



# Accessible, sustainable tourism

**Cristina Căluianu, Director of Accessible Romania by Sano Touring**

MOdal shift, routing and nudging solutions in NATure areas for sustainable tourism (MONA) Project -  
Webinar #3 Improving accessibility and reducing negative impacts on the local environment  
through routing - 4 June 2025

# This is us!



Licensed as tour  
operator: 12/2014

Start operations:  
09/2015



Membership:  
09/2016

National Contact  
Point: 12/2021

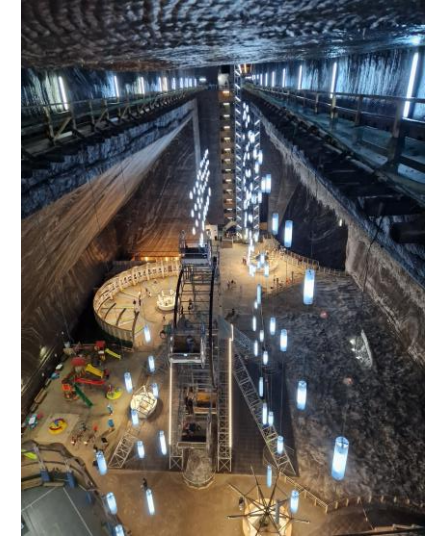


Rebranding:  
06/2021

# Sustainability and accessibility

- **Nature-based therapies in Romania**

- Exceptional environment rich in diverse natural therapeutic resources
- Wellness tourism is a core component



- **Erasmus+ Alliance on Interdisciplinary Learning and Entrepreneurial Skills in Green for Health and Social Inclusion - GREEN4C Project**

- Preservation and respect for nature and local traditions
- Educate tourist operators to become more inclusive and accessible



# Sustainability and accessibility

- **Erasmus+ Innovation for Accessible Tourism in Natural and Rural Areas - Access IT project**
  - Build capacity of EU tourism SMEs operating in natural and rural areas (NRAs) to bridge accessibility gaps
    - Stakeholder co-design of innovative solutions for tourism products addressing customers with specific access requirements
      - Accessible Romania by Sano Touring was part of the process to fine-tune the tools
    - Comprehensive training in the cross-field of accessible tourism, innovation and sustainable development of natural and rural areas
      - Interactive business support toolkit including the development of a web-based tool that supports the self-assessment of the accessibility of the products and/or services delivered by EU tourism SMEs operating in natural and rural areas
      - Recommendations booklet summarizing good practices and success stories of stakeholder co-design of accessible tourism offers

# Sustainability and accessibility

- **Erasmus+ WeNaTour Project**
  - E-learning "**Sustainable Tourism Course: Welfare, Nature and Innovation in Tourism**" course designed to provide fundamental knowledge and practical tools to innovate in sustainable tourism
    - Sustainable Tourism
    - Nature for Health and Wellbeing
    - Education and Innovation
    - Company Welfare
  - Accessible Romania by Sano Touring - Project Partner
    - Accessible tourism as part of the sustainability of a tourist destination
    - Good practice in exploiting Black Sea natural resources for medical rehabilitation, spa and wellbeing purposes
  - The **WeNaTour Alliance**
    - The first global network on Sustainable Tourism Destination Management

# Sustainability and accessibility

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**COURSE N.2: Destination Management**  
Module N.2: Socio-Economic Impacts and Community Support

**How Can Tourism Become More Inclusive?**

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**COURSE#1 INTRODUCTION L15**

**Accessible Tourism**

Module 1: Sustainable Tourism Markets in the Modern World

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**Accessible and Inclusive Tourism**

Module 4-2: Key Concepts in Nature, Health, and Inclusive Tourism – L9

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**Nature Based Therapies in Spas and Medical Rehabilitation at the Black Sea, in Romania**

Module 4.3. Key Concepts in Nature, Health, and Inclusive Tourism - L10

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**THANK YOU AND LET'S JOIN  
EFFORTS FOR MORE SUSTAINABLE,  
INCLUSIVE AND ACCESSIBLE  
TOURISM AND CULTURE !**

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