

# Active Travel Sustainable Management Plan

## Vision

Active Travel - tour operator - offers unique private and small group tours from general touring to wildlife viewing or wilderness trips around Romania. One of our goals is to promote responsible and sustainable tourism in Romania.

**Our ecotourism vision:** to bring tourists in contact with nature, especially in areas that can represent valuable internationally ecotourism destinations, delivering world-class experiences that support the conservation of our special natural places and cultural heritage.

**Our conservation vision:** the natural treasure of National and Natural Parks and the cultural assets will be protected and conserved for current and future generations.

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

## Objectives

- O1. to promote responsible and sustainable tourism in Romania;
- O2. to promote the local culture and traditions in order to contribute to the development of the local communities from an economic and social point of view;
- O3. to provide safe and high-quality services;
- O4. to work with the Bucegi Natural Park administration and Piatra Craiului National Park administration to improve our services in the area;

## Action plan

### **01. To promote responsible and sustainable tourism in Romania;**

- we are specialized in private and small group tours that offer quality experiences to customers and low impact on nature;
- we walk with tourists between the locations; only the luggage is transferred by one of the local companies, using an electric car (subject to availability);
- we make a stop to one of the oldest guesthouses in Piatra Craiului National Park or at an authentic sheep farm for a local cheese tasting;
- in our walking tours we spend most of the time in nature, which is a central element for an ecotourism experience;
- we spend the nights at local guesthouses, owned by locals (subject to availability). Part of the food from the local guesthouses is from local producers (cheese, eggs, milk);
- we share information with our clients about sustainability and ecotourism - no single-use plastic policy, conservation of nature, wildlife protection and others;
- we share our experience in ecotourism with the local businesses (guesthouses, local craftsmen) and with the local communities

**O2. To promote the local culture and traditions in order to contribute to the development of the local communities from an economic and social point of view.**

**Stimulating local community development:**

- we promote multi day tours and we spend most of the nights at local guesthouses located in mountain villages, creating opportunities for the local communities to develop their business;
- we use the services of the locals – for the luggage and clients transfers we work with a local company from Peștera village / for accommodation we work with local guesthouses;
- we encourage the purchase of local products and gifts – some of these products are for sale at the local guesthouses where we are accommodated – e.g. Pepino in Măgura village, or at the places we visit during the tours – e.g. at Bran Castle we bring tourists to the local handy crafts section;

**Promoting the local culture and traditions:**

- we introduce tourists to the customs of the area;
- we encourage tourists to participate in local events or to get involved in the daily work of the locals;
- we work with guesthouses which serve traditional food;

**O3. to provide safe and high-quality services;**

- in case of unforeseen circumstances, we have a person in charge of resolving the problems as soon as possible (the owner of the company);
- we offer tourists a list of emergency phone numbers that includes: the national emergency number, fire guard service, natural area administration, mountain rescue, others;
- all the licensed mountain guides we work with carry safety equipment during the tours; proper use of the safety equipment is explained at the [AGMR](#) (Romanian Mountain Guides Association) courses by trained people;
- employees of the company have been trained to give first aid and to take part in the activities that involve first aid. The first aid kit is available at any time and kept somewhere accessible.

**O4. to work with the Bucegi Natural Park administration and Piatra Craiului National Park administration to improve our services in the area;**

- we meet with the representatives of the natural protected areas administrations to learn about conservation programs and more specific information about the areas, to increase and update the knowledge of the guides in order to create authentic experiences and to provide the correct information to the clients.
- we contribute financially, or we volunteer in the conservation programs of the parks or in other activities which involve protecting the environment.