

GRANULAR · REPLICATION LAB MOLDOVA
LAG “Drumul Gospodarilor”

The Coral Reef of the Prut

Preliminary Survey Findings, Expert
Insights and Focus Group Discussion

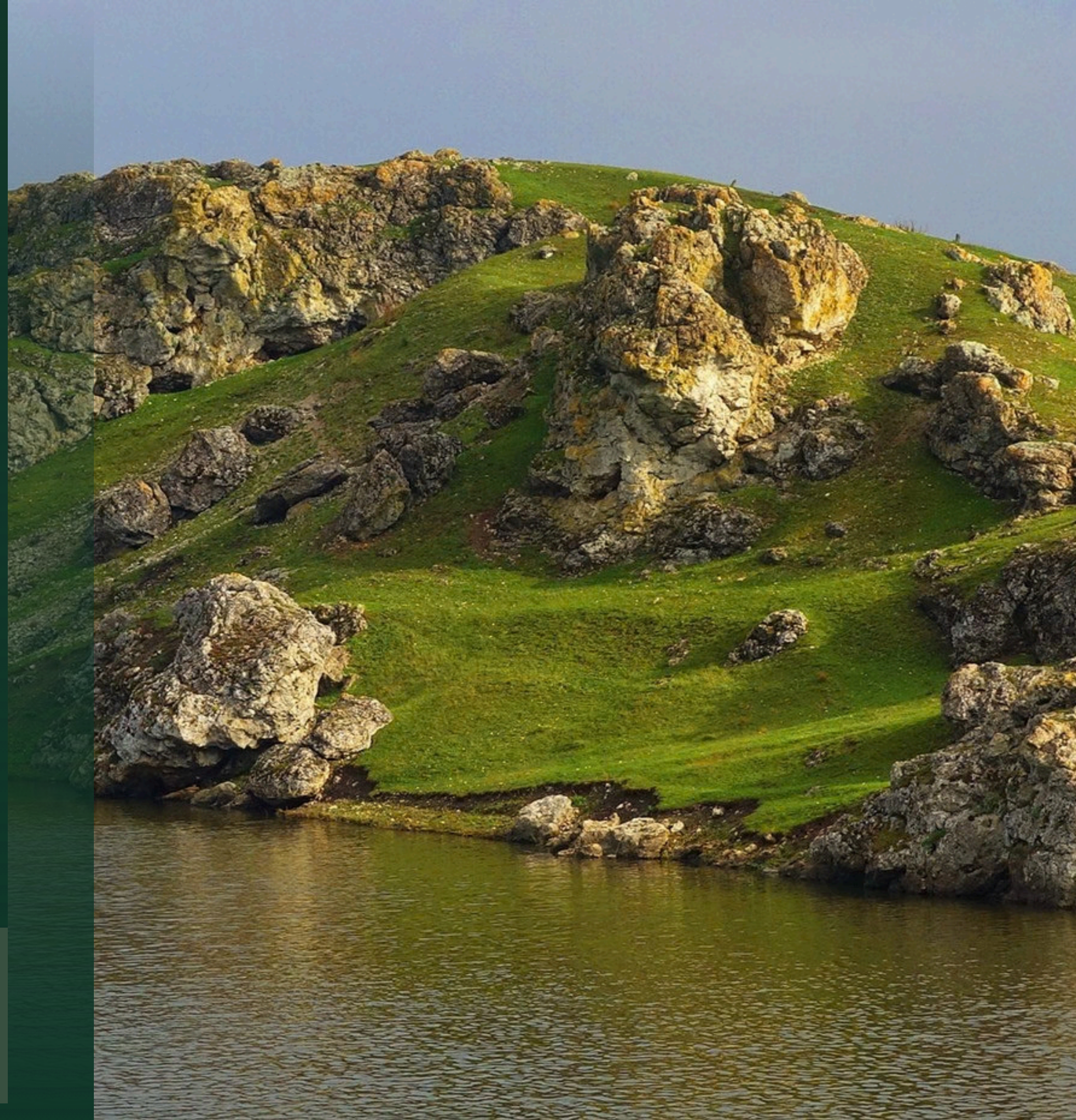
ONLINE MEETING · 28 SEPTEMBER 2026



GRANULAR

RURAL POTENTIAL – INNOVATIVE TOOLS

Better knowledge for better rural policies



Who participated in the survey?

Three complementary perspectives
on local tourism development

Today we are not repeating the survey.
We are discussing whether the results reflect reality
and what actions should follow from them.

83 tourists

visitors'
perspective

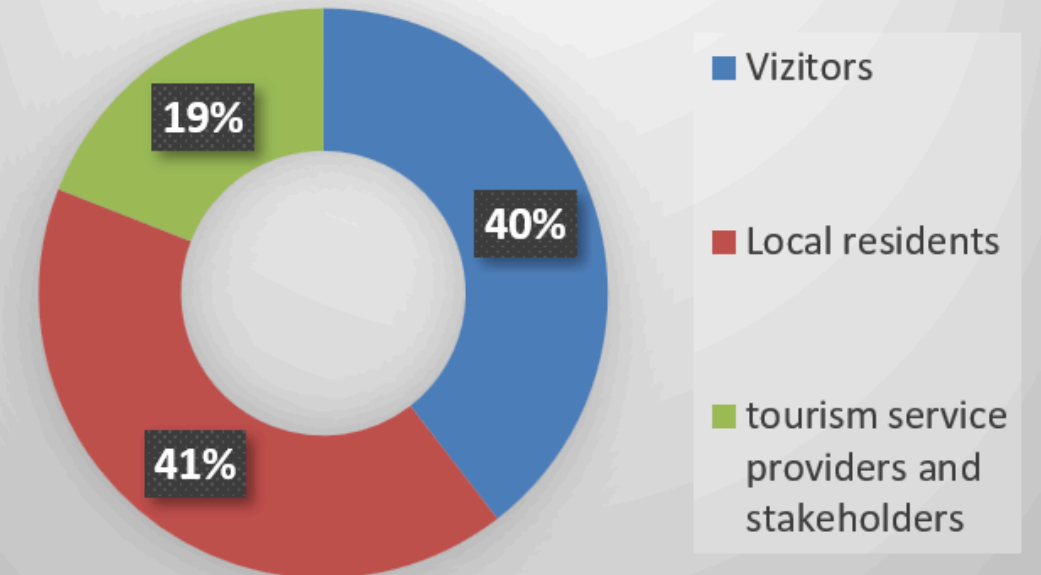
87 local residents

local community
perspective

**40 tourism service
providers and
stakeholders**

local actors'
perspective

210 respondents in total

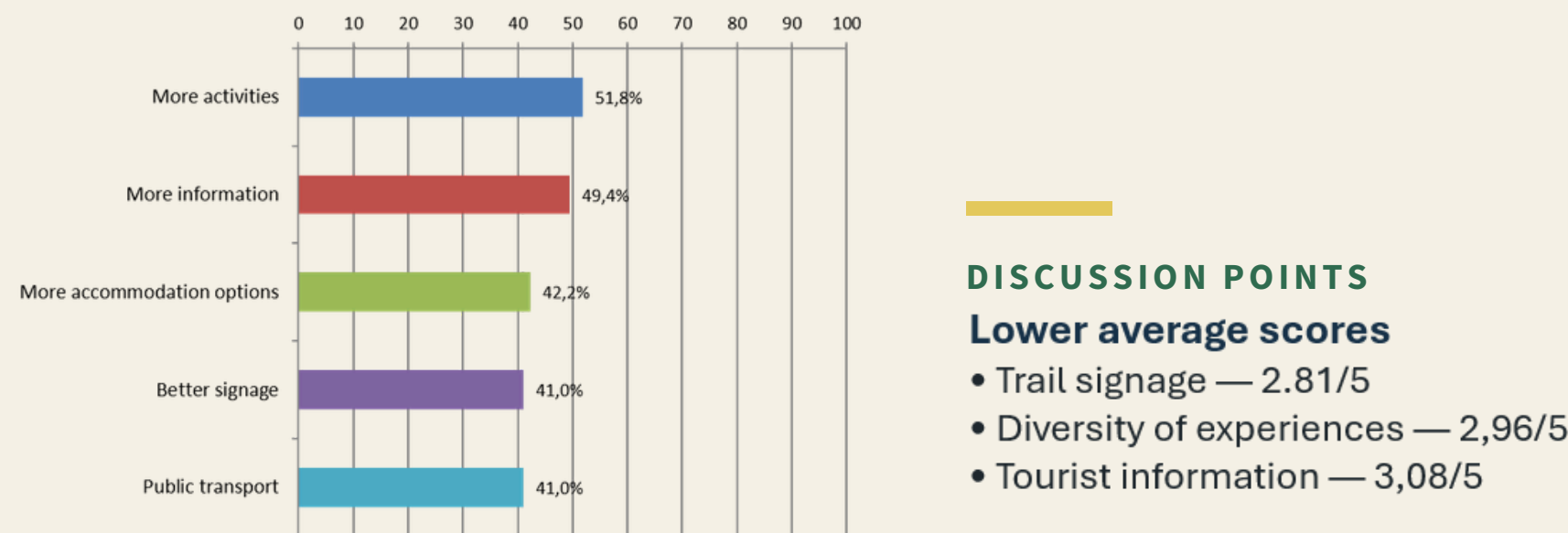


Visitors: strong appeal, but an offer that is still incomplete
N = 83

The Destination Through Visitors' Eyes

Visitors primarily appreciate the area's nature, tranquillity and overall experience. At the same time, the results point to the need for a better-developed tourism offer, with more activities, clearer information and better accessibility.

Attraction • Experience • Barriers



91,6%
identified nature as the most appreciated aspect

8,51/10
average recommendation score

66,3%
say they would return

79,5%
have visited the area at least 2–3 times

The strengths are clear: nature, hospitality and food. The main gaps relate to information, activities and accessibility.

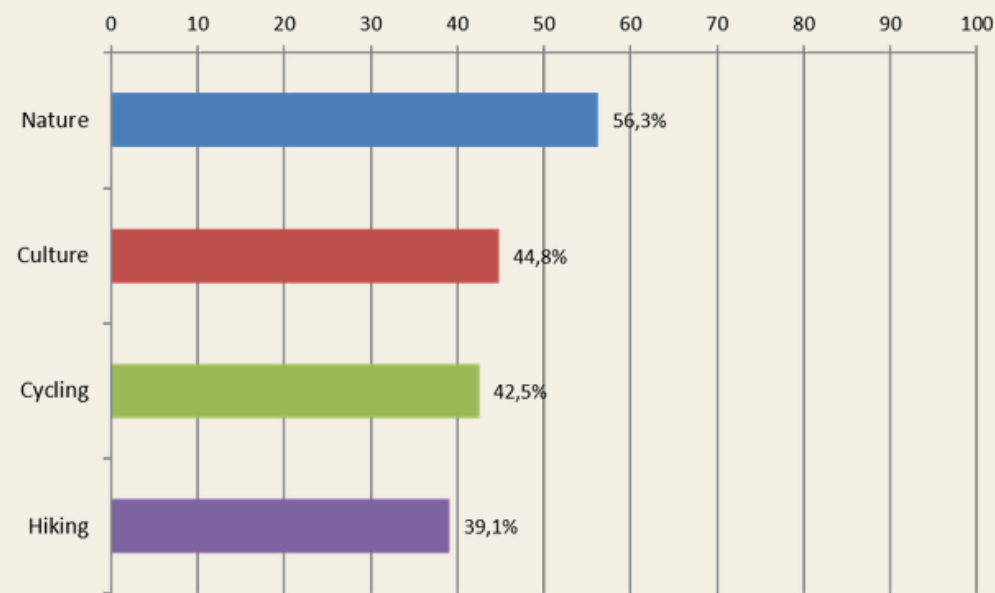


Local residents: strong support, development perceived as moderate
N = 87

The Destination Through the Lens of the Local Community

Local residents largely support tourism development, but they perceive the current level of development as only moderate. The results highlight interest in nature, cultural heritage and better promotion of the area.

Interests • Priorities • Local Potential



Discussion points:

Frequently indicated priorities

- Cultural heritage — 52.9%
- Better promotion — 48.3%
- Year-round tourism — 34.5%

2.91/5

current level of tourism development

86.2%

support further development

56.3%

want more content about nature

52.9%

identify cultural heritage as a priority



Key message: The local community supports tourism development, but believes the area’s potential is still underused.

The Destination as an Offer and a System of Cooperation

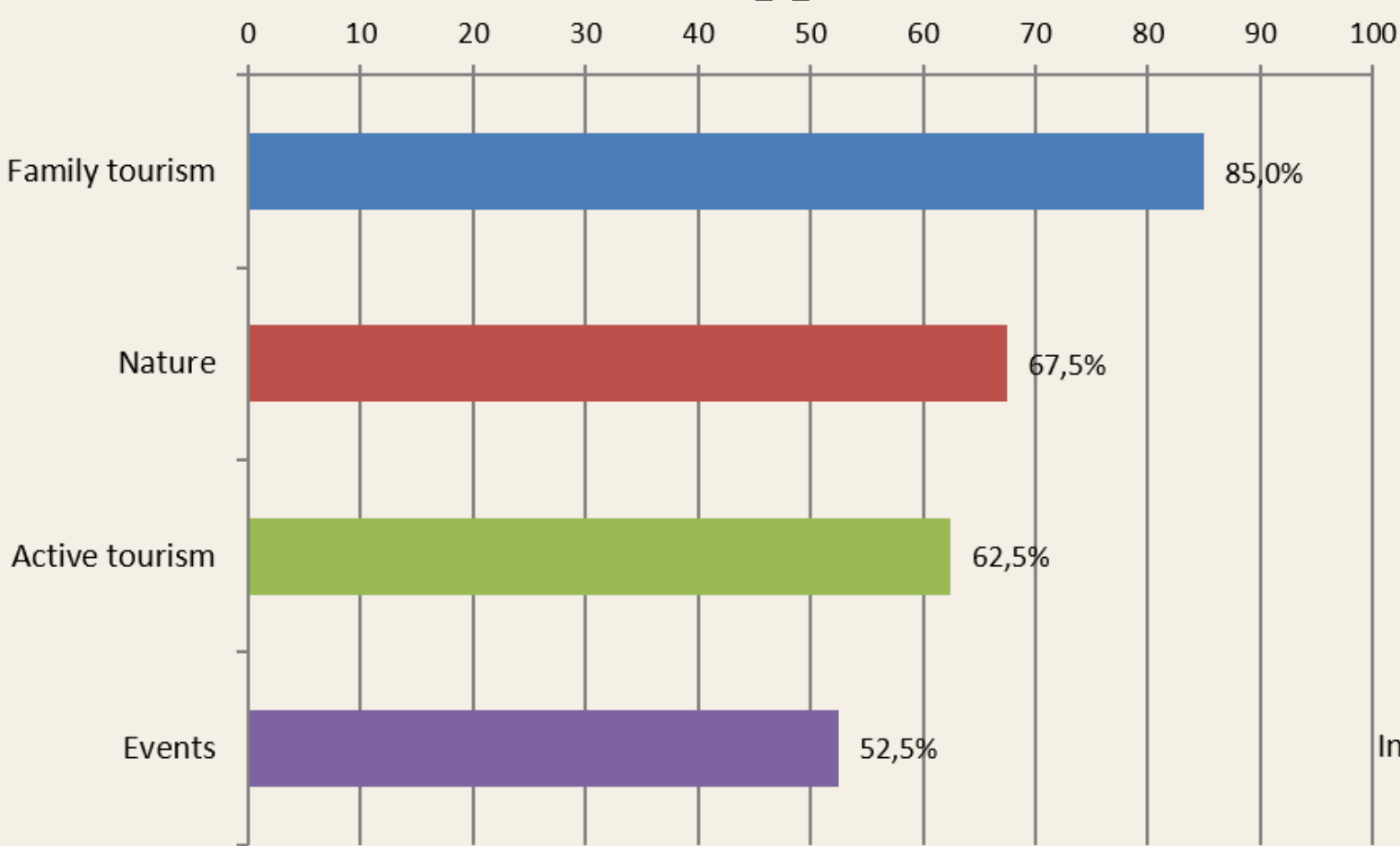
Tourism development depends not only on the attractiveness of the place, but also on the ability of service providers and local actors to cooperate, create joint products, and improve infrastructure and promotion.



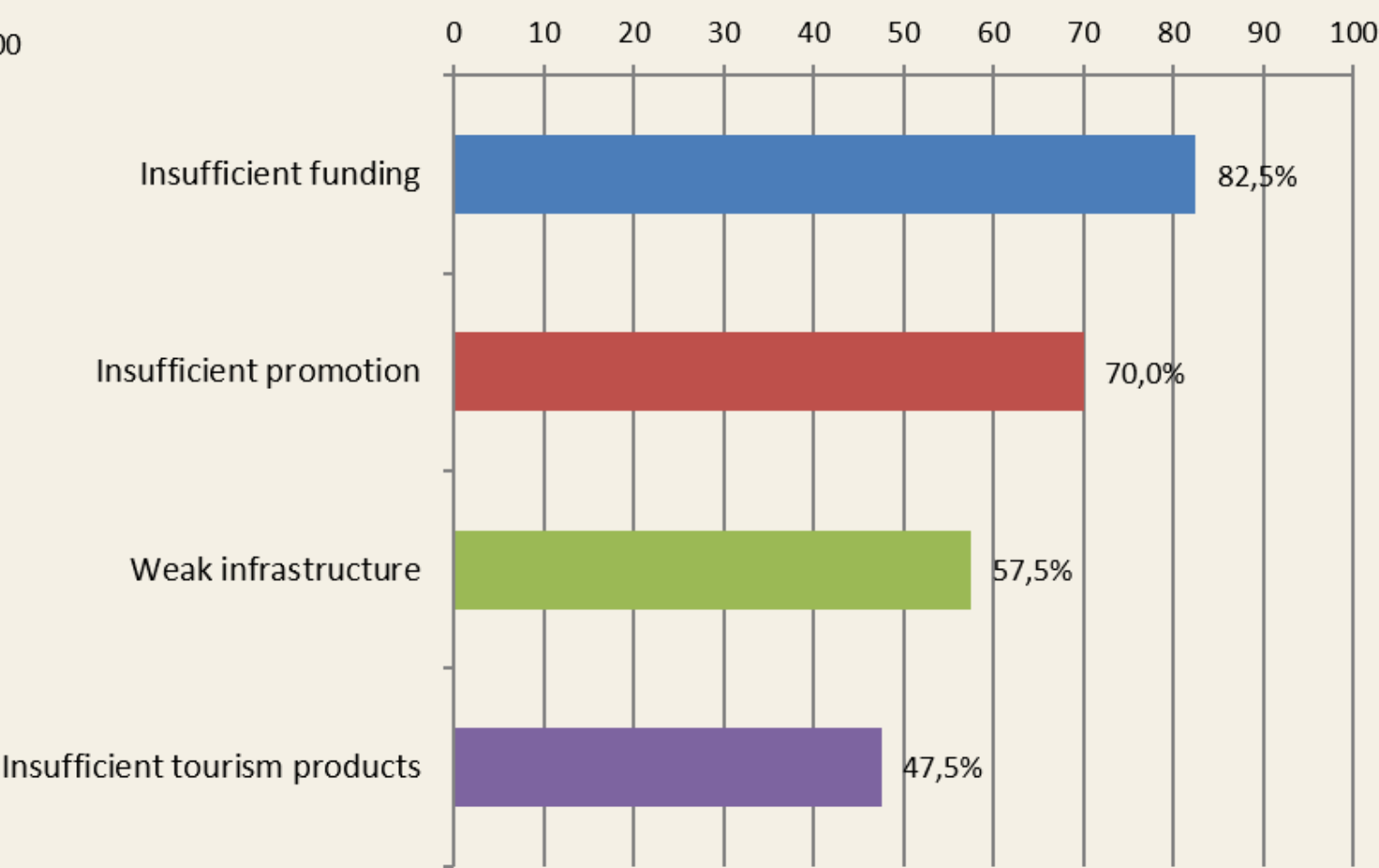
3.08/5
current state
of tourism

2.60/5
cooperation
between
service providers

Main opportunities



Main obstacles



95%
“Yes” or
“Possibly”
for collaboration

4.88/5
importance of
nature-based
tourism

Where do the three perspectives converge?

The focus group can validate the common ground while preserving the differences between the three respondent groups.

Hypothesis for validation:

The potential exists, but it has not yet been transformed into a tourism offer that is sufficiently visible, accessible and structured.



A diagnosis across four interconnected dimensions

A structured interpretation of the findings, separating the value of the destination from the system needed to develop it.

PLACE & ASSET

**What is
distinctive?**

Rare geological heritage,
nature and rural authenticity.

EXPERIENCE

**How is the destination
perceived and
experienced?**

The experience is attractive, but
still insufficiently structured
and signposted.

CAPACITY

**What can
realistically be
delivered?**

The local offer exists, but
products and services need to
be better connected.

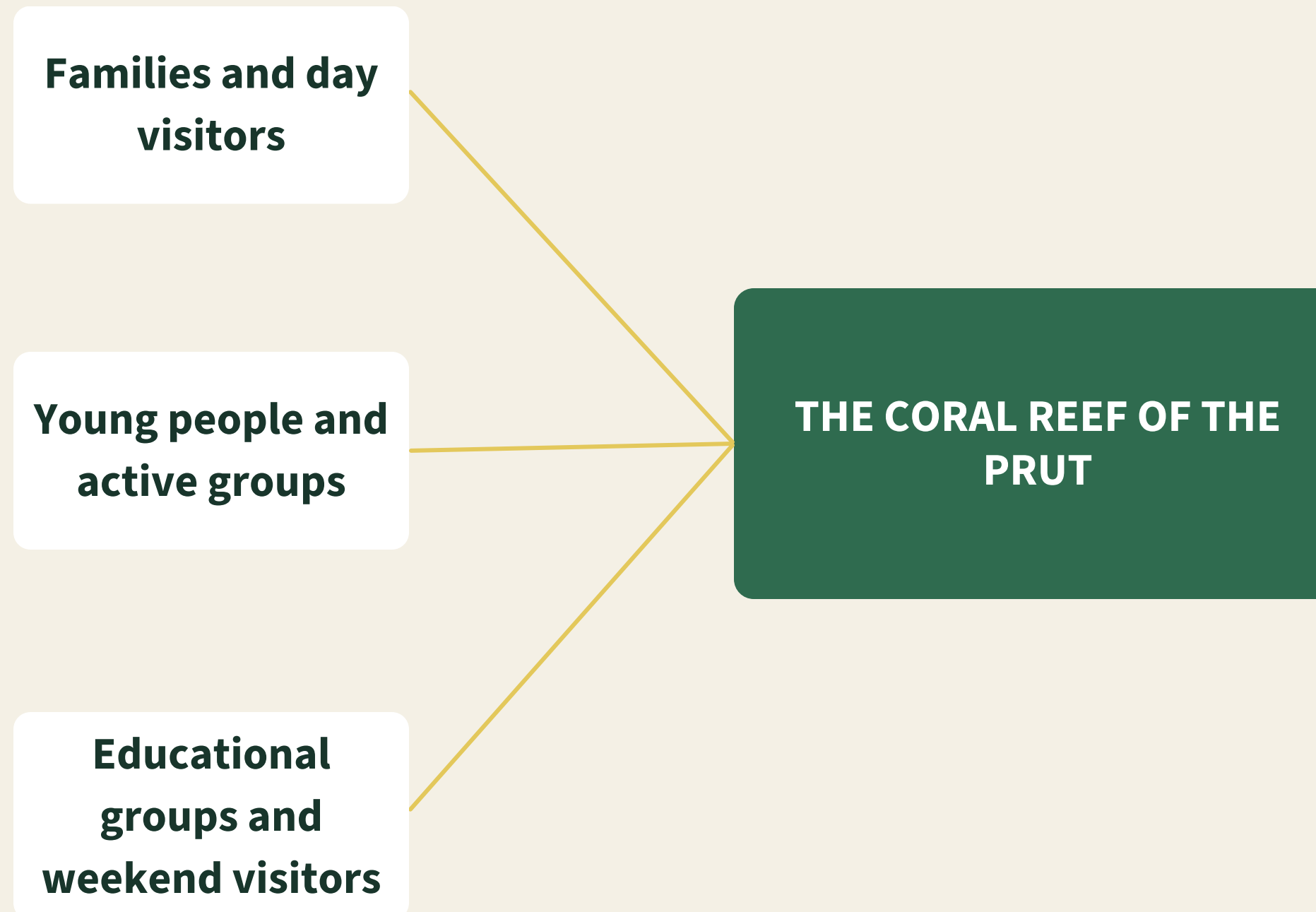
GOVERNANCE

**How are actions
coordinated?**

Better coordination is needed
between the LAG, local public
authorities, service providers
and other actors.

Position the destination. Definim grupurile-țintă prioritare

Positioning should connect the geological heritage, natural landscape and rural authenticity with clear reasons to visit and experiences tailored to different audience groups.



Priority actions: from evidence to activation

01

Validate

Confirm the preliminary diagnosis

02

Prioritise

Select audiences and opportunities

03

Shape

Develop the destination proposition

04

Coordinate

Assign next steps and ownership

Întrebări pentru dezbateri:

01 — Validation of the findings

01

Do the results reflect the real situation? What surprises you or requires further nuance?

03 — Products and priorities

03

Which 2–3 tourism products can realistically be developed, and what can be achieved within the next 1–2 years?

02 — Problems and causes

02

Why has the existing potential not yet been transformed into a more developed tourism offer? Which barriers are the most critical?

04 — Cooperation and responsibilities

04

How can cooperation be improved, and who should lead the actions? What are the group's 3–5 priority recommendations?

A shared understanding. Clear priorities. Concrete next steps.

By the end of the focus group, we aim to achieve clear, validated and actionable results for the next stage.



A shared reading.
A focused direction.
A practical next step.

Confirm the diagnosis, refine priorities and translate today's discussion into an agreed pathway for the next stage.