

Pro-Active Adventure appreciates that as a modern company we must consider our impact on the world, whether that is an Environmental, Economic or Social impact. We understand that for many of our customers, responsible tourism is an important consideration. On the other hand, we also recognize that responsible tourism is a relatively new idea that will take time to develop fully.

The tourism industry is one of the world's largest industries bringing domestic and international visitors to other people's places, their community, their lived culture and their natural and built environment. Tourism is also an extremely diverse industry, ranging from highly developed mass tourism, (for example Disneyland), through to tourism that relies more on the inherent natural and cultural features of an area to attract tourists.

Even though the guidelines and principles of Responsible Tourism are universal, every single country and even specific activity has its own individual policy. In this respect our policy is to:

- Quantify and monitor all environmental impacts of the business, including new projects, and in partnership with our contractors and service users set specific targets;
- Comply with current legislation and, where practical, seek to meet future legislative requirements ahead of relevant deadlines;
- Integrate environmental objectives into relevant business decisions through liaison with landowners and local communities,
- Require all employees and contractors to address environmental responsibilities within the framework of normal operating procedures by monitoring the impact and intensity that our activities have and be prepared to have several alternative venues.
- Minimise waste, through sourcing equipment where viable that is sustainable and recyclable; ensure the remainder is disposed of responsibly.
- Develop awareness and respect of the environment through our delivery to service users; that promotes and respects the interests of others
- Enhance awareness of relevant issues among customers, employees and others who have an interest in our business;
- In order to achieve this, we shall implement an environmental management system certified to ISO 14001 as proof of our commitment to promoting continuous improvements.
- Publish information on environmental performance.

For examples of our Responsible Tourism policies for the activities we offer in Wales, please use the Responsible Tourism Wales link below:

