai ales în cotextul

desfășurării în cadrul unei destinații turistice rurale deoarece indică asupra necesității promovării valorilor culturale și spirituale în rândul vizitatorilor.

Dna Maria Hămuraru, doctor, conferențiar universitar, Decan al Facultății de Științe Economice, în comunicare sa le-a mulțumit tuturor celor prezenți pentru implicare și deschidere în organizarea acestui eveniment, precizând rolul mediului academic în formarea specialiștilor din domeniul turismului capabili să dezvolte proiecte orientate spre adaptarea infrastructurilor turistice moderne, care să genereze dezvoltarea turismului sustenabil și să contribuie la includerea Republicii Moldova, ca destinație în circuitul turistic internațional.

Tematica comunicărilor plenare precum și atelierele practice au vizat subiectul respectării principiilor de sustenabilitate în contextul dezvoltării durabile a destinațiilor turistice și protejării patrimoniului național.

Evenimentul a fost încheiat de Dna Veronica Bulat, dr., conf. univ., Șef al Departamentului Economie, Marketing și Turism, responsabil de organizare, care le-a mulțumit tuturor participanților pentru implicare și pentru informațiile utile diseminate în cadrul evenimentului, înmânând diplomele de gratitudine și participare tuturor celor înregistrați la simpozion, atât cu prezență fizică cât și cu prezență online.

Simpozionul Științifico-Practic Internațional cu genericul „Dezvoltarea turismului durabil: actualități și oportunități" ediția a 3-a a fost organizat de Facultatea de Științe Economice cu susținerea partenerului strategic Proiectul de Competitivitate și Reziliență Rurală, finanțat de USAID, alături de Ministerul Culturii al Republicii Moldova și Asociația Națională pentru Turism Intern și Receptor din Republica Moldova și este inclus în lista manifestărilor științifice pentru anul 2024, aprobate de ANACEC.

Cu prețuire,
Comitetul de organizare