SENSA (Sustainable, **En**vironmental and **Sa**fe tourism in protected areas**)** is ideal for environmental conscious travellers seeking to discover authentic wilderness areas, real people, true nature and wishing to become active conservation agents for the fragile eco-system of natural parks.

The SENSA "space based" solution addresses the complementary needs of **Park Managers**, **Tour Operators** and **Travellers** seeking wilderness protection, sustainable tourism, environmental awareness, personal safety.

With SENSA **Park Managers & Rangers** are able to: map accessible and restricted areas; publish fauna / flora / heritage awareness info; optimise the distribution of travellers / activities / traffic in the park; send geo-localised ALERT messages to travellers; receive / respond to SOS messages from travellers; process environmental sightings / reports received from travellers; and help support the fight against poaching.

With SENSA **Tour Operators** are able to: manage high quality ecotourism services inside and outside natural parks; generate on-the-fly tailored packages based on tourists profiles & requests; book travellers' personalised trips; and enable travellers to "stay in touch" with family and friends while on the move.

With SENSA **Travellers** are able to: build their own trip itinerary step by step from one locality to the next, selecting in each their wished activities, accommodation and local transport; share their trip and photo albums with family and friends; route themselves while on the move; access to geo-localised fauna / flora / heritage awareness info; report geo-localised environmental sightings; locate team members on the move; receive geo-localised ALERT messages; send / receive HELP messages from anywhere at any time; and share their travel experience over social networks.

SENSA: *the only* **E**nvironment to **B**usiness to **C**onsumer (E2B2C) *Wilderness Travel Platform*:

*In collaboration with Peace Parks Foundation (SA), Kgalagadi Transfrontier Park (SA/BW),
Great Limpopo Transfrontier Park (SA/ZW/MZ), Ai / Ais-Richtersveld Transfrontier Park (SA/NA)*