

Active Travel Ecotourism Policy and Management Strategy.

There is no doubt that incredible natural wonders of the National Parks and the Natural Parks of Romania are among our greatest tourism drawcards.

Diverse landscapes and wildlife give to this areas a competitive advantage.

Active Travel is committed to creating more opportunities to showcase the natural beauty of Romania while preserving these natural assets for future generations.

Conservation and tourism do not have to be at odds. We have a vision for ecotourism that brings people into contact with nature, not conflict with nature.

We will grow our tourism industry and ecotourism can help drive this growth.

The Active Travel Ecotourism policy will help build a thriving ecotourism industry and deliver new ecotourism experiences. It will foster ecotourism opportunities that support sustainable growth, protect the environment and strengthen the economy.

Active Travel along with the tourism industry, the local businesses, authorities and the local community must work together to achieve these outcomes.

The aim of the Active Travel Ecotourism policy is to promote a fresh approach to ecotourism. At its core is a commitment to collaboration and partnerships to facilitate best practice ecotourism experiences that provide a positive contribution back to the natural areas and cultural heritage assets, community and economy of the National Parks and the Natural Parks of Romania.

A further priority is to reach and effectively engage with visitors in a way that inspires them to visit and spend time in those areas.

Especially the educational level of potential ecotourists is of major interest to the development of ecotourism policies and marketing strategy of Active Travel in order to promote both areas. As the educational component is the strongest figurehead of ecotourism, and it is particularly the educational experience that is to attract tourists, ecotourist products have to be promoted extensively to educated target groups. Furthermore, the educational level is linked to salary and quality of life. People with higher incomes can make the choice to eat organic food, drive more fuel efficient cars, and travel to ecotourist destinations that may cost more.

Our vision for ecotourism: the areas represent an internationally ecotourism destination, delivering world-class experiences that support the conservation of our special natural places and cultural heritage.

Our guiding principle: the natural treasure of the National Parks and the Natural Parks and cultural assets will be protected and conserved for current and future generations to enjoy.

Our promise to our 'guests': unforgettable ecotourism experiences that exceed our guests' expectations and create lasting memories of outstanding natural and cultural areas and unique wildlife of the National Parks and the Natural Parks of Romania.

The characteristics of our ecotourism business in both areas are:

- Uses low impact and recreation techniques.
- Limits visitation to areas, either by limiting group size and/or by the number of groups taken to an area in a season.
- Supports the work of conservation groups preserving the natural area on which the experience is based.
- Orients customers on the region to be visited.
- Hires local people and buys supplies locally, where possible.
- Recognizes that nature is a central element to the tourist experience.
- Uses guides trained in interpretation of scientific or natural history.
- Ensures that wildlife is not harassed.
- Respects the privacy and culture of local people.
- It is oriented around the environment in question and not around man.
- Provides a first-hand encounter with the natural environment.
- Actively involves the local communities in the tourism process.
- Does not degrade the resource.