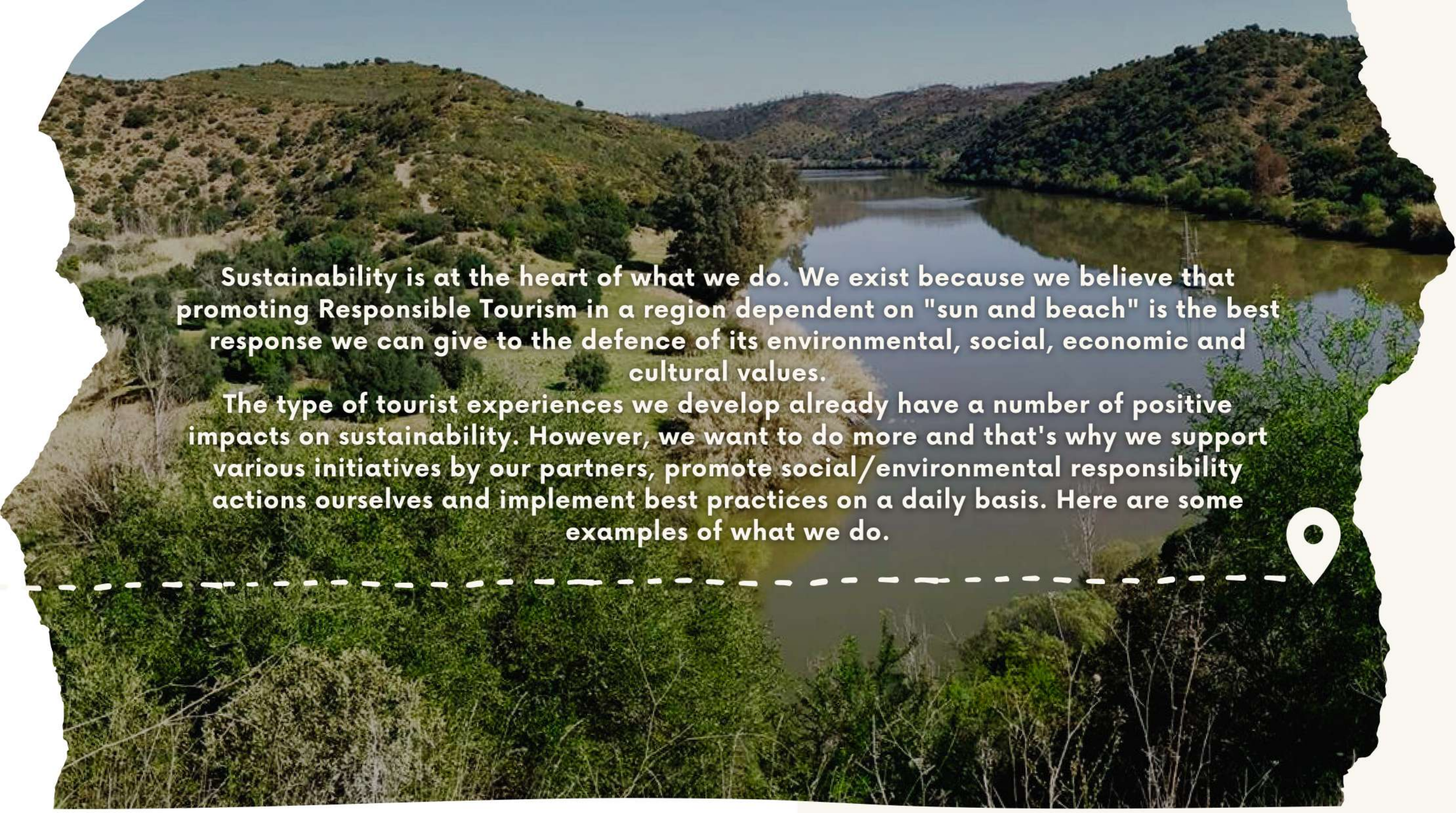




PROACTIVETUR

TURISMO RESPONSÁVEL • RESPONSIBLE TOURISM

Good sustainability practices



Sustainability is at the heart of what we do. We exist because we believe that promoting Responsible Tourism in a region dependent on "sun and beach" is the best response we can give to the defence of its environmental, social, economic and cultural values.

The type of tourist experiences we develop already have a number of positive impacts on sustainability. However, we want to do more and that's why we support various initiatives by our partners, promote social/environmental responsibility actions ourselves and implement best practices on a daily basis. Here are some examples of what we do.



1. Defence of species and local habitats

Maintaining biodiversity and the balance of ecosystems is fundamental for the sustainable future of territories. The Algarve is a repository of **many species of flora and fauna** that need to be conserved in order to maintain the richness and diversity of habitats. Over the last decade, we have actively contributed to many of the **nature conservation initiatives** taking place in the region. Our activist role in protecting and preserving the **Salgados Lagoon** is a case in point, but not only...



Conservação das andorinhas do mar



Defence of the Salgados Lagoon



Co-operation with ICNF in seed collection



Placing artificial nests



Reforestation initiatives

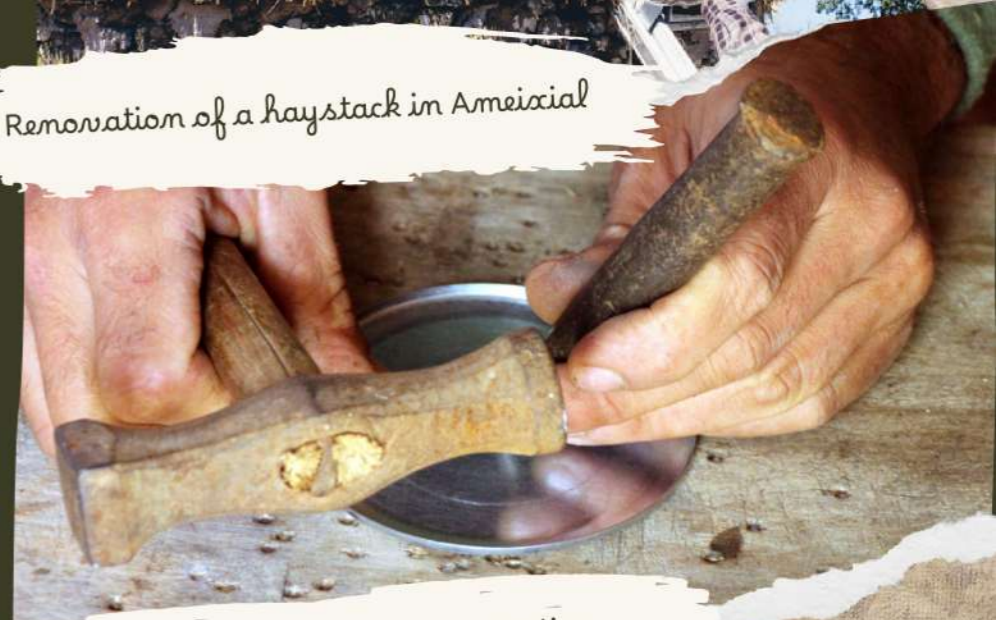
2.

Recovering ancestral practices

We manage a project (TASA) that aims to revive craft practices at risk of disappearing. We have been pioneers in the recovery of various threatened crafts through the training of new artisans. As cooperating members of QRER, we have organised actions to recover cultural heritage and sustainable construction.



Renovation of a haystack in Ameixial



Transmission of master-apprentice knowledge



Innovation of local crafts

3.

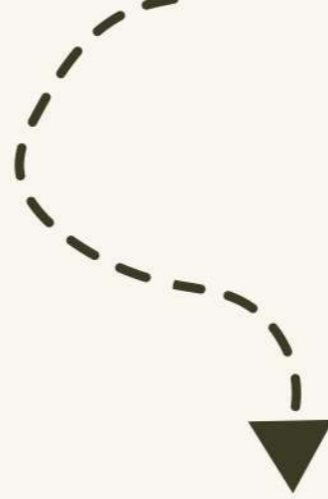
Boosting the local economy

Our clients stay in local accommodation and small hotels, **eat in local restaurants** and have snacks prepared with **seasonal and local produce**, make transfers with local taxi drivers... and all this in **low-density areas** where employment and economic activity are scarce. Much of the income from our activity **goes directly to the local communities**.



4. Plastic free

We don't use disposable plastics for our picnics and snacks. We prefer to use **cane baskets, panniers, earthenware and other products that we buy from artisans**. Snacks are packed in **organic, toxic-free materials** and the bags we provide are **reused**. Customers can download their **itineraries digitally** using a QR code, avoiding paper waste. At our office we take care to ensure responsible consumption and regularly train our staff to follow good practices in resource management.



Local handicrafts at picnics

Cloth bags for snacks

QR Code maps and routes

5.

Supporting the local associations

We support local associations that promote sustainable tourism (Almargem and Rota Vicentina) by **paying an eco-tax** that results from the sale of tours on the footpaths and also by **volunteering to maintain the routes**.



6.

Institutional collaborations

We endeavour to play an active and educational role in relation to sustainability issues linked to the Algarve region and tourism in particular. To this end, we have collaborated with various public institutions in the region as well as civil society organisations to promote talks, information and communication on these issues.



Lectures on Sustainability and Tourism

GUIA DE BOAS PRÁTICAS DE SUSTENTABILIDADE PARA A ANIMAÇÃO TURÍSTICA

Collaboration on the Guide to Good Sustainability Practices in Tourism

Collaboration with NGOs on initiatives to enhance and promote responsible tourism in the Algarve



Institutional Partners



Local Partners



CONTACT US

We are available to collaborate

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