



## Hanul lui Hanganu: A Model for Sustainable Rural Tourism

Republica Moldova  
Lalova Village, Rezina District

<https://hanulhanganu.md/>



### Challenge-based solution:

- Sustainable infrastructure and resource management
- Anti-pollution and waste management
- Seasonality solutions
- Technology transfer and innovations

### Type of innovation:

- Product Innovation
- Process Innovation
- Marketing Innovation
- Organisational Innovation

### Source of innovation:

- Applied research
- Practice

## Summary

Hanul lui Hanganu is a successful example of sustainable rural tourism in the Republic of Moldova. Located on the banks of the Dniester River, this guesthouse blends local traditions with hospitality innovations. The inn offers authentic Moldovan-style accommodations, promotes local gastronomy, and supports the regional economy by sourcing products from local suppliers. Through innovative strategies such as digitalized bookings and personalized experiences, Hanul lui Hanganu reduces its environmental impact while addressing seasonality challenges. Its business model demonstrates how rural tourism can become a viable and competitive sector in the Black Sea Region.



## Hanul lui Hanganu

### Description of the Challenge

Rural tourism in the Republic of Moldova faces multiple challenges, including high seasonality, lack of modern infrastructure, and difficulties in international promotion. Additionally, there is a continuous need to integrate sustainability into the business model, minimizing environmental impact while supporting the economic development of local communities.

Hanul lui Hanganu addresses key issues faced by rural and remote areas of Moldova by promoting environmentally friendly agrotourism and preserving cultural heritage. In the face of depopulation, economic decline, and loss of traditional crafts, the enterprise plays a vital role in revitalizing the local economy, providing jobs, increasing regional attractiveness, and preserving authentic rural lifestyles. Thanks to careful restoration of architecture and implementation of eco-friendly infrastructure, Hanul lui Hanganu showcases a model of sustainable tourism that protects biodiversity and reduces environmental stress. By offering services focused on cultural and culinary experiences, the business strengthens both domestic and inbound tourism, involving local people and creating stable income sources. The use of local produce, traditional recipes, and artisanal practices not only preserves but revives interest in Moldovan identity. Hanul lui Hanganu plays a crucial role in promoting Moldova as an ecologically and culturally sustainable destination, contributing to the development of the green economy and aligning with both national and European sustainable tourism strategies.



## Description of the Innovation

The innovation implemented at the agrotourism complex Hanul lui Hanganu lies in successfully integrating traditional Moldovan rural lifestyles with modern standards of ecologically sustainable and culturally oriented tourism. The business was one of the first in the region to turn authentic village life into an attractive tourism product. Using eco-friendly materials for construction and renovation, owner Sergiu Hanganu not only preserved the architectural authenticity but also created comfortable accommodations that meet European tourists' expectations. The innovation also extends to the service model: tourists are not merely guests but participants in a cultural exchange. They are invited to experience nature and engage in traditional activities—cooking with old recipes, craft workshops, visiting a Moldovan sauna, fruit picking, and boat rides on the Dniester. All of this creates a unique tourism experience where guests feel part of village life rather than outsiders. Infrastructure upgrades also reflect this innovative approach. Installation of wastewater filtration systems, energy-efficient solutions, and participation in sustainable development programs highlight the synergy between tradition and technology. This is particularly relevant given the rising demand for eco-tourism, where sustainability becomes a competitive advantage. Hanul lui Hanganu is a model of agrotourism that blends cultural heritage, environmental consciousness, and innovative guest interaction practices—making it not only a successful business but also an example for sustainable rural development.



## Description of the business model

Hanul lui Hanganu is a family-owned agrotourism business founded over 20 years ago by Sergiu Hanganu in the village of Lalova, Rezina District, Republic of Moldova. Originally intended to host friends and relatives, the guesthouse has expanded into a full-fledged tourist complex, offering 28 rooms, two traditional Moldovan saunas, and a hayloft—all built from eco-friendly materials. Key stakeholders include the Hanganu family, the local community, and tourists seeking authentic rural experiences. The business has been financed through personal investments and grants from the Moldovan government and the European Union. Notably, funds from the Green Program, SME Support Program, and the PARE 1+2 Program enabled the installation of a 200,000-leu wastewater treatment system and infrastructure upgrades totaling 247,000 lei. The business's economic viability is supported by its unique value proposition in Moldova's agrotourism market: preserving traditional architecture and local cuisine, which attract both domestic and foreign tourists. Success factors include family management, use of eco-friendly materials and food, and support from public and international organizations. Risks involve seasonal tourist flow and dependence on external funding for further development. The target audience and main beneficiaries are tourists seeking authentic rural experiences, as well as the local community benefiting economically from tourism development. Hanul lui Hanganu is open to collaborations with travel agencies, investors, and organizations interested in agrotourism and preserving Moldova's cultural heritage.

The content of this document is the sole responsibility of the author(s). It does not necessarily reflect the official position of the European Union.



Republica Moldova, Raionul Rezina, satul  
Lalova, MD 5421



[hanulhanganu.md/](https://hanulhanganu.md/)



<https://www.facebook.com/hanulhanganu>



[info@hanulhanganu.md](mailto:info@hanulhanganu.md)



<https://hanulhanganu.md/>

## The INTERSMARTS Network unites



Bulgaria



Greece



MOLDOVA  
STATE  
UNIVERSITY

Republic of Moldova



Türkiye